

America's Favorite Retail Coffee Brand<sup>1</sup> At Your Convenience



the familiarity  
of a friendly face



Beverage Equipment & Merchandising Program

For over 150 years, Folgers<sup>®</sup> has been an iconic American brand trusted by consumers. As America's #1 coffee brand in retail<sup>1</sup> and the largest coffee roaster in North America,<sup>2</sup> we offer generations of coffee expertise to help grow your business and turn your store into a beverage destination. By partnering with Smucker Foodservice, you'll receive dedicated support including:

- Trends and insights to help you prepare your beverage station and accommodate your customers' needs
- Beverage bar layout recommendations to maximize space for optimal traffic flow
- Promotional ideas that drive sales and trial during peak and off-peak hours
- Complete portfolio of high-quality beverages and equipment solutions your consumers desire when choosing where to make beverage purchases

#### The Folgers<sup>®</sup> Select Brew<sup>™</sup> Coffee System

Our reliable, state-of-the-art equipment delivers real coffee that's made with purified water and the finest beans that are carefully roasted, ground, brewed and packaged for absolute freshness.

#### Folgers Roast & Ground Coffees

**Classic Roast<sup>®</sup>** Filter Packs feature **Mountain Grown<sup>®</sup>** beans ripened to perfection for flavorful and consistent taste, cup after cup.

#### Cappuccinos

We've streamlined our Folgers cappuccino portfolio to offer you the indulgent flavors your patrons love.

With 99% brand awareness<sup>3</sup>, Folgers offers a complete branded solution with a variety of products, equipment and merchandising to give your store a branded makeover.



<sup>1</sup>IRI MULO 52 wks ending 8/11/13  
<sup>2</sup>Green Coffee from Volcafe, May 2012  
<sup>3</sup>JMS Consumer Monitor FY12



## Make Your Store a Beverage Destination

Smucker Foodservice helps maximize your space with a complete, turnkey branded beverage program to meet your needs.



Offer customers consistently fresh hot or iced coffee and indulgent cappuccinos simply at the touch of a button with Folgers® Select Brew™ Coffee Systems and branded Cappuccino Equipment. And, discover the full, rich flavor of our Classic Roast® coffees made with Mountain Grown® beans ripened to perfection.

Item #	Description
<b>Folgers Liquid Coffee Concentrates</b>	
959759	100% Colombian 2/2L
976704	100% Colombian Decaf 2/2L
<b>Folgers Roast &amp; Ground Coffees</b>	
950428	Classic Roast Filter Pack 160 ct.
950436	Classic Roast Decaf Filter Pack 80 ct.

Item #	Description
<b>Folgers Cappuccinos</b>	
659730	Chocolate Supreme 6/2 lbs.
659797	English Toffee 6/2 lbs.
976092	French Vanilla 6/2 lbs.
659813	Original 6/2 lbs.

## Equipment Solutions for Any Location

Folgers Select Brew Next Generation Coffee Systems			
 <p><b>NG-110</b></p> <ul style="list-style-type: none"> <li>Folgers branded graphics available – hot or hot &amp; iced</li> <li>1 coffee variety</li> <li>Base model: Hot coffee only</li> <li>Optional model: Hot coffee and/or ambient for iced coffee</li> <li>Dispenses hot water</li> <li>Multiple strengths and volumes</li> <li>Clean-in-place convenience</li> </ul>	 <p><b>NG-300</b></p> <ul style="list-style-type: none"> <li>Folgers branded graphics available – hot or hot &amp; iced</li> <li>2 coffee varieties</li> <li>Base model: Hot coffee only</li> <li>Optional model: Hot coffee and/or ambient for iced coffee</li> <li>Dispenses hot water</li> <li>Multiple strengths and volumes</li> <li>Clean-in-place convenience</li> </ul>		
Curtis® Brewers and Folgers Branded Wraps			
 <p><b>ALPHA2GT Decanter</b></p> <ul style="list-style-type: none"> <li>Fresh brewed regular and decaf coffees</li> <li>Intuitive Scroll-Through Precision Programming</li> <li>Programmable display banner – display your operation's name and message</li> <li>Integral Quality Timer &amp; Automatic Warmer Shut-Off</li> </ul>	 <p><b>G3 Airpot System</b></p> <ul style="list-style-type: none"> <li>Folgers branded airpot wraps available – 2.2L and 2.5L sizes</li> <li>Pre-programmed factory settings or easily set the brewer to your exacting standards</li> <li>ThermoPro™ Airpots Keep Coffee Quality at its peak of freshness</li> <li>Programmable display banner – display your operation's name and message</li> </ul>		
 <p><b>ThermoPro™ Twin</b></p> <ul style="list-style-type: none"> <li>Folgers branded thermal wrap available</li> <li>Brewing capacity = 1.5 gal/side</li> <li>Pre-Set global recipes at the touch of a single button</li> <li>Large LCD display provides scroll-through menu of programming options</li> <li>Stainless steel ThermoPRO vacuum-sealed keeps coffee fresh, hot and flavorful</li> <li>On-board self-diagnostics continually sense proper brewing operations</li> </ul>			
Folgers Branded Curtis® G3 Series Cappuccino Dispensing Systems			
 <p><b>PCGT3</b></p> <ul style="list-style-type: none"> <li>Folgers branded graphics available</li> <li>3 cappuccino varieties</li> <li>Each adjustable station is factory preset to: 12 oz. small cup; 16 oz. medium cup; 20 oz. large cup</li> <li>Easy-serve dispensing tubes directs to proper cup placement</li> <li>Touch-button hot water cleaning system</li> </ul>	 <p><b>PCGT5</b></p> <ul style="list-style-type: none"> <li>Folgers branded graphics available</li> <li>5 cappuccino varieties</li> <li>Each adjustable station is factory preset to: 12 oz. small cup; 16 oz. medium cup; 20 oz. large cup</li> <li>Easy-serve dispensing tubes directs to proper cup placement</li> <li>Touch-button hot water cleaning system</li> </ul>		



## Brand Power Fuels Beverage Sales

Utilize branded merchandising to drive customers into your store and directly to your beverage station.



Wallpaper  
VP40935  
Custom Size to Order

VP40934 Coffee/Cappuccino Menu Board 46.25" x 24.125"  
VP40933 Coffee Menu Board 46.25" x 24.125"



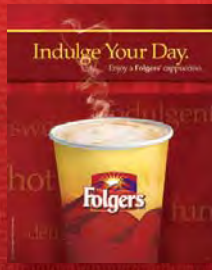
VP40920 Coffee Counter Card 8" x 10"  
VP41421 Cappuccino Counter Card 8" x 10"



Coffee Window Cling  
VP40937  
24" x 9"



VP40936 Coffee Pole Sign 28" x 44"  
VP41416 Cappuccino Pole Sign 28" x 44"



Cappuccino Window Cling  
VP41417  
12" x 15"



VP41524 Cappuccino Pump Topper 24" x 10"

## Brand Power Fuels Beverage Sales

(continued)



VP40922 Coffee Dangler 14" x 6.5"



VP40921 Coffee Counter Mat 11" x 7.5"



Frequent Buyer Kit  
Table Card Sign  
(for acrylic holder)  
VP40919  
5" x 7"

Frequent Buyer Cards  
VP40938  
3.5" x 5"



VP41424 Cappuccino Dangler 14" x 10"



### Folgers Cups\*

Item #	Description
999706	Hot Paper Cup 12 oz.
999714	Hot Paper Cup 16 oz.
999722	Hot Paper Cup 20 oz.
999730	Hot Paper Cup 24 oz.
999748	Hot Lid 12-24 oz.

\*3 Styrofoam Folgers Cups & Lid items will be available. Items not set up yet.



Call your Smucker Sales Representative  
or visit [smuckerfoodservice.com](http://smuckerfoodservice.com) for more information.

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