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THE NEW NORM: CUSTOMIZED SPECIALTY COFFEE DRINKS



It's hard to believe but the regular cup of coffee may be going the way of the lunch pail. A recent study by Nestlé revealed sales of customized specialty coffee drinks overtook the "Cup o' Joe" for the first time in history.

Specialty coffee drinks now represent more than 51 percent of all retail coffee sales. Last year alone, specialty coffee sales jumped 21 percent over the previous three years to \$3.48 billion.

There are currently 24,000 coffee shops in the U.S.; the number is expected to double in the coming decade. And it is not all about Starbucks, as independent coffee shops brought in \$12 billion in sales last year.

According to E-Imports, which manages a website devoted to the espresso business, "Over 50 percent of Americans over 18 years of age drink coffee every day. This represents over 150 million daily drinkers. Thirty million American adults drink specialty coffee beverages daily; which include a mocha, latte, espresso, café mocha, cappuccino, frozen/iced coffee beverages, etc."

More than 65 percent of coffee drinkers add some type of sweetener or cream and then there are the myriad of

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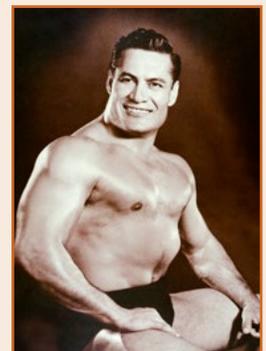
Customer Spotlight

CYCLONE ANAYA'S MEXICAN KITCHEN: A CHAMPION OF SUSTAINABILITY AND HIGH QUALITY

One may not think of a classic Tex-Mex restaurant as a leader in sustainability but Cyclone Anaya's Mexican Kitchen, like its namesake, is a champion of all things that represent high quality and progressive ideas.

Cyclone Anaya was a world champion wrestler in the 1960's. He married a beauty queen and gained wealth and stardom. You can watch one of his fights on the company's website, a true classic in black and white. (www.cycloneanaya.com) When his career was cut short due to injury, he opened a bar and store in Houston.

"When he saw that most of his crowd left around seven in the evening to go have dinner, he decided to add food to his mix," recalls Chef Jason Gould who has been with the restaurant for seven years. "He began with family recipe Tex-Mex



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CYCLONE ANAYA'S MEXICAN KITCHEN: CHAMPION OF SUSTAINABILITY

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ideas created by his wife. This year we celebrated 50 years in business."

With six restaurants in and around Houston and another outside Washington D.C., the restaurant group is now run by his son, Ricardo Valencia. Cyclone Anaya's prides itself on being a family-run, family-style restaurant that also caters to the needs of its changing demographic. So in addition to traditional Tex-Mex fare, it offers unique gluten-free and vegetarian dishes and promotes an eco-friendly philosophy.

"Because we also strive to improve our sustainability wherever possible, we look for products that benefit the environment. That means sustainable to-go ware and all-natural chicken.

But, it is challenging as you grow to find high quality items that fit high volume business," notes Chef Jason.

"We were happy to find ecoStick sweeteners which are both of the highest quality and environmentally friendly," he adds. "I think one of the big things about ecoStick is that it didn't just repackage sweeteners in a new package. It meshed perfectly with our demand for a quality product."

On its website, Cyclone Anaya's promotes ecoStick as "sustainably-delicious." At lunch, every table has the sweetener caddies in the center of the table, primarily because more than 80 percent of customers order ice tea drinks.



When you walk into a Cyclone Anaya's, you will hear rock or modern music rather than classic Mexican tunes. Each restaurant is designed with great detail down to the finishes and leather banquettes. There is

also family memorabilia lining the walls to remind guests that they are in a family restaurant.

Chef Jason notes that ecoStick also fits the corporate mission "World Class."

"Those words are on the back of every uniform," says Chef Jason. "They pay homage to its world champion founder, but also to the restaurant's quest to always serve the best food with the finest service in the highest quality environment."

CUSTOMIZED SPECIALTY COFFEE DRINKS

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additions including caramel, soy, chocolate, vanilla, pumpkin, cinnamon and coconut milk.

Tied to this is a consumer desire to "buy local" – a term that is sweeping all levels of foodservice sales. Coffee purveyors have latched onto this trendy form of marketing, as more coffee is being roasted and sold locally because it is perceived as a form of high quality and specialization. In turn, coffee shops get to tout their localized purchases as fresher and better, not unlike farm-to-table produce, meat and poultry.

The Nestlé report also noted more than a third of overall coffee sales are of the specialty variety and of those who had specialty coffee, 25 percent of them chose their destination based on customization. For example, choosing Robusto over Arabica. (If you like acidic coffee, you are most likely drinking a brew of Robusto beans from Asia; if you like a smoother coffee, you are probably drinking a South American or Costa Rican Arabica).

No matter where you go, you can find some form of specialty coffee. At all hours of the day – from the local gas station to the convenience store, grocery store or five-star restaurant – you can find a fresh-brewed cup of coffee flavored to your personal taste.

And there may be nothing more special than that.



SUGAR FOODS AND SOCIAL RESPONSIBILITY

Congratulations to the Sugar Foods de Mexico team on receiving the Centro Mexicano Para la Filantropia Corporate Social Responsibility award on May 2 in Mexico City.

Centro Mexicano Para la Filantropia promotes social responsibility throughout Latin America, evaluating companies in four areas: quality of life, respect for the environment, community and ethics. More than 5,000 companies applied for the 2016 award and Sugar Foods de Mexico was a recipient along with the likes of Sony, Home Depot and Pepsico.

In four months, The Sugar Foods de Mexico team completed 2,000 hours of work to put together the sustainable, socially responsible programs that earned them this award:



- **Quality of Life:** The team created a program called “Our Sugar Foods Family.” The program includes various quality of life events such as family soccer tournaments, Health & Wellness days where employees learn about nutrition and receive glucose and blood pressure testing, and “Family Day” at the plant where families learn more about the company and its culture.
- **Respect for the Environment:** The team created a program called “Think and Act Green,” which included PET, paper, and oil recycling programs and a corrugated reduction program. Money from PET recycling is donated to a non-profit organization that assists low-income women with breast cancer.
- **Community:** The team participates in community events such as “Let Me Borrow Your Legs,” where employees push a person in a wheelchair in a 5k race. All money raised is used to help people with disabilities. Other activities include visiting orphanages, collecting food for those in need and providing Christmas gifts for Mazatlan orphans from Sugar Foods and its vendors.
- **Ethics:** The team created a Code of Conduct manual detailing the company’s philosophy and ethics.

Please join us in congratulating Jose Barrero, Daniela Escobosa and the entire Sugar Foods de Mexico team! We are all so very proud to see you promoting the Sugar Foods values!



BAMBOO COUNTER DISPLAY

Now you can display your ecoStick sweeteners in this earth-friendly bamboo counter display in your café, college eatery or office breakroom. For more information contact makeachange@ecostick.net or call 1-888-708-2222





NRA SUSTAINABILITY WEBPAGE



With Sugar Foods' ecoStick, our mind is always on how foodservice operators can improve their sustainability. The National Restaurant Association has a webpage dedicated,

worth reading and bookmarking for the future – <http://www.restaurant.org/Industry-Impact/Conservation>

AMERICA'S BEST COLD BREW COMPETITION DEBUT THIS FALL

Despite its detractors — and they certainly exist — cold brew, is by almost all accounts, here to stay. In the United States, it has been coffee's biggest category for upstart companies, the fastest grower in the coffee-based RTD world, and has been adopted by innumerable long-standing coffee roasting companies that are now banking on the beverage's staying power.

"Every single day more consumers are discovering cold brew and this doesn't appear to be a passing trend," wrote the organizers of Coffee Fest, which will take place Sept. 30 to Oct. 2 at the Anaheim (Calif.) Convention Center. Coffee Fest Anaheim will feature America's Best Cold Brew Competition to bring recognition to this new phenomenon. "From the largest coffee chains in America to the smallest independent specialty coffee retailers, all are adding cold brew to their menus."

COFFEE FEST!



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ABOUT US

Sugar Foods is a multi-national food products company serving all segments of the food industry. Founded in 1948, Sugar Foods started as a local bulk sugar distributor in the New York metro area. Today, Sugar Foods product portfolio continues to expand and boasts mainstream commodity items and popular consumer brands, such as Fresh Gourmet® and Blue Diamond® Almonds.



For the foodservice market, the company offers a wide range of

products to include its branded NJoy® line of sweeteners and non-dairy creamers. Sugar Foods works with restaurant chains, hotels and institutional foodservice operators to offer private label and contract packaging services. As a healthy milk alternative, Sugar Foods distributes in foodservice America's no. 1 selling almond milk: Almond Breeze®.



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