

# SUGAR-FREE



## COFFEE-MATE® SUGAR-FREE FRENCH VANILLA LIQUID CREAMER SINGLES

☪ America's #1 coffee creamer can build your business

☪ Rich French Vanilla flavor, now with 40% fewer calories

☪ Exclusive, *better-for-you* flavor option attracts new customers

☪ Shelf-stable liquid singles are convenient for here or to go



PASSIONATELY PREFERRED





# NOW THEIR FAVORITE FLAVOR IS SUGAR-FREE!

COFFEE-MATE® introduces a unique advantage for your beverage program.

French Vanilla is the most popular of all the specialty creamer flavors, and now NESTLÉ® COFFEE-MATE® lets you offer the same rich, creamy, delicious taste in a single-serve with 40% fewer calories. But that's not all. Our exclusive Sugar-Free French Vanilla flavor is also gluten-free, lactose-free and cholesterol-free. Great for your customers who are watching their weight, on special diets or just trying to find choices that are better for them. Now that's some big news in a little tub!

## 1. COFFEE-MATE FLAVORS HAVE SELLING POWER.

**COFFEE-MATE is a proven business-builder, preferred by millions of devoted fans. In today's coffee-savvy world, that means offering our popular flavored creamers can give you a competitive edge.**

- 28% of consumers say they'd increase the frequency of their visits if COFFEE-MATE were offered where they usually get their coffee.<sup>1</sup>
- 45% of COFFEE-MATE users prefer COFFEE-MATE exclusively.<sup>1</sup>
- 42% of consumers say, "I would drink here more often if they offered the creamer flavor I like."<sup>1</sup>

## 2. FEWER CALORIES—ALL THE INDULGENCE!

**New COFFEE-MATE Sugar-Free French Vanilla offers the same rich, creamy coffeehouse flavor your customers crave with 40% fewer calories than our classic French Vanilla creamer.**

- Only 15 calories per serving.
- Delivers an uncompromising sweet French Vanilla flavor indulgence that consumers can feel good about.
- 59% of consumers agree that coffee with flavored creamers is a good substitute for specialty coffee.<sup>1</sup>

## 3. "BETTER-FOR-YOU" IS BETTER FOR BUSINESS.

**These days, more and more people are seeking out better-for-you beverage options, and COFFEE-MATE Sugar-Free French Vanilla helps you appeal to a wider range of customers.**

- Lower-calorie, sugar-free creamer with less than one gram of carbohydrates per serving.
- 42% of consumers say that a low-sugar option highly influences their decision to purchase a beverage.<sup>2</sup>
- The only sugar-free, single-serve, flavored liquid creamer available. A COFFEE-MATE exclusive!

## 4. THE BEAUTY OF SINGLES

**Convenient single-serve liquid "tubs" are the easy way to attract and satisfy customers, whether they're eating in or on the go.**

- Shelf stable—no refrigeration. No ice. No hassles.
- Portion-controlled format and easy-serve grab-n-go dispenser box.
- Individually sealed for a hygienic presentation.

## PRODUCT INFORMATION

- Single-serve non-dairy creamer tubs
- No refrigeration necessary; 6-month shelf life at room temperature
- 40% fewer calories than regular French Vanilla
- 15 calories per serving
- Sugar-free; gluten-free; lactose-free; cholesterol-free; kosher dairy



LIQUID CREAMER SINGLES  
180 CT. CASE

**SUGAR-FREE FRENCH VANILLA**  
180/.375 oz 50000-81203

LIQUID CREAMER SINGLES  
50 CT. DISPENSER BOX

**SUGAR-FREE FRENCH VANILLA**  
4x50/.375 oz 50000-91757



(1) Lieberman Research Worldwide, August 2008  
(2) Datamonitor Consumer Survey, April/May, 2009

Call 1-800-288-8682 or  
visit [NestleProfessional.com](http://NestleProfessional.com)