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Introducing the new AquaCafe™ all-in-one cooler and single-cup brewer system

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A BEVERAGE SERVICE NEWS PUBLICATION
Great taste comes naturally to you. From your effortless personal style to the discerning choices you make throughout your day. And it’s because of your innate sense of good taste that we believe you’ll appreciate Terraza, distinctive iced tea blends produced with fine black or green tea leaves. From the first sip to the last, Terraza teas deliver smooth, clean, crisp refreshment in every serving.

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Welcome to Bottled & Brewed™ – our newly rebranded, nationally distributed magazine prepared exclusively for you, our valued customers! At DS Services of America, Inc., we are committed to being America’s favorite water, coffee and tea service provider wherever consumers live, work and play. And this premier issue of Bottled & Brewed is an important expression of that commitment.

We understand how important high-quality beverage service is to you and to your employees and guests! Each day our nationwide distribution system works to satisfy the bottled water, filtration service, brewed-beverage and breakroom equipment needs of over 1.5 million homes, offices, restaurants, food service organizations, convenience stores and retail locations. As we partner with you to deliver high-quality products, services and programs, we recognize the value you place on having up-to-date information and insights about consumer beverage trends and innovation. Bottled & Brewed brings you relevant articles and feature stories to provide you with the beverage industry news and trends you need to make informed decisions about how DS Services can best serve your employees and guests.

I hope you’re as thrilled as I am with Bottled & Brewed – and with all of the exciting new ways DS Services is undertaking to better serve the hot and cold beverage needs of your business. As always, our goal is to be your trusted beverage service partner. Please let me know how we are doing!

Tom Harrington
President and Chief Executive Officer
DS Services of America, Inc.
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Coffee and bottled water are the beverages your employees value most in the workplace. Now with AquaCafe™ you can satisfy everyone with one sleek system that integrates bottled water and single-cup brewing!


**“Share of Thirst,” Jennifer Kitchen, Harris Interactive, March 2012**
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ALL-IN-ONE WATER COOLER AND SINGLE CUP BREWER SYSTEM

Offer employees and guests single-cup coffee and bottled water in one sleek, integrated water cooler system!

AQUACAFE™ BREWER

Reliable pod-brewing technology – Brews small, medium and large cup sizes

THE RIGHT SINGLE-CUP POD BREWER FOR YOUR WORKPLACE

Brew a variety of great-tasting coffee blends/flavors and teas

YOUR TRUSTED PARTNER FOR BREWED-BEVERAGE SATISFACTION


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YOUR TRUSTED PARTNER FOR BREWED-BEVERAGE SATISFACTION

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OUR VISION:
To ensure the long-term supply of coffee, tea and cocoa, we need to meet the needs of our consumers while helping to bring prosperity to the farmers who grow our ingredients.

We work with organizations who make sustainable agriculture more central to farming standards and processes that may improve farmer productivity and profit. We believe that sourcing from certified farms is currently the best mechanism for us to feel confident our coffee, tea and cocoa are produced in a more sustainable manner. We currently source from Rainforest Alliance Certified™ and UTZ Certified farms.

Look for ALTERRA® Freshpacks carrying the certified seal in your merchandiser this Fall/Winter 2014!

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Single-Cup Brewing
Gaining Popularity in Workplace Refreshment!

For some time, research has demonstrated that employees consider bottled water and coffee the two most important commercial beverages to be offered for workplace refreshment.¹ [See chart 1.] Now, with a growing number of consumers preferring to brew their coffee one cup at a time, single-cup brewers are rapidly gaining popularity in places of business.

The single-cup brewing trend started in American homes, where about 16 million single-cup brewers in 18% of total U.S. households each serve an average of 1.4 cups of coffee per day.² Americans bought $860 million worth of single-cup coffee in retail channels of distribution in 2013² and sales are projected to reach $5 billion by 2016.³

Research shows that consumers like single-cup brewed beverages for the variety, value and convenience they offer.⁴ [See chart 2.] Not surprisingly, consumers are now carrying their preferences for single-cup brewing into the workplace! In fact, 65% of offices have a drip coffeemaker, which is what 36% of people want. But only 18% of offices have a single-cup brewer, versus 29% of people who want single-cup.⁵ [See chart 3.] No wonder single-cup coffee is the fastest-growing category in office coffee service, increasing by 17% in 2012!⁶

DS Services of America, Inc. has the right single-cup brewer for your workplace!

- Reliable, innovative brewing technology
- Brews a variety of great-tasting coffee blends, flavors, teas and other hot beverages
- Compatible with the most popular single-serve packages
- Equipment and packaging solutions that are environmentally sensitive

Your Trusted Partner for Brewed-Beverage Satisfaction

¹ StandardCoffee.com | 5
Now, with a growing number of consumers preferring to brew their coffee one cup at a time, single-cup brewers are rapidly gaining popularity in places of business.

These consumers are simply seeking the same kinds of single-cup benefits in the workplace that they have become accustomed to enjoying at home!

- Effortless brewing – one cup at a time
- High-quality coffee without going out
- Products, packaging and brewing processes to meet precise standards
- Easy to use, clean and maintain

Business decision makers who have adopted single-cup brewing cite numerous advantages that they have observed since introducing single-cup coffee for their employees and guests to enjoy.

Brittany Diggs, Personal Banker at The Bank of Nashville observed that the introduction of single-cup brewing changed coffee-drinking behavior at the bank. “When we served coffee in an urn, it was cold and stale by 11:00, so nobody really drank very much coffee,” she said. “Now that they can choose their own blend or flavor and make their own cup, customers and employees are drinking more coffee throughout the day.”

Ms. Diggs also identified an unexpected benefit from offering single-cup. “The single-cup brewer provides a good conversation starter. It looks fancy, and customers want to know more about it. When we show them how to use it, it gives us a great opportunity to converse with them while they brew their coffee.”

At Auto Wash Express in Franklin, Tennessee, Manager Toni Morton identified beverage variety as an important benefit. “We use FLAVIA® products and our customers really enjoy having several options to choose from – different coffee blends and flavors, as well as teas,” she stated. “The Colombian Coffee is really popular, and they like Froth for making their own cappuccinos. And having Hot Chocolate makes it kid-friendly!”

In addition, Ms. Morton underscored ease of use as a key advantage, remarking that the “single-cup brewer serves one customer at a time, and it’s very easy to maintain. We just remove the empty packet and, during the day, perform a simple clean-up now and then.”

In summary, steadily growing consumer demand for the convenience, quality and variety offered by single-cup brewing is fueling momentum for single-cup in the workplace. And as more and more workplaces adopt single-cup, decision makers are discovering advantages that benefit their businesses in a variety of ways. The trend shows no sign of slowing, and providers continue to bring innovative single-cup brewers to market along with an expanded variety of high-quality products. Isn’t it time you explored single-cup for your workplace?

Sources:
1 “Share of Thirst,” Jennifer Kitchen, Harris Interactive, March 2012
4 “Coffee drinkers like their joe one cup at a time,” Mintel, January 30, 2012
5 “Market Update,” Mars Drinks, October 2012
THE ROASTS THAT SERVE THE WORLD.

We’re proud to offer you a complete selection of Starbucks® roasts to satisfy any taste, the same core blends offered in Starbucks stores around the world.

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When employees are at work, they consume water and coffee more than any other beverages. So why not create a beverage system to serve both from one sleek, efficient, space-saving unit? That was the challenge.

The AquaCafe is an innovative unit combining a single-serve brewer for coffee and tea and a bottled water cooler in one footprint.
DS Services of America, Inc. asked the engineers and product development team at MTN Products for the perfect solution to this challenge. After months of designing, engineering and testing, the AquaCafe all-in-one beverage system was born.

The AquaCafe is an innovative unit combining a single-serve brewer for coffee and tea and a bottled water cooler in one footprint. The brewer accommodates single-serve pods to satisfy the growing demand for a wide variety of fresh-brewed beverages without waste or mess. The bottom-loaded water cooler eliminates the need to lift heavy bottles and is simple to set and prime. A touchscreen interface makes it easy for employees and guests to get the beverage size and taste profile they want.

The AquaCafe underwent rigorous testing to ensure it met DS Services’ standards for quality and reliability. “We tested our pre-production prototypes at several locations around the country for about six months,” said Don Orr, Vice President of Filtration Products at MTN Products. “We put the units in real-life settings and made technical changes based on user feedback.

We also conducted testing on the buttons, electrical components and other mechanisms. We’re confident the AquaCafe will give customers the performance they expect from DS Services.”

While the MTN Products engineers focused on functionality, the design team focused on form. To make the AquaCafe unlike any other beverage system, they replaced the corners with curves for a sleek, European look. They also paid close attention to the overall footprint size, resulting in a stylish unit that fits even the most space-restricted areas.

“The AquaCafe is the most exciting development I’ve seen in beverage systems for many years,” said Don Orr. “It’s very gratifying to bring something to the market that looks great, performs exceptionally well and meets our customers’ needs in so many ways.”

©2014 MTN Products

“Share of Thirst,” Jennifer Kitchen, Harris Interactive, March 2012
Purely by Choice:
Bottled Water in the Workplace

Ever noticed how most places of business, especially service-oriented ones, offer bottled water via a cooler in their lobby, common area or reception area? These days, it’s hard to imagine a time when that refreshing little perk wasn’t available as you were waiting to be seen or helped. The fact is that the consistent availability of bottled water in the workplace is not only the norm but also a trend consistent with our consumption of water in recent years. In fact, more than half of all bottled water consumption comes from occasions at work and in commercial food service outlets.¹

It’s true that the availability of bottled water is as common an expectation from customers and employees as a restroom or, increasingly, access to a free Wi-Fi connection. Of course, access to some sort of beverage via a soda machine or similar outlet has been around for as long as most of us can remember. However, it’s water that people are expressing a preference for in our increasingly health-conscious society. In 2012 and 2013, bottled water was one of the three fastest-growing commercial beverages in the U.S. along with ready-to-drink coffee and energy drinks.² What is it about bottled water that motivates people to choose it as a source of refreshment? When consumers were asked about their top “need-states” that bottled water satisfies, they cited: “nutritional/healthy,” “cool off,” “purifying,” “portable” and “natural/pure.”³ No wonder it’s in such demand wherever people work – from small offices to corporate high-rises to commercial food service outlets.

To be certain, that desire for “purity” as a quality that bottled water embodies is no small expectation. DS Services of America, Inc. has built its reputation on production and delivery of quality bottled water available for consumers in the workplace and at home. You may find it interesting that the FDA regulations governing the safety and quality of bottled water must be as stringent as the EPA regulations that govern tap water.⁴ Indeed, the benefits of bottled water regulation are worth exploring further. For example, consider that facilities producing bottled water actually test the water supply multiple times a day (up to 36 times more often than non-bottled water sources on a gallon-for-gallon basis) as regulated by their respective EPA and FDA requirements.⁴

What’s more, because bottled water is recognized as a packaged food product intended solely for human consumption, it’s sold in sanitary, sealed containers.⁵ It’s hard to ignore just how important having access to pure and refreshing bottled water in the workplace is to employees and consumers in commercial spaces. In fact, about 1.2 billion gallons of bottled water flow through the home and office delivery segment, which includes 3-, 4- and 5-gallon bottles and collectively represents about a 12.4% share of the total U.S. bottled water market.⁶ So where does your company fit into this picture? Visit water.com or call 800.4.WATERS today for the right water setup in your office or breakroom.

Sources:
¹“CREST,” NPD Group, 2004
²“Beverages 2014: What’s In Store,” Beverage Marketing Corporation, February 2014
³“Annual Itrac Scorecard,” PepsiCo, 2004
We love a good read, especially when it teaches us something we never knew before. Here are some great facts and insights about bottled water, coffee, tea and more that might surprise you – and make you think the next time you reach for a beverage!

As far back as 2737 B.C., the Chinese elite and bureaucrats would indulge in green tea as a health aid included among their dining habits. According to the National Coffee Association’s 2013 survey, daily consumption of gourmet coffee beverages remained “strong and steady” at 31% of the population.

Approximately 85% of tea consumed in America is iced.

Green tea’s history traces back over 5,000 years to when it was consumed as a beverage beneficial to the mind and body.

Your body is about 60% water.

Coffee is the second most widely used product in the world after oil.
In 2012, Americans consumed well over 79 billion servings of tea, or over 3.60 billion gallons – including black and green tea varieties.\(^7\)

About 83% of adults drink coffee in the U.S.\(^1\)

Tea is a refreshing beverage that contains no sodium, fat, carbonation or sugar. It is virtually calorie-free.\(^6\)

Annual spending on bottled water in the U.S. clocks in at $11.8 billion.\(^3\)

On any given day, over 158 million Americans are drinking tea.\(^7\)

Coffee is the world’s second most popular drink after water.\(^5\)

Distilled drinking water is perfect for cooking, hot beverages, steam irons, humidifiers and more, as well as low-sodium diets.\(^8\)

Sources:
8. Sparkletts.com/bottled-water-products.jsf
Water. That most fundamental component of our everyday lives – at home, out and about, and in America’s places of business. This zero-calorie beverage is a great way to quench your thirst no matter where you are or at what time of day. Whether starting off your morning with a stimulating mug of fresh-brewed coffee, taking an afternoon break to enjoy a cool drink of plain H2O or relaxing at night with a cup of hot tea, access to crisp, clean water offers so many refreshing options. Maybe that’s why bottled water has become such a fast-growing staple in homes and offices across the U.S. After all, thanks to strict Food and Drug Administration regulations, it’s tough to ignore how much simpler our lives have become with bottled water delivery service, not to mention its convenience for instantly preparing favorites such as cold iced tea, soup and hot oatmeal.

With all of the perks refreshing bottled water offers, you might expect that most Americans would take advantage of this convenient option by way of regular home or office delivery. But as with any recurring service or product we enjoy, it’s often the cost that presents a potential barrier. Unless, that is, you know anything about DS Services of America, Inc. Those familiar with this Atlanta-based bottled water and beverage leader know how simple and cost-efficient it can be to have bottled water delivered straight to your home or office. After all, thanks to DS Services, millions of Americans are already enjoying the high-quality bottled water they deliver via their ongoing and dependable service.

DS Services is one of the nation’s leaders in the U.S. Home and Office Delivery market. Along the way, by expanding its portfolio of great American brands, DS Services also emerged as a top Office Coffee Service Company and Water Filtration Service provider in the U.S. Today, this industry leader bottles water at more than 28 facilities and delivers it to more than 1.5 million homes, offices and retail establishments across the country.

Not familiar with the DS Services name? Perhaps its collection of popular regional brands will ring a bell – including Alhambra®, Belmont Springs®, Crystal Springs®, Deep Rock®, Hinckley Springs®, Kentwood Springs®, Mount Olympus®, Sierra Springs® and Sparkletts®. The best part about DS Services of America, Inc.? How simple they’ve made it to have bottled water delivered straight to your home or office. They offer a full line of products in 5-gallon bottles or convenient single-serve options. Whatever option you choose, you can count on a selection of bottled water service plans that fit your unique lifestyle.
Building a Water-Tight Case for H₂O

There's more to water than meets the eye – especially as it relates to various functions in our body and daily activities. Here's a quick refresher on water's critical role for staying on top of your game and some compelling reasons to choose bottled water as your primary source for the good stuff.

• Lack of water may make you tired.¹
• Water helps protect body organs and tissue.²
• Water may help to remove waste from your body.²
• With a dispenser, bottled water is instantly hot for quick and convenient food and drink preparation.
• Bottled water is a consistently safe and reliable source of drinking water – from the first drop to the last.³
• Bottled water is strictly regulated by the Food and Drug Administration, with requirements that can be more stringent than those for tap water sources.⁴
• Bottled water is sold in individual, sanitary, sealed containers and is intended solely for human consumption.⁵

Sources:
¹http://www.mayoclinic.com/health/water/NU00283
²http://www.mayoclinic.com/health/medical/IM00594
³http://www.bottledwater.org/health/water-quality
⁴http://www.bottledwater.org/education/regulations
⁵http://www.bottledwater.org/health/bottled-water-vs-tap-water
With over 100 years of making chocolatey memories, the chocolate experts at Nestlé know how to bring your customers cocoa with a rich, creamy taste like no one else! Try this health-conscious rich chocolate cocoa that is a “better for you” option.

- No sugar added
- Fat-free
- Only 20 calories per serving

So indulge this season with the new Nestlé No Sugar Added, Fat-Free Cocoa!

Current customers call 800-962-7006 and new customers call 855-240-0677.
OUR HOTTEST RETAIL FLAVOR. NOW IN OFFICE COFFEE.

Discover the allure of Italian Sweet Crème and the profit power of COFFEE-MATE® flavor variety.

It’s no wonder this flavor has so many fans. Nothing compares to the delicious indulgence of Italian Sweet Crème. Imagine the taste of rich gelato with just a hint of luscious buttercream frosting. It’s the easy way to make your coffee irresistible.
We’ll Drink to That

One of the best things about our bottled water, coffee and tea is the flexibility beyond the refreshment they provide in their original form. The truth is, with a little creativity, these three “foundational” liquids serve as a fantastic base for countless exciting and refreshing beverages – with one to suit every taste and preference imaginable.

With a little help from Standard Coffee’s portfolio of hot and cold beverage options, we’ve pulled together a few tasty drink recipes for you to try in the workplace or at home. Whether you’re looking for warm, comforting notes of caramel, coffee and cinnamon, or cool, refreshing flavors highlighting iced tea, fruit and vanilla, we’ve got some great suggestions.

Try one or all three – you’re sure to find a new favorite from these easy-to-make recipes. Enjoy!

Vanilla Tea Shake

INGREDIENTS
½ cup Sweetened Terraza Tea
1¼ cups Vanilla Ice Cream

PREPARATION | Build / Stir

Does not contain alcohol.
Brand availability may vary by market.

Terraza™ Peachy Green Tea

INGREDIENTS
¾ oz. MONIN® White Peach Syrup*
7 oz. Fresh-Brewed Terraza Green Tea

PREPARATION | Build / Stir
1. Measure ingredients into serving glass with ice in order listed.
2. Stir gently to mix.
3. Add garnish, soda straw and smile.

Glass Size: 16 oz.
*Other suggested flavors: Lemon, Mango, Honey, Passion Fruit, White Peach, Strawberry.

Does not contain alcohol.
Javarama® Caramel Donut

INGREDIENTS
2 oz. Half and Half
1 oz. Salted Caramel MONIN® Flavored Syrup*
8 oz. Fresh-Brewed Donut Shop Blend Coffee

PREPARATION | Build / Stir
1. Measure ingredients into serving glass in order listed.
2. Stir gently to mix.
3. Add sip stick and smile.

Does not contain alcohol.

Glass Size: 12 oz.
*Other suggested flavors: Banana Nut Bread, Salted Caramel, Cinnamon Bun, Gingerbread, Pumpkin Pie, Toasted Marshmallow.
Green tea, bubbling in popularity within the noncarbonated beverage industry, represents a money-making opportunity for quick-service and fast casual restaurants. In an age when drink competition is fierce and the market is flooded with choices, green tea stands out for its health benefits and untapped profitability.

While it was a common drink in the U.S. in the early 20th century, green tea waned for decades against newer alternatives such as soda and other sugary liquids. It has surged in recent years amid studies highlighting green tea’s benefits to the body.

Americans consumed more than 3.6 billion gallons of tea in 2012, helping make it the world’s second most consumed beverage behind water, according to the Tea Association of the USA. Of that, 84 percent was black tea and 15 percent was green. The remainder was a mix of oolong and white teas.

While green tea is available in more restaurants than ever before, its penetration pales in comparison to black tea, said Peter Goggi, president of the Tea Association. That seems to be changing slowly, however. Green tea used to represent 2–3 percent of U.S. tea imports in recent decades and is now 17 percent. Goggi predicts it eventually could reach 25 percent.

Inclusion in restaurants is expected to grow, too, with the fresh-brewed beverage’s ease of preparation. Green tea generally is considered a hot beverage, but its cold form has been making up ground.

Here are three reasons why integrating green tea into an operation’s drink lineup can enable restaurants to capitalize on customers who thirst for an alternative.

**Health benefits**

As obesity balloons into an epidemic, a growing number of Americans put added emphasis and thought these days into the foods they consume and the beverages they drink. Led in large part by First Lady Michelle Obama to have healthier food and beverage options in schools and for restaurants to have more health-conscious options on their menus, the quick service and fast casual industries have ushered in numerous changes. Most notably: putting calories on menus and smaller packages for higher calorie drinks.

Tea contains flavonoids, naturally occurring compounds with antioxidant properties capable of boosting the immune system by neutralizing elements that can damage the body. Drinking a cup of tea a few times a day absorbs antioxidants and other healthful plant compounds. (Harvard Heart Letter, December 2012).

“Clearly, the platform for growth for green tea, and supporting growth for all teas, is the health message,” Goggi said.

That message tends to resonate with consumers, thus benefiting restaurants that offer beverage selections with perceived health benefits, added Harry Ostwald, Director of Sales for DS Services of America, Inc., which supplies iced green tea to thousands of restaurants nationwide.
Extensive variety

Green tea’s bitter taste typically makes a distinct first impression with connoisseurs: They either love it or hate it. Usually, there is no middle ground.

That’s why serving it in a way that appeals to consumers is key, Goggi said. A number of restaurants sweeten the taste by injecting a variety of flavors.

“It doesn’t matter how healthful it is; people aren’t going to drink it if it doesn’t taste good,” Goggi said.

In early 2013, SONIC® Drive-In broadened the scope of its tea offerings with multiple takes on green iced tea. All flavors are made without artificial flavors or colors and include peach, mango, raspberry, blackberry and mint. Of course, there’s the natural flavor, too, with sweet (sugar) and diet (Splenda®) varieties.

Looking to capitalize on green tea’s popularity and to continue building on its reputation as a restaurant with varied choices, SONIC didn’t want to limit its options with the beverage, said Mackenzie Gibson, the company’s director of culinary innovation. Besides the vast flavor options, SONIC sells green iced tea in numerous sizes up to a gallon.

Green tea is considered a niche market, so creating variety was important to catering to consumers’ taste, Gibson said. SONIC also chose a freshly brewed product over a powder or syrup because of perceived consumer preference.

“The biggest key for making it appeal to customers was focusing on a product consumers liked from the beginning,” she said. “We focused on offering a tea sweetened with sugar and one with Splenda; it wasn’t a product they had to doctor up themselves. People think they want green tea unsweetened until they taste it. We have created a delicious, refreshing beverage.”

Lucrative market

Sales of green tea, as have all of the chain’s tea offerings, have risen steadily since first introduced at SONIC. Such success isn’t isolated. Industrywide, tea sales within restaurants jumped 3 percent to 5 percent annually in recent years, totaling $7.7 billion a year today, the Tea Association says.

The number of tea beverages offered at restaurants has increased, too, going up 11.2 percent from 2008 to 2010.

Iced tea, compared to the hot variety, has the greatest appeal to diners. Some 39 percent of customers choose cold tea over hot tea, according to research firm Mintel. Experts predict that green tea sales gains will continue through 2014.

Tea also is much more profitable than carbonated drinks, for which packaged syrup carries a heftier price tag than brewed iced tea.

“As carbonated soft drinks continue to decline in the United States…green tea has been expanding,” Ostwald said. “More consumers are looking for variety and healthier alternatives. So, some might opt for a salad or a wrap with a green tea for lunch, vs. a higher calorie sandwich and a soda.”
For centuries people have praised coffee for its beneficial attributes. For example, Benjamin Franklin stated that, “Among the numerous luxuries of the table… coffee may be considered as one of the most valuable. It excites cheerfulness without intoxication, and the pleasing flow of spirits which it occasions…is never followed by sadness, languor or debility.”

But coffee has not been without its detractors! Consequently a number of misconceptions have endured about coffee. Here’s a short “True or False” quiz intended to set the record straight on some of the more widespread “modern myths” related to coffee.

### Debunking Five Myths About Coffee

1. **Dark roast means more flavor and more caffeine.** *False!*
   
   People tend to associate the stronger taste of the dark-roast coffee with higher caffeine content. But the truth is actually the other way around. Caffeine is roasted out as the coffee beans are heated during the roasting process. The higher the temperature – as with dark roast – the less caffeine.

2. **Espresso is a type of coffee bean.** *False!*
   
   It’s a process, not a type of coffee. You can make any coffee bean into espresso [by grinding it finely and brewing it in the style of espresso]. Some beans are roasted specifically to be brewed into espresso, but there’s no espresso bean.

3. **Employees consume coffee at work just for the energy boost.** *False!*
   
   Employees also choose coffee for a brief break from their workload and to reduce their stress. This ability to manage their moods makes them more productive at work. It also provides an opportunity to get to know their co-workers, which helps build a sense of community within the work environment.

4. **Decaffeinated coffee contains no caffeine.** *False!*
   
   International standards applicable in the U.S. require decaffeinated coffee to be 97% caffeine free. The process used for removing caffeine is complex and time-consuming and involves using potent chemical solvents. Consequently, in addition to caffeine, as many as 400 other chemical compounds that are essential to the taste of coffee are removed. If you have an allergy to caffeine, you should probably avoid all forms of coffee – decaf included.

5. **Coffee Causes Insomnia.** *False!*
   
   Coffee is a stimulant, but it is processed out of your body in about five hours. Since it is a stimulant, consuming coffee right before going to bed would most likely delay falling asleep for a while. But once the stimulant is processed out of the body, normal sleep should follow. With this in mind, it’s helpful to restrict coffee consumption to the mornings or early afternoons in order to fall asleep normally at bedtime.

So it’s okay to “wake up and enjoy the coffee”… Benjamin Franklin would approve!

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**Sources:**

2. “Share of Thirst,” Jennifer Kitchen, Harris Interactive, March 2012
Tom Bauer has spent a majority of his career immersed in the beverage industry. His first job out of college was as a Pepsi-Cola® route sales representative. He’s worked in a range of beverage operations, sales and management positions, and he’s now Director of National Sales for DS Services. He has 23 years of experience in the coffee industry alone, the last 15 with DS Services. After all this time working with beverages, you might wonder why one of his current priorities is water filtration. “There’s an old saying that great-tasting coffee starts with great-tasting water,” says Tom, “and it’s really true. A good water filtration system is the best way to achieve coffee’s optimum taste profile.”

Tom should know. He and his sales team keep up with water filtration trends and technology to give their customers the best solutions possible. Their newest offering, the ECO-3 filter, provides everything customers look for: high capacity, a reduced carbon footprint, cost efficiency and – best of all – cleaner, safer, better-tasting water. Tom believes every customer should have the best water filtration system available, either through the water filtration unit or the in-line brewer filter, placed on the back of the brewer unit. “People have very high expectations for clean, fresh-tasting water, which make water filtration critical. The filters keep getting more refined to meet those higher demands.”

According to Tom, the growth of water filtration followed the water craze itself. Twenty-five years ago, the amount of bottled water sold was minimal. As it took off and people became more aware of water quality, they raised their standards for water from the tap, the water cooler and the coffeemaker. “Coffee is 98% water,” says Tom. “Office coffee-brewing equipment needs a good filtration system to ensure employees and guests get the quality and fresh taste they expect.”

Tom recalls that at the same time water quality standards were rising, environmental concerns became a hot topic. “Companies wanted products to help minimize their impact on the environment, and the water filtration industry responded. Today, we’re proud that our ECO-3 brewer filter is the most hygienic recyclable filter on the market.” The ECO-3 has 40% more activated carbon than competitive products, and its reusable cartridge-based system lowers the carbon footprint by 90%. “There are many water filtration systems at many price levels,” says Tom. “We look for those that will deliver the right balance of quality, performance and value to our customers.”

Water filtration may be one of Tom Bauer’s top priorities, but it isn’t his only one. He stays ahead of beverage trends such as single-cup and specialty coffees to make sure his team has the brewed-beverage products and services customers want. “After all these years, the coffee industry is still a joy to me,” he said. “There’s no greater satisfaction than delivering products, value and service that exceed people’s expectations and make them customers for life.”
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