



RYKOFF SEXTON®

*Fair Trade  
Organic 100%  
Peruvian  
Coffee*





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## Rykoff Sexton® Fair Trade Organic 100% Peruvian Coffee

This Fair-Trade Certified coffee not only impresses in taste, its purchase supports fair wages for farmers across the globe. A traditional Central-American flavor, our Arabica variety is bright, well-structured and medium bodied – the first organic coffee from Rykoff Sexton®. Incorporating notes of roasted nuts and milk chocolate, customers can enjoy the richness in taste and quality of a Peruvian specialty, and recognize the benefits of supporting Fair-Trade certified products.

### Product Attributes

- Organic
- Fair trade
- Single origin – 100% Peruvian
- 100% Arabica coffee

### Menu It/Uses

- Traditional brewed coffee
- Iced coffee

### Ingredients

- 100% Arabica coffee

### Preparation

Place one filter in brew basket. Open coffee package and pour into filter. Gently shake filter basket to level coffee grounds. Yields one standard pot of coffee.

### Benefits

- First EB coffee that is Fair Trade Certified, capitalizing on an established trend
- Convenient 2.5-oz. packaging format doses to standard commercial drip coffee machines (60 oz.)
- Customize the naming of the coffee for a fun and original menu addition. Examples: Machu Picchu Java, Andes Select, Premium Peruvian
- Serve in a to-go cup and use the Monogram® Fair Trade Certified Branded Coffee Sleeve to market social responsibility to your customers

### Insights

- 80% of consumers say they're highly concerned about sustainability
- Over 60% of consumers want brands to publicize their social responsibility initiatives more aggressively
- 55% of consumers now recognize the fair-trade logo
- Nearly 70% of consumers under the age of 30, an influential demographic with \$200 billion in purchasing power, consider social issues like sustainability, human rights and fair trade before making a purchase

Use our mobile app for nutritional and more information on this product.



A-Code	Product Description	Pack Size	Serving Size	Servings Per Case
5150881	Fair Trade Organic 100% Peruvian Coffee	42/2.5 oz.	6 oz.	420
3304209	Fair Trade Organic 100% Peruvian Coffee – Decaf	42/2.5 oz.	6 oz.	420
5626029	Fair Trade Branded Certified™ Coffee Sleeve	500 ea.		



For further details, visit [www.usfoods.com](http://www.usfoods.com) or contact your local US Foods representative. 09-2015

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