SMUCKER'S

FOODSERVICE

Good To Go For Your Lobby Pantry

SMUCKER'S ®

FOODSERVICE

Good To Go Snacks

Introducing! *Jif® To Go™* Peanut Butter

We are pleased to introduce Jif To Go to meet growing *convenience* and grab 'n go needs!

First Order	April 22, 2013
First Ship	May 1, 2013
Lodging Occasion	Lobby Store/Pantry
Product Features	Convenient display ready case with perforated edge for easy unit access
Unit/Case Size	1.5 oz units / 36 unit case
Flavors	Creamy Peanut Butter Chocolate Silk Peanut Butter
Suggested Promoted Bundling Price	1 Jif To Go cup + 1 Bag of Apples for $1.99

Why Jif To Go?

- **Lobby store/pantry** leads all F&B growth in the lodging segment and projects continued growth.[1]
- 85% of Americans **snack throughout the day**[3]
  - 20% of all meal occasions are now snacks[3]
- Nearly 80% of consumers use **peanut butter away-from-home**[4]
- ***Jif®*** is the #1 retail peanut butter brand in the U.S., with more than double the share of the next highest competitor[1]
- ***Jif® To Go™*** fulfills many consumer needs – portable, disposable, easy to use, portion control and great for dipping[2]

[1]Technomic Lodging Report, February 2012
[2]CCD Innovation & Packaged Facts, Culinary Trend Mapping Report, "Collegiate Gen Y Eating," July 2012
[3] The NPD Group's National eating Trends® and CREST® services. Year ending February, except lastest period 2
[4] Consumer Monitor, 2012
[5]JMS Custom Research, 2-11

PANTRY MERCHANDISING

Provide a popular and credible snack solution for the fast growing lobby pantry store.

- Merchandising Features and Resources include:
  - Perforated case to display individual cups allowing for a convenient, attractive grab ‘n go merchandising unit.
  - Merchandising racks available for placement on shelf or door
    - Great for suggest selling with crackers on shelf or celery sticks or apple slices in the refrigerator
    - Secure racks through fulfillment on smuckerfoodservice.com

On Shelf

On Refrigerator Door

Item Ingredients & Nutritional Information

1.5 oz **Jif To Go**
Creamy Peanut Butter

Nutrition Facts

Serving Size 1 - 1.5 oz cup (43g)
Servings Per Container 1

Amount Per Serving	
Calories 250	Calories from Fat 180
	%Daily Value*
Total Fat 22g	33%
Saturated Fat 4.5g	22%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 200mg	8%
Total Carbohydrate 9g	3%
Dietary Fiber 3g	12%
Sugars 4g	
Protein 9g	

Vitamin A 0% •	Vitamin C 0%
Calcium 0% •	Iron 4%
Vitamin E 20%	Riboflavin 4%
Niacin 25%	

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Saturated Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Creamy:
MADE FROM ROASTED PEANUTS AND SUGAR, CONTAINS 2% OR LESS OF: MOLASSES, FULLY HYDROGENATED VEGETABLE OILS (RAPESEED AND SOYBEAN), MONO AND DIGLYCERIDES, SALT.

1.5 oz **Jif To Go**
Chocolate Silk Peanut Butter &
Chocolate Flavored Spread

Nutrition Facts

Serving Size 1 - 1.5 oz cup (43g)
Servings Per Container 1

Amount Per Serving	
Calories 250	Calories from Fat 160
	%Daily Value*
Total Fat 19g	29%
Saturated Fat 4g	20%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 105mg	4%
Total Carbohydrate 17g	6%
Dietary Fiber 2g	8%
Sugars 13g	
Protein 5g	

Vitamin A 0% •	Vitamin C 0%
Calcium 0% •	Iron 6%
Vitamin E 10%	Riboflavin 2%
Niacin 15%	

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Saturated Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Chocolate Silk:
PEANUT BUTTER (MADE FROM ROASTED **PEANUTS** AND SUGAR, CONTAINS 2% OR LESS OF: MOLASSES, FULLY HYDROGENATED VEGETABLE OILS [RAPESEED AND SOYBEAN], MONO AND DIGLYCERIDES, SALT), CHOCOLATE FLAVORED SPREAD (SUGAR, PEANUT OIL, COCOA PROCESSED WITH ALKALI, CONTAINS 2% OR LESS OF: CORN STARCH, POLYGLYCEROL ESTERS OF FATTY ACIDS, NATURAL AND ARTIFICIAL FLAVOR), FULLY HYDROGENATED VEGETABLE OILS (RAPESEED AND SOYBEAN).

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SNACK'N WAFFLES® ON-THE-GO

First Order	April 22, 2013
First Ship	May 1, 2013
Lodging Occasion	Lobby Store/Pantry
Product Features	Convenience display ready case for grab'n go occasion
Unit/Case Size	15 units per carton/12 cartons per case
Flavors	Maple and Blueberry
Suggested Promoted Bundling Price	1 Snack'n Waffle + 1 cup of coffee for $1.99

We are pleased to introduce Snack'n Waffles to meet growing *convenience* and grab 'n go needs!

Why Snack'n Waffles?

- *Snack'n Waffles* are a convenient **meal** or **snacking** option
  - *Snack'n Waffles* **are ready to eat** for grab-n-go convenience; simply thaw and serve or heat in a microwave for 10 seconds
- **Lobby store/pantry** leads all F&B growth in the lodging segment and projects continued growth.[1]
- 85% of Americans **snack throughout the day**[2]
  - 20% of all **meal occasions are now snacks**[2]
- "Breakfast to go" has been increasing
  - Take out meals occur twice as often as a meal inside a restaurant.[2]
  - Taking breakfast to **eat in the car** is at an all time high.[2]

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[1]Technomic Lodging Report, February 2012
[2]The NPD Group's National eating Trends® and CREST® services. Year ending February, except lastest period 2

MERCHANDISING

- Merchandising Options:
  - Objective: Further promote trial and awareness education with relevant snacking adjacencies in fast growing lobby store/pantry.

  Options Include:

    - Perforation on case to display individual waffles, allowing for a convenient grab'n go snack or meal
    - Merchandising rack for placement on counter or shelf
  - Secure racks through fulfillment on smuckerfoodservice.com

Item Ingredients and Nutritional Information

5150002635 Maple Snack'n Waffle

Nutrition Facts
Serving Size 1 waffle (69g)
Servings Per Container 1

Amount Per Serving	
Calories 240	Calories from Fat 60
	% Daily Value*
Total Fat 7g	10%
Saturated Fat 1.5g	9%
Trans Fat 0g	
Cholesterol 30mg	10%
Sodium 310mg	13%
Total Carbohydrate 42g	14%
Dietary Fiber 4g	15%
Sugars 19g	
Protein 5g	
Vitamin A 0% • Vitamin C 0%	
Calcium 4% • Iron 4%	

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Saturated Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

WHOLE **WHEAT** FLOUR, SUGAR, ENRICHED UNBLEACHED FLOUR (**WHEAT** FLOUR, MALTED BARLEY FLOUR, NIACIN, IRON, THIAMIN MONONITRATE, RIBOFLAVIN, FOLIC ACID), **EGGS**, NONFAT **MILK**, FRUCTOSE, SOYBEAN OIL, YEAST, CONTAINS 2% OR LESS OF: OAT FIBER, BUTTER (CREAM [FROM **MILK**], SALT), SALT, DEXTRIN, NATURAL FLAVOR, MONO AND DIGLYCERIDES AND ENZYME BLEND (**WHEAT** STARCH, SODIUM CHLORIDE, ENZYMES).

5150002637 Blueberry Snack'n Waffle

Nutrition Facts
Serving Size 1 waffle (69g)
Servings Per Container 1

Amount Per Serving	
Calories 250	Calories from Fat 60
	% Daily Value*
Total Fat 7g	11%
Saturated Fat 1.5g	7%
Trans Fat 0g	
Cholesterol 25mg	9%
Sodium 280mg	12%
Total Carbohydrate 43g	14%
Dietary Fiber 4g	15%
Sugars 20g	
Protein 5g	
Vitamin A 0% • Vitamin C 0%	
Calcium 4% • Iron 4%	

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Saturated Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

WHOLE **WHEAT** FLOUR, SUGAR, ENRICHED UNBLEACHED FLOUR (**WHEAT** FLOUR, MALTED BARLEY FLOUR, NIACIN, IRON, THIAMIN MONONITRATE, RIBOFLAVIN, FOLIC ACID), **EGGS**, ARTIFICIAL BLUEBERRY BITS (DEXTROSE, **WHEAT** FLOUR, PARTIALLY HYDROGENATED SOYBEAN AND/OR COTTONSEED OILS, FRUIT EXTRACTS [ELDERBERRY, WATERMELON, HUITO], NATURAL FLAVOR, SODIUM BICARBONATE), SOYBEAN OIL, NONFAT **MILK**, FRUCTOSE, YEAST, CONTAINS 2% OR LESS OF: OAT FIBER, SALT, DEXTRIN, NATURAL FLAVORS, MONO AND DIGLYCERIDES AND ENZYME BLEND (**WHEAT** STARCH, SODIUM CHLORIDE, ENZYMES).

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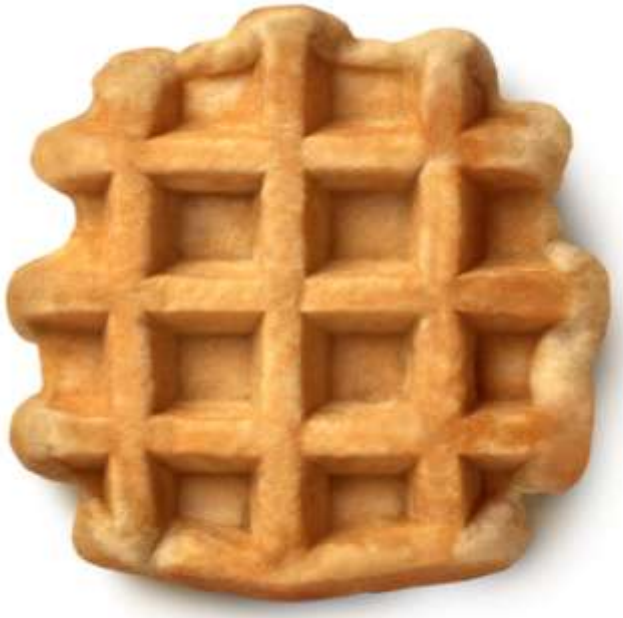
Shelf Life Considerations

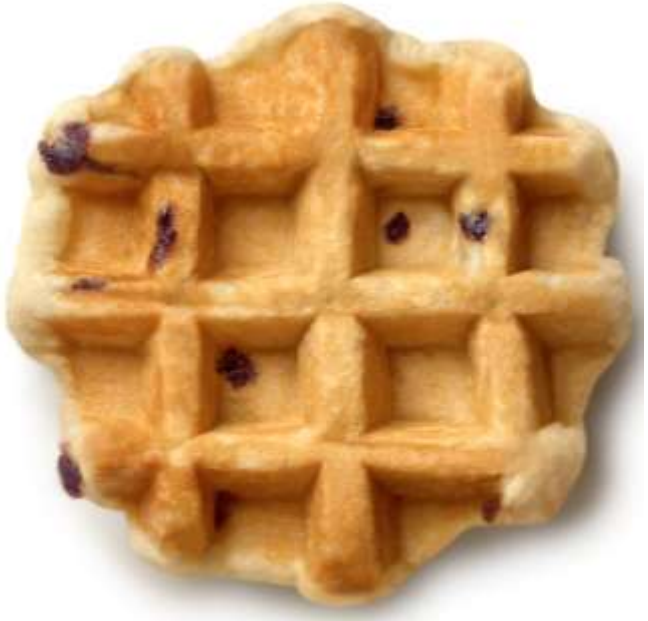


Shelf Life

Frozen:
14 months from production date

Refrigerated:
30 days

Ambient:
7 days



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Good To Go In The Cooler

CAFÉ BUSTELO® BUSTELO COOLS

Bustelo Cool: The Cool Way to Start Your Day

- Ready-to-drink iced coffee increased 33% from 2009 to 2012(1)
- Ready-to-drink coffee reaches a younger consumer base than the packaged coffee category(2)
- Bustelo Cool is shelf-stable and is a quick and easy single-serve beverage
- Enriched with history, Café Bustelo is #1 in unaided awareness brands among Non-Mexican Hispanics(3)
- Bustelo Cool will continue to be supported by a robust marketing plan that includes television, targeted coupons along with local and corporate sponsorship
- Bustelo Cool was voted "summer's coolest accessory" in 2009 by Vanity Fair Magazine
- Branded merchandising opportunities also available

Deliciously strong and oh-so-cool, this is the ultimate chill-out coffee. Savor the classic flavor of Café con Leche, or indulge in the chocolatey taste of Mocha. Either way, you won't be disappointed.

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Source: (1) Mintel GNPD, (2) Symphony IRI Panel 2011
(3) Source: Hispanic Monitor, Dec 2010

RW KNUDSEN FAMILY® – FRUIT JUICE SPRITZERS

In 1985, **R.W. Knudsen Family®** brand introduced the Spritzer, which combined fruit juice and sparkling water. This innovation provided a great alternative for children and adults who were drinking sodas filled with caffeine, refined sugars, and high fructose corn syrup.

Product Benefits:

- Exclusively fruit juice sweetened
- No sugar Added and no artificial colors, flavors, or preservatives
- No High Fructose Corn Syrup
- Ingredients: Sparkling Filtered Water, Juice, & Natural Flavors

Available Flavors:

- Black Cherry
- Red Raspberry
- Mango Fandango
- Tangerine
- Cranberry
- Jamaican Lemonade

NEW - RW Knudsen Family® – Zero Calorie Spritzers

Product Benefits:

- Zero Calories - No Added Sugar
- No High Fructose Corn Syrup
- No Artificial Colors
- No Artificial Flavors
- No Preservatives
- Gluten Free

Available Flavors:

- Blood Orange
- Cherry Lemonade
- Black Raspberry
- Mango Pineapple

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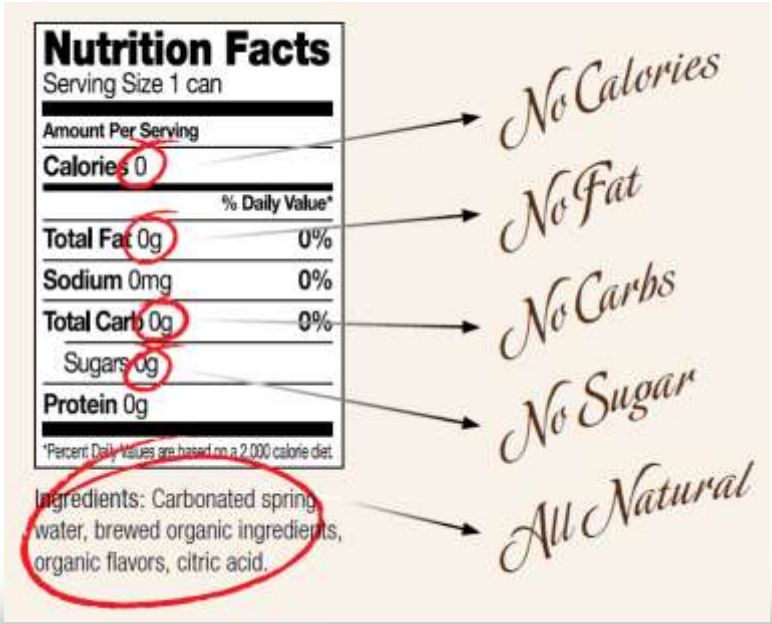
RW KNUDSEN FAMILY® – ORGANIC SPARKLING ESSENCE

Provide your guests with a unique guilt free refreshing treat:

- Sparkling Essence™ combines the subtle flavor of organic lemons, limes, mint, blueberries, coconuts and cucumbers with the tingling sensation of sparkling spring water.
- We use real organic ingredients, brew them in pure spring water, and then remove everything except the essence. The result: a light and refreshing flavor, but without any calories, added sugar, or artificial ingredients.



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Good To Go For Junior Guests

SANTA CRUZ ORGANIC® & RW KNUDSEN FAMILY®

Team up for the perfect Kids Snack Combo

The **Santa Cruz Organic**® brand has taken applesauce to a new level with its line of organic fruit sauces. The base for all flavors is created by grinding certified USDA organic apples into a smooth, saucy blend.

Product Benefits:

- USDA Certified Organic
- No sugar or HFCS added and no artificial colors, flavors, or preservatives
- 100% of your daily value of vitamin C in each 4-ounce cup
- Kosher Certified
- Available in Original Apple, Apple Cinnamon, Apple Apricot, Apple Peach, & Tropical
- **Credibility: Santa Cruz Organic® is the #1 selling shelf stable fruit brand in the natural products channel** [1]

R.W. Knudsen Family ® Organic juice boxes provide on-the-go refreshment for the junior juice connoisseur.

Product Benefits:

- All Certified USDA Organic
- 100% Juice
- 100% RDI Vitamin C
- No added sugar or artificial colors, flavors or preservatives
- The Leading natural and organic brand consumers know and trust!

[1] SPINS Scan Data – Total US 52 weeks ending February 16 2013