

# Indulge

your customers

— with Cool Coffees that Wake Up Sales!

Iced Coffee • Iced Mocha



QUALITY & SERVICE SINCE 1912

# Growth in iced coffee offers opportunity!



Give your customers the best with our sensational selection.

SKU	Description	Case Size	Pack Size	Brand
123174	Creamer Half/Half	2 4-litre/case	84 Cs/plt	590
123175	Creamer French Vanilla	2 4-litre/case	84 Cs/plt	590
125008	Coffee Iced Mocha	2 6-litre/case	60 Cs/plt	590
125010	Coffee Iced French Vanilla	2 6-litre/case	60 Cs/plt	590

**Chill** – Get a cool return with trendy favorites with Farmer Brothers' Iced Mocha and Specialty Coffees.

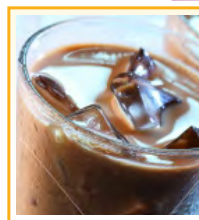
For more information call (800) 735-2878 or visit our website at [www.farmerbroscoffee.com](http://www.farmerbroscoffee.com)

\*Source: National Coffee Association/National Coffee Drinking Trends 2008  
\*\*Source: NPD Group 2008.

**Each and everyday**, people across the country make a special trip for iced coffees. Leverage this ritual and become your customers' first stop for the decadent delights they desire – with iced specialty coffees from Farmer Brothers.

- Sales of iced coffee up 38% at quick-serve venues in both 2007 and 2008.\*\*
- 2008 Iced and frozen coffee overall consumption up significantly from 2007.\*
- Hot & Iced-coffee consumption has surpassed soft drinks.\*

**Leverage the trend – Iced Mocha and Iced Coffees brew profits!**



**37%**  
SALES  
GROWTH

Dine-in and on-the-go customers continue to grow the specialty coffee market. In fact, specialty coffee sales have soared 37 percent!\*

**Cool** – Eye-catching support materials drive traffic to your beverage aisle!



**Farmer Brothers**  
COFFEE  
QUALITY & SERVICE SINCE 1912

**Superior**  
Coffee

**100% BLEND**  
**PACIFICA**  
CLASSIC COFFEE

**MCGARVEY.**  
SWEET COFFEE

**cain's**  
Coffee

THE FARMER BROTHERS FAMILY OF COFFEE & TEA BRANDS