

LIMITED TIME ONLY
9/1/2016 - 11/31/2016

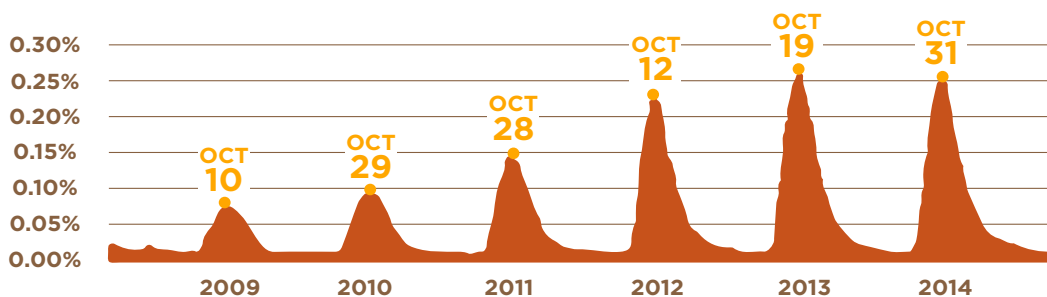
Fall ^{for} Pumpkin Spice

Farmer Brothers®

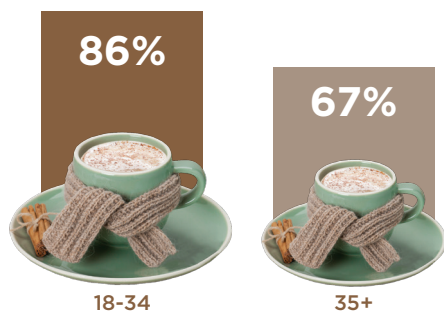
DID YOU KNOW...

Pumpkin Spice season keeps growing and the season is getting longer¹

PEAK PUMPKIN SPICE DAY



Most people drink seasonal beverages²



Seasonal beverages are consumed often³

Consume seasonal beverages at least once per week

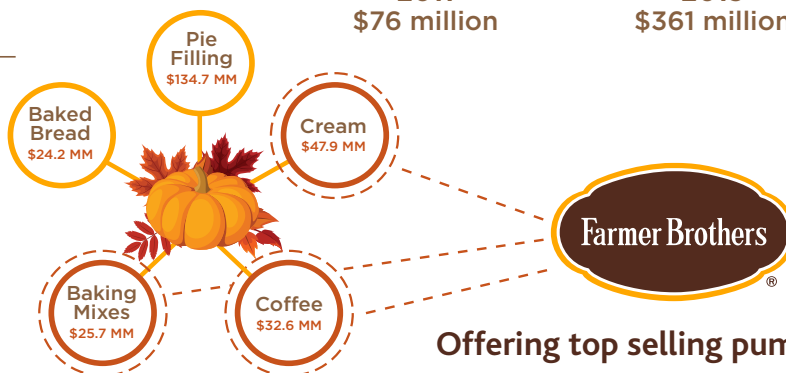
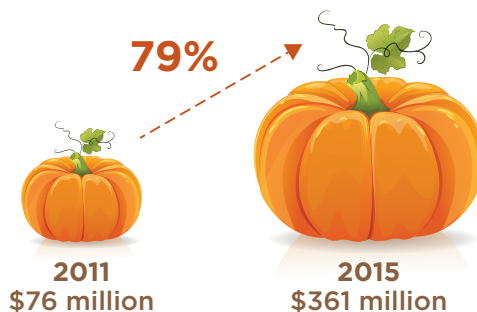


Seasonal drinks increase dollar ring⁴

Average restaurant check



Pumpkin products sell!⁵



Offering top selling pumpkin items!⁶

RECOMMENDATION:

Leverage Pumpkin Spice seasonal surge and increase dollar ring by authorizing key Farmer Brothers items.

HOW:

It's simple. . . Your Farmer Brothers representative stocks key Pumpkin Spice items on the truck to easily supply and service your consumer demands.

BENEFITS:



Increased dollar sales.



On trend and satisfies consumer.



Creates excitement and new news.



ITEM #	PRODUCT	COUNT	DESCRIPTION
5800346	Pumpkin Spice Coffee 2.5OZ	24/CS	Coffee
5867041	Pumpkin Spice Cappuccino 2LB	6/CS	Cappuccino
123165	Individual Pumpkin Spice Creamer	192/BOX	Creamer
95071	Torani Pumpkin Spice Syrup 750ml	4/CS	Espresso Syrup
141150	Pumpkin Pie Spice Blend 16OZ	1 EA	Spice

Sources:

- 1 - Delish.com and Myfitnesspal.com
- 2, 3 - PR Newswire – U.S. Newswire; Kelton Global Survey, October 2015
- 4 - The NPD Group
- 5 - Nielsen
- 6 - Nielsen Answers