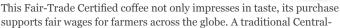




Rykoff Sexton[®] Fair Trade Organic 100% Peruvian Coffee



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 nutritionals 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.		

