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
WHY COFFEE-MATE® POWDERED CREAMER?

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

Two-thirds of coffee drinkers cream their coffee, 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, 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

<table>
<thead>
<tr>
<th>Flavor</th>
<th>Net Wt</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>ORIGINAL</td>
<td>12/11 oz</td>
<td>50000-55882</td>
</tr>
<tr>
<td>ORIGINAL LITE</td>
<td>12/11 oz</td>
<td>50000-74185</td>
</tr>
<tr>
<td>FRENCH VANILLA</td>
<td>12/15 oz</td>
<td>50000-35775</td>
</tr>
<tr>
<td>HAZELNUT</td>
<td>12/15 oz</td>
<td>50000-12345</td>
</tr>
</tbody>
</table>

POWDERED CREAMER SINGLES

<table>
<thead>
<tr>
<th>Flavor</th>
<th>Net Wt</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>ORIGINAL</td>
<td>1000/3 gm</td>
<td>50000-30022</td>
</tr>
<tr>
<td>ORIGINAL</td>
<td>900/3 gm</td>
<td>50000-31442</td>
</tr>
<tr>
<td>ORIGINAL LITE</td>
<td>20 x 50/3 gm</td>
<td>50000-30032</td>
</tr>
<tr>
<td>ORIGINAL LITE</td>
<td>20 x 50/3 gm</td>
<td>50000-30292</td>
</tr>
</tbody>
</table>

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

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