

POWDERED



COFFEE-MATE® POWDERED CREAMER

- ▶ America's #1 coffee creamer can build your business
- ▶ The only major brand with multiple flavor options in powder
- ▶ COFFEE-MATE brand power in an economical format
- ▶ 2-year shelf life without refrigeration eliminates worries and waste



PASSIONATELY PREFERRED





WHY COFFEE-MATE® POWDERED CREAMER?

It's the quick economical way to improve your beverage program.

Two-thirds of coffee drinkers cream their coffee,¹ so it's no wonder COFFEE-MATE creamer is such an important addition to your beverage program. Especially since COFFEE-MATE is backed by the power of millions of devoted fans who've made it America's #1 brand of creamer. And with crowd-pleasing flavors and hard-working formats and systems, it's much more than a creamer, more than a give-away, more than a finishing touch. It's a proven, turnkey way to improve satisfaction.

“We used to offer an off-brand creamer, but there was a demand for COFFEE-MATE. What people had at home, they wanted at work. It really made me realize that COFFEE-MATE's customers are loyal to the brand.”

— **Jon Hartman, Ortonville, MN**

1. THE APPEAL OF DELICIOUS FLAVORS—IN POWDER!

59% of consumers agree that coffee with flavored creamers is a good substitute for specialty coffee,² and COFFEE-MATE is the *only* major brand with powdered creamers in the flavors America loves.

“COFFEE-MATE has given us the flexible freedom to supply a superior product with a recognizable name. The flavors are rich and accurate. We have in the past gone with different vendors that supplied us with your “basic” creamer; but after experiencing the convenience and taste of COFFEE-MATE, there is no turning back.” — *Chris Bak, Richmond, VA*

2. AN ECONOMICAL CREAMER SOLUTION.

Even the budget-conscious can enjoy the benefits of offering America's favorite creamer.

“The choice of COFFEE-MATE is a smart one! You get longer shelf life, competitive price and the COFFEE-MATE name. It really does sell itself.”

— *Paul Munson, Corpus Christi, TX*

3. SHELF-STABLE CREAMER ELIMINATES SPOILAGE ISSUES.

Powdered product reduces waste while delivering a superior cup of coffee.

“With limited cooler space, we have had many issues with keeping products cold, and having to buy one case of half & half at a time just to get a good price was taking up way too much space, but going to COFFEE-MATE powdered creamer has saved us a bundle just in shelf stability alone.” — *Landrum Randolph, Greenville, SC*

4. TWO SAFE AND EASY-TO-USE PACKAGING FORMATS.

Multi-serve canisters with a unique, flip-top design are easy to pour and hygienic. Powdered creamer singles are perfect for here or to-go.

“I am the dietary director of a hospital and food safety is one of our main concerns. With COFFEE-MATE in our hospital, I can rest assured that they are getting both a high quality and safe product.” — *Ryan Woodward, Owasso, OK*

PRODUCT INFORMATION

- Multi-serve canisters and single-serve packets
- Available in 4 flavors
- 2-year shelf life at room temperature
- 0 grams trans fat; no cholesterol; lactose-free; gluten-free; kosher dairy

POWDERED CREAMER CANISTERS

ORIGINAL	
12/11 oz.	50000-55882
ORIGINAL LITE	
12/11 oz.	50000-74185
FRENCH VANILLA	
12/15 oz.	50000-35775
HAZELNUT	
12/15 oz.	50000-12345



POWDERED CREAMER SINGLES

ORIGINAL	
1000/3 gm.	50000-30022
ORIGINAL	
900/3 gm.	50000-31442
ORIGINAL	
20 x 50/3 gm.	50000-30032
ORIGINAL LITE	
20 x 50/3 gm.	50000-30292



(1) 2007 Nestlé Out-Of-Home Consumer Beverage Segmentation Report
 (2) Lieberman Research Worldwide, August 2008

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