



COFFEE-MATE® BEATS HALF & HALF HANDS DOWN

☕ Preferred by $\frac{2}{3}$ of consumers over half & half¹

☕ Nestlé and COFFEE-MATE are two powerful and trusted brand names

☕ Available in a wide variety of formats for every operation

☕ Shelf stable; stores at room temperature



PASSIONATELY PREFERRED



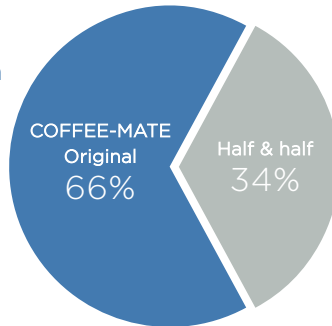


COFFEE-MATE®. PREFERRED BY TASTE. PREFERRED BY NAME.

It's a fact: 81% of consumers *always* add creamer when drinking coffee away from home.² Which creamer would you assume they prefer? Half & half? Think again. *Two-thirds* of consumers prefer COFFEE-MATE.¹ They love the smooth, satisfying flavor, they love the richness and they love the brand. Simply put, COFFEE-MATE is America's favorite coffee creamer.

PREFERRED BY TASTE.

Twice as many consumers would rather cream their coffee with Original COFFEE-MATE than with half & half. In a blind taste test, consumers prefer COFFEE-MATE Original to the leading national brand of half & half 66% to 34%.¹



PREFERRED BY NAME.

Just switching from half & half to COFFEE-MATE can actually bring people in your door.

- Nestlé COFFEE-MATE enjoys 96% brand awareness.²
- 79% of consumers say COFFEE-MATE is a high-quality creamer.²
- Replacing half & half with COFFEE-MATE can make a real difference. In fact, 29% of consumers say they'd visit more often if COFFEE-MATE were offered in place of half & half.²

FLAVORS & FORMATS?

COFFEE-MATE BEATS HALF & HALF HANDS DOWN.

In addition to Original, COFFEE-MATE is available in six popular specialty flavors, like French Vanilla and Irish Crème—plus Original Lite and Sweetened Original—that can build your coffee business and drive sales and traffic. That's an advantage half & half just can't deliver.

- 46% of consumers agree that part of the fun of drinking coffee outside the home is trying out new creamer flavors.²
- Flavored creamers can deliver a whole new demographic: They appeal more to higher educated, affluent 35- to 54-year-olds.⁴
- COFFEE-MATE creamer comes in more operationally friendly formats than half & half. Options include shelf-stable liquid and powdered forms in a variety of single-serve and multi-serve formats.

COFFEE-MATE PRODUCT INFORMATION

- Long shelf life: 9 months for liquid and 2 years for powdered products
- No refrigeration or ice necessary*
- Ambient storage for all product formats
- Available in single-serve and multi-serve packaging
- No cholesterol
- 0 grams trans fat
- Lactose free (17% of Americans are lactose intolerant³)
- Gluten free
- Kosher dairy

	COFFEE-MATE	HALF & HALF
Can drive traffic and build coffee sales	X	
#1 coffee creamer brand in America	X	
Available in popular flavors	X	
Preferred by taste and name	X	
Available shelf-stable, single-serve format	X	X
Multiple formats, including bulk and powder	X	

- AVAILABLE FORMATS
- Liquid Creamer Singles
 - Liquid Creamer Station
 - Powdered Creamer
 - Powdered Creamer Singles
 - Liquid Pump Bottle

*Liquid Creamer Station product requires refrigeration after opening.



(1) Consumer blind preference test conducted by Tragon Corporation, Oct. 2007.
 (2) Lieberman Research Worldwide, September 2008.
 (3) June 2007 Lactose Free Market Assessment, Dairy Management Inc.
 (4) ACNielsen 2008 COFFEE-MATE Panel Data.

Call 1-800-288-8682 or
visit NestleProfessional.com