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

A BEVERAGE SERVICE NEWS PUBLICATION

Liqui-Pedia
Refreshing facts that may surprise you

THE NEW GREEN TEA
Increasing profits by adding options

Single-Cup Revolution
Making employees more productive one cup at a time

AquaCafe™ Debuts with a splash
Great Coffee Starts with great water

Liqui-Pedia
Some refreshing facts on water, coffee, tea and more

A BEVERAGE SERVICE NEWS PUBLICATION
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.

Terraza. Go ahead and taste the difference.
What’s Brewing in Employer Branding

Lately I’ve noticed a lot being written about “employer branding,” which is how companies present themselves to current and potential employees. An employer brand can have many tangible and intangible parts that add up to a unique employment experience and culture.

A big part of employer branding is the physical environment. Everything employees and guests see, hear, touch, smell and taste in the workplace affects their perceptions of the company. Many of our customers consider this extremely important, which may be why they insist on offering top-quality brewed beverages and bottled water to their employees and guests. They know this investment can help create a positive, engaging environment and may even increase employee satisfaction and loyalty.

They know this investment can help create a positive, engaging environment and may even increase employee satisfaction and loyalty.

The employer-branding conversation is one reason I’m excited about this issue of Bottled & Brewed™. The feature story spotlights our new AquaCafe™, a groundbreaking, all-in-one water cooler and single-cup brewer system that’s earning high marks from employees and guests across the country. We have also included articles about coffee and tea to help you make the right beverage choices for your business. And there’s an interesting piece on Grounds for Health, a nonprofit organization providing women’s health services in developing, coffee-growing countries. Giving back is an important part of the DS Services employer brand, and we’re proud to support this worthwhile cause.

DS Services is America’s favorite bottled water, coffee and tea service provider. We look forward to serving you.

Tom Harrington
President and Chief Executive Officer
DS Services of America, Inc.
Top Two Workplace Beverages Combined!

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**
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


SPLENDIDA® NO CALORIE SWEETENER IS THE #1 PREFERRED BRAND FOR COFFEE
DO YOU CARRY SPLENDIDA® SWEETENERS?

SPLENDIDA® makes my coffee mine.

PRODUCT DESCRIPTION  CODE #  PACK SIZE
Standard Coffee Yellow  20170011  4/400 ct
Standard Coffee Blue  20170007  4/400 ct
Standard Coffee Pink  20170006  4/400 ct

SPLENDIDA® makes my coffee mine.

• Multiple sizes for every office environment.
• Satisfies customer expectations—SPLENDIDA® is the no-calorie sweetener they choose at home, more than Equal and Sweet’N Low sweeteners combined.*

*NPQ Group SPLENDIDA® Brand Study Revised, 2012
Among low-calorie sweetener brands available in foodservice.
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NESTLÉ® BRINGS THE VERY BEST TO YOUR OFFICE

NESTLÉ® and COFFEE-MATE® are registered trademarks of Société des Produits Nestlé S.A., Vevey, Switzerland. FS-7466R1

COFFEE-MATE® LIQUID CREAMER SINGLES
- Dispenser box keeps counter clean and organized
- 9-month shelf life
- No refrigeration needed
- No cholesterol; lactose-free; gluten-free; kosher dairy

COFFEE-MATE® LIQUID PUMP BOTTLE
- 1 liquid concentrate pump = 1 liquid creamer single serving
- Approximately 300 servings per bottle (1.5L)
- Pump is non-removable once installed, to ensure food safety
- Uses 90% less corrugate and 50% less plastic than competitive liquid creamer singles products
- 30-day shelf life after opening; 9-month shelf life before opening
- No refrigeration needed
- No cholesterol; lactose-free; gluten-free; kosher dairy

COFFEE-MATE® POWDERED CREAMER
- An economical creamer solution with the COFFEE-MATE® brand power
- Unique flip-top canister design is easy to pour and hygienic

COFFEE-MATE Liquid Creamer Singles
- Original 4/50 ct. - 20022003
- Café Mocha 4/50 ct. - 20022015
- Cinnamon Vanilla Creme 4/50 ct. - 20022014
- French Vanilla 4/50 ct. - 20022006
- Hazelnut 4/50 ct. - 20022009
- Irish Crème 4/50 ct. - 20022011
- Italian Sweet Creme 4/50 ct. - 20022023
- Original 180 ct. - 20022004
- French Vanilla 180 ct. - 20022007
- Hazelnut 180 ct. - 20022008
- Irish Crème 180 ct. - 20022010
- Italian Sweet Creme 180 ct. - 20022024

COFFEE-MATE Liquid Pump Bottle
- Sweetened Original 1.5 L - 20022019
- French Vanilla 1.5 L - 20022017
- Hazelnut 1.5 L - 20022018

COFFEE-MATE Powdered Creamer
- Original 12/11 oz. - 20023002
- Original Lite 12/11 oz. - 20023008
- French Vanilla 12/15 oz. - 20023005
- Hazelnut 12/15 oz. - 20023006

For more information, call 800-962-7006 for CURRENT Customers, 855-240-0677 for NEW Customers, or visit CoffeeService.com
For coffee drinkers, practically nothing beats the aroma and flavor of a great cup of coffee! The flavor in your cup of coffee comes mostly from oils within the coffee beans that have been transformed through expert roasting. The brewing process is designed to extract these flavors and aromas from the coffee grounds into hot water that is ideally just below boiling temperature. The coffee in your cup is actually 99% water, which means the water you use for making coffee is very important to the flavor and aroma of the coffee in your cup. Starting with fresh, cold water of the highest quality is the best way to consistently brew a great-tasting, flavorful cup of coffee.

In particular, the water you use for brewing coffee should be free of noticeable “off-tastes” that can sometimes be found in plain tap water. If your tap water has any odors or tastes that you can detect, it’s best to use bottled water or filtered water instead for brewing your coffee.

In addition, brewing great-tasting coffee requires that the water you use have some mineral content, because these minerals are essential for fully extracting the flavors from your coffee. Avoid using either distilled water or water that has been “softened.” These don’t work well for brewing coffee because some or all of the minerals have been removed. Here again, either bottled water or filtered water is your best choice for ensuring that your water has adequate mineral content.

Great coffee starts with great water! Clean, reliable brewing equipment is important as well. So is choosing a good-quality coffee that is fresh and has been roasted and ground to your taste preferences. But never overlook the important role high-quality water plays – particularly bottled or filtered water – in brewing a great cup of coffee. So, sip, savor and enjoy a quality cup of coffee!

Sources:

The 5000+ employees of DS Services of America, Inc. are proud that our national footprint, our portfolio of popular water and coffee brands, and our commitment to customer service have made us a leading provider of bottled water delivery, workplace coffee and tea service and water filtration solutions throughout the U.S.
After years of research and testing, the much anticipated AquaCafe™ made its debut in select U.S. markets in September and October 2014. Developed by key suppliers of coffee and water equipment, AquaCafe is the first all-in-one water cooler and single-cup brewer system in the market. From all indications, this breakthrough technology is a winner.

Every now and then, a new product comes along that makes people say, “Why didn’t I think of that?” That’s been the reaction to AquaCafe, the first water cooler and single-cup coffee/tea brewer in one sleek machine for the workplace. DS Services and its business partners came up with the revolutionary idea so customers could: 1) save space in breakrooms and beverage areas; 2) offer more beverage variety to their employees and guests and benefit from the lower cost; and 3) enjoy an efficient, easy-to-use alternative to having a separate water cooler and beverage Brewer in different locations.

Within 30 days of being introduced, more than 800 AquaCafes were up and running in workplaces in Seattle, Washington; Houston, Texas; Baltimore, Maryland; Orlando, Florida; and Southern California. The response has been overwhelmingly positive, and DS Services plans to expand AquaCafe to customers in other cities throughout 2015.

What People Love About AquaCafe™
AquaCafe solves different problems for different people. Business owners and managers who have limited space in their breakrooms now have room to offer both. “Our employees are loving it,” said an assistant store manager for PANDORA® in Baltimore. “They don’t have to spend money or time going to the coffee shop in the mall anymore – everything’s right here.”

In many breakrooms and customer waiting areas, space is at a premium, making AquaCafe’s small footprint (59.18" high x 15.75" wide x 21.875" deep) an efficient use of space. The unit takes up minimal floor space and is ideal for any size office, industrial environment, retail store, school or service business. DS Services representatives are seeing interest in establishments from small hair salons, medical offices and law offices all the way up to companies with 100+ employees. In
one city, a Hilton hotel put AquaCafe in their small breakfast area to serve beverages to Hilton HHonors™ members.

Being able to brew one cup at a time is another real advantage for environmentally and budget-conscious businesses.

“AquaCafe uses Javarama® coffee pods, which are less expensive than other single-cup coffee brands,” said Aaron Harman, DS Services route sales manager in Baltimore. “The pods are also recyclable, and people really like that.”

Details Make the Difference
AquaCafe™ is loaded with unique features that make it easy to use, easy to clean and easy to maintain. According to Nick Tartaglia, DS Services regional manager in Orlando, the ability to load five-gallon water bottles in the bottom of the unit instead of on top is one of the most popular features. “Eliminating the need to lift those heavy bottles is a huge benefit,” Nick says. “Customers also love the coffee brewer’s built-in receptacle for spent pods, the machine’s ability to dispense cold water and brew a hot beverage at the same time, and the user-friendly touchscreen.”

In developing AquaCafe, designers made sure maintenance and service could be performed easily and quickly. All of the electronic controls are sealed to protect them from spills and help ensure the unit runs correctly and reliably. The most critical components are within easy reach for the service technician and are built with industrial strength to withstand 40,000 brewing cycles.

Taste Trumps All
In addition to the many valued AquaCafe™ features, the beverages that the machine produces are exceptional in taste. Not only does AquaCafe use top-quality Javarama® coffee pods, its water filtration system also ensures brewed beverages and drinking water taste better than those from the tap. “Customers tell us the quality of the beverages is outstanding,” says Nick Tartaglia. Jeremy Isget, sales manager for DS Services in Houston, reports similar feedback from customers who say the way AquaCafe brews is on par with any other system. “Out of all of the single-cup coffee brewers in the market, the AquaCafe pod brewer makes the best cup of coffee I’ve tasted,” one customer stated. “To me, it’s best in class.” So far, the top Javarama coffee flavors customers are ordering are Colombian, French Roast, French Vanilla, Hawaiian Kona and Signature Blend.

The Quality Continues
AquaCafe™ is the latest example of DS Services’ commitment to bring customers high-quality, reliable and innovative equipment. To request a demonstration or find out when AquaCafe will be available in your area, please contact DS Services at 855-240-0677.

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**WATER FACTS**

**Spring Water**
Sourced from an underground formation, delicious spring water flows naturally to the earth’s surface where it’s carefully collected — either at the surface or by tapping into the formation feeding the spring itself.

**Artesian Water**
With this type of water, natural pressure produces a constant supply through a well that leads to an underground aquifer or layer of rock and sand. The result is an abundance of fresh H₂O!

**Distilled Drinking Water**
When water has been boiled and then recondensed from the steam produced, it becomes the source for distilled drinking water. It’s the perfect solution for traditional uses like cooking, hot beverages and more.

**Fluoridated Drinking Water**
This type of drinking water is identical to purified bottled water, but its fresh, clean taste has been further supplemented by added fluoride — which may help prevent tooth decay.*

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Sources:
“Do you know where your bottled water comes from?”, Consumer Reports, http://www.consumerreports.org/cro/magazine/2012/07/do-you-know-where-your-bottled-water-comes-from/index.htm
*Consult your physician or dental professional if using another fluoridated product.
NEW Folgers Gourmet Selections® Coffee Pods

Introducing single-cup servings from Folgers Gourmet Selections offer you delight at a sensible price.

With a customized gourmet coffee experience, employees can enjoy the comforts of home away from home.

The coffee experience employees crave.

• Single-cup popularity is growing — and is now the second most popular brewing method following drip brewing.¹

• Nearly 33% of employees using service now have single-serve coffee systems, up 14 points from 2005.²

• As the leading coffee brand in retail³, you can trust Folgers® will appeal to a wide range of coffee drinkers in the office.

<table>
<thead>
<tr>
<th>DS Services Item#</th>
<th>Item Description</th>
<th>Case Pack</th>
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<tbody>
<tr>
<td>22032039</td>
<td>100% Colombian</td>
<td>6/18 ct Display Boxes</td>
</tr>
<tr>
<td>22032040</td>
<td>100% Colombian Decaf</td>
<td>6/18 ct Display Boxes</td>
</tr>
<tr>
<td>22032041</td>
<td>Morning Blend</td>
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<td>22032042</td>
<td>French Vanilla</td>
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<tr>
<td>22032043</td>
<td>Hazelnut</td>
<td>6/18 ct Display Boxes</td>
</tr>
</tbody>
</table>

Contact your Standard Coffee® sales representative to add this to your drink line up today!
Current Customers: 800-962-7006
New Customers: 855-240-0677

¹ NCA “The Single Service Format 2012: Evolving Perceptions, Continued Growth”
² NAMA “inTouch” p. 12, Fall 2013
³ IRI MULO 52 weeks ending - 8/11/13
Almost 20 years ago, Dan Cox, the president of a U.S. coffee company, was making his rounds to coffee cooperatives in Mexico with Dr. Francis Fote, a close friend and retired obstetrician/gynecologist. During their visits, they learned cervical cancer rates in Mexico were among the highest in the world. Knowing this disease is preventable and treatable, they took action.

With financial support from multiple coffee companies, Mr. Cox and Dr. Fote arranged cervical cancer screenings and healthcare worker training in Oaxaca, Mexico – and Grounds for Health was born. Since then, the organization has expanded its reach to other coffee-growing countries including Tanzania, Nicaragua, Peru and now Ethiopia. With more than 100 million people working in coffee production in some of the poorest places on earth, coffee gave Grounds for Health a place to start solving the worldwide problem of cervical cancer.

Since 1996, more than 45,000 women in coffee-growing countries have been screened for cervical cancer as a result of Grounds for Health programs. Just as important, Grounds for Health has trained more than 375 doctors and nurses to provide ongoing screenings and treatment. Thanks to the program, when women in these communities need treatment, the resources are there to provide it.

Healthy Partnerships
Grounds for Health works by forming partnerships between coffee companies, coffee cooperatives and local health officials to give women access to lifesaving care. The process begins when a coffee cooperative invites Grounds for Health to help develop cervical cancer prevention programs in its community. The nonprofit organization provides medical expertise, screening technology, equipment and trainers. They educate community health promoters and the cooperative so they can teach residents why screening is important. The cooperative also provides childcare and transportation for women and makes sure women get additional care if needed.

Coffee companies of all sizes and from all parts of the world support Grounds for Health with financial and in-kind donations. DS Services got involved after Ken Shea, the company’s vice president of coffee development, attended a Grounds for Health event and was struck by the plight of families in coffee-growing regions. “I witnessed a firsthand recap of the processes involved and benefits provided in this group’s fight against cervical cancer in the coffee growing regions of the world,” says Ken. “The presentation jolted me in a profound way.”

After the event, Ken told DS Services chief executive officer Tom Harrington and the rest of the leadership team about the positive impact Grounds for Health was having. They eagerly approved funding to support the organization’s work. This year, in addition to financial support, DS Services will work closely with Grounds for Health to broaden awareness of the cause and the need for funding among consumers, the coffee industry and the general business community.

For more information, please visit groundsforhealth.org.
Did You Know?

- In low-resource countries, 700 women die of cervical cancer every day.⁴

- Eighty to 85 percent of women who die from cervical cancer are in developing countries.⁴

- Ninety-five percent of women in the developing world have never been screened for cervical cancer.⁵

- Cervical cancer is the #1 cause of cancer death for women in low-resource settings,² killing more women than those who die in childbirth.⁵

- Many cervical cancer cases can be avoided with early screening and treatment of precancerous lesions.⁶

Sources:
Brew a better workday.

Employees love Keurig. In fact, when offered Keurig Brewed® beverages, 87% of employees are more likely to be satisfied with their coffee at work. After all, they’ll be getting a gourmet cup of coffee at the touch of a button, with over 200 beverage varieties to choose from.

And that means a job well done.

Contact your Standard Coffee® sales representative today!

Current customers: 800-962-7006
New customers: 855-240-0677
The Boston Tea Party is widely remembered as a protest against unfair taxation that foreshadowed the American Revolution. Perhaps that helps explain why widespread tea drinking failed to become as well established in the United States as it did elsewhere in the British Empire for over 200 years. Today drinking tea is steadily becoming more popular in our country! Americans now drink nearly 20% more tea than they did as recently as fifteen years ago.¹

Ongoing shifts in what consumers desire contribute to America’s growing preference for tea.² For example, widespread concerns about health and the environment have many consumers seeking more natural items. Tea – whether served chilled or hot – is widely perceived as a “better for you” beverage.³ In addition, many people are more concerned about making choices they interpret as “good for them.” Virtually all consumers are more time-pressured than ever, so, whenever possible, they seek solutions that offer a convenient chance to relax. Today, increasing numbers of people choose tea as one of those solutions!²

Also contributing to steady growth of U.S. tea consumption are gradual changes in the types of tea Americans drink and how they prefer to drink their tea. Black tea has long been America’s #1-selling variety, accounting for nearly 85% of consumption. But U.S. black tea consumption has fallen slightly over the past fifteen years.²

Meanwhile, consumption of other varieties of tea has been growing. Green tea now accounts for 14% of U.S. consumption, with half of all adults over eighteen recently estimated as either buying or drinking green tea in the past month.⁴ White and Oolong tea account for only 1% of U.S. consumption but have also grown significantly over the past ten years.²

The Tea Association of the USA estimates that nearly 85% of the tea Americans drink is consumed chilled or iced.² Indeed, sales are booming for conveniently packaged bottled teas, also known as ready-to-drink (RTD) teas – usually served cold, and consumer research leader Mintel forecasts RTD tea sales to reach nearly $8 billion by 2017.⁴

Nevertheless, nearly two-thirds of the tea consumed in the U.S. is brewed from tea bags.² Americans typically use tea bags when they make iced tea in small batches at home. In addition, whether at home or away from home, a tea bag is the most common way they prepare hot tea – one delicious cup at a time. And putting a new twist on this “one-cup-at-a-time” pattern, different types of tea are being added to the variety of beverages available for single-cup brewing equipment. Pods, foil packs and K-Cup® packages for single-cup tea are becoming available from a number of popular tea brands.

While it remains to be seen if tea is destined to be the USA’s national beverage, tea is certainly becoming a preferred beverage choice for many Americans at home, at work and at play. Restaurants are discovering they can satisfy more guests by offering more choices of iced tea and hot tea.⁵

It follows that workplace employees will seek greater variety of tea choices as well. Employers should consider offering a selection of quality varieties such as decaf, herbal, black and green tea in the office breakroom. These refreshing options provide not only great taste but also can lead to higher satisfaction at work.

Sources:
¹ Euromonitor International
² Tea Association of the USA, www.teausa.org
³ Vincent McCabe, Inc. (VMI)
⁴ Mintel Tea and RTD Teas – US, July 2012
Have you ever wondered how tea is prepared? In this section you will find out just what it takes to get tea leaves from the plant to your cup.

**STARTS WITH:** fresh tea leaves

- wither
- drying

**becomes...**

- **WHITE TEA**
- **GREEN TEA**
  - *kill-green:
    - the tea manufacturing process used to halt the oxidative browning of tea leaves
- **BLACK TEA**
  - rolling
  - oxidation
  - drying
INTRODUCING

THE ENGINE OF

TOMORROW’S WORKPLACE

FUEL YOUR CUSTOMERS

The new FLAVIA® Barista by Mars Drinks delivers the widest selection of coffeehouse-style hot beverages at the press of a button.

Mars Drinks has teamed with SEGAFREDO® Zanetti to offer authentically crafted espresso, featuring three premier blends.

For more information, contact your Standard Coffee® sales representative.

Current Customers: 800-962-7006 | New Customers: 855-240-0677
The FLAVIA® Barista by Mars Drinks delivers the widest selection of authentically crafted coffeehouse-style hot beverages into the workplace.

To build on its authentic espresso capability, Mars Drinks has teamed with Massimo Zanetti Beverage Group to feature three premier Segafredo espresso blends.

As growers, roasters & café owners Segafredo understands espresso like no one else. This dedication to quality has made us the #1 Italian espresso roaster in the world – serving more than 50 million cups of coffee daily.

Our espresso blends are a proprietary combination of high-grown mild Arabicas and premium Robusta beans that are roasted to perfection to reveal the complex flavor notes unique to each individual blend.

Through careful selection, blending, roasting and thousands of cuppings, our attention to quality and detail ensures that every cup of Segafredo espresso delivers distinct well-balanced flavor and smooth rich crema.

Mars Zanetti
Some Refreshing Facts on Water, Coffee, Tea and More!

We love a good factual 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 cup or glass!

With zero calories or carbs, water can offer a welcome alternative to carbonated soft drinks.¹

Approximately 1.7% of the Earth’s water supply is frozen.²

On average, it takes about 4,000 coffee beans to produce a single pound of roasted coffee.³

Ever heard of Sherpa tea? It’s a special blend designed to be brewed at higher altitudes where water boils at lower temperatures.⁵

100% Zero Calories

1 DAY IN THE U.S. EQUALS 400 billion gallons of water⁴
Sales of single-cup coffee surged 82% in 2012 to more than $1.8 billion with future sales projected to reach $5 billion by 2016.6

<table>
<thead>
<tr>
<th>2012</th>
<th>2016</th>
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<td>$1.8 Billion</td>
<td>$5 Billion</td>
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After water, tea is the second most consumed beverage in the world.7

There are 900 different flavors of Arabica. Complex and very volatile, they deteriorate if exposed to air and light.8

All 4 major tea types – black, green, white and oolong – come from the very same plant: Camellia sinensis. How the leaves are treated is what produces the different varieties.10

Sources:
11 Ibid.

The invention of iced tea is credited to Englishman Richard Blechynden who poured boiling tea over ice at the St. Louis World’s Fair to offer hot customers a refreshing alternative.9

After water, tea is the second most consumed beverage in the world.7
**Coffee, Please**

Millennials are generally defined as people born in the 1980s and 1990s. Numbering around 80 million, they are the largest generational group in history, which makes it highly likely that you know, work with, employ or even are a Millennial yourself. Corporations, marketers, politicians and others who want to capture Millennials' attention have been studying them for years. What do employers need to know to help keep this influential group satisfied at work?

Ready for some Millennial eye-openers? About one-fourth of the people in the U.S. are Millennials. Experts say that by 2020, Millennials will make up more than a third of the adult American population. And by 2025, they’ll represent as much as 75% of America’s workforce. This last statistic can’t be ignored by employers vying for tomorrow’s talent. Smart companies are brushing up on Millennials’ workplace habits, needs and preferences in an effort to attract and retain the best and the brightest.

**Coffee, Please**

Millennials may be the most studied generation in history – and their coffee-drinking habits have been scrutinized along with everything else. Coffee is a winner with this group: A National Coffee Association study shows younger Millennials (ages 18–24) prefer coffee over soft drinks by 14 percentage points, and older Millennials (ages 25–39) prefer coffee over soft drinks by 20 points.

Research also proves specialty coffees* carry the day with Millennials. A Datassential report shows specialty drinks make up about 70 percent of Millennial coffee drinking, and the National Coffee Association showed a seven-point jump from 2013 to 2014 in gourmet coffee (defined as whole bean or ground varieties) beverages consumed in the past day by people 18–24.

Spending habits provide another clue to the importance of coffee in Millennials' lives. A 2012 Workonomix survey by Accounting Principals revealed Millennial workers don’t mind spending more on coffee than their older peers. Workers age 45+ spent an average of $14.15 per week on coffee, while Millennials spent nearly $25. A note to employers: 20 percent of the employees surveyed thought their office should provide quality coffee to help them cut costs.

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*Specialty coffee is harvested at higher altitudes where better beans are produced. These coffee beans are free of defects, picked at their peak of ripeness and are roasted by certified roasters to produce their greatest flavor potential. Specialty coffee can also be referred to as Specialty Arabica.
Alike but Different

Even though Millennials are lumped together based on when they were born, they have very diverse behaviors and tastes. For employers, offering a variety of coffee options such as different blends and flavors, and allowing beverage customization could be good ways to satisfy Millennials’ adventurous tastes.

Tech Expectations

Millennials grew up with technology and are very comfortable with it. In fact, one study of multicultural Millennials points out that this generation doesn’t think of computers or digital devices as technology at all;7 they are simply a way of life. Since Millennials expect the equipment at work to be as advanced as the devices they use at home, using innovative coffee-brewing equipment is a great way for companies to demonstrate their tech savviness.

Perks for All

Regardless of age, every employee likes workplace perks. Most companies see the value too, with 91% providing employee breakrooms, 76% serving free coffee and 64% livening things up with snacks and beverages.6 Knowing what is important to every generational group such as Millennials is an employer’s first step to creating an inviting workplace that not only attracts but also keeps valuable, productive employees.

Your Millennial Coffee Checklist

Savvy employers pay attention to what their employees care about and meet their needs when it makes sense for the business. Fortunately, Millennials’ coffee preferences are easy and inexpensive to accommodate with these simple steps:

✓ Give them variety. Millennials love personalization, so offer a wide range of coffee blends including specialty and gourmet coffees.

✓ Care about quality. Everyone loves a great cup of coffee. Buy quality brands from a trusted source to make sure your coffee meets the high standards you demand in other parts of your company.

✓ Step up the technology. Replace your out-of-date coffeemaker with innovative equipment such as a single-cup brewer or an all-in-one water cooler and single-cup brewer system.

✓ Be consistent. Coffee is a staple in many people’s day. Choose a coffee provider you can count on to keep your coffee service up and running. Your employees will thank you for it.

Sources:
4. 2014 National Coffee Association USA, National Coffee Drinking Trends Study
1. THOUGH OFTEN IMMEDIATELY ASSOCIATED WITH A CHOCOLATE-FLAVORED COFFEE TREAT TODAY, THE ORIGIN OF “MOCHA” COFFEE ITSELF CAME FROM WHICH OF THE FOLLOWING?

a) A Yemeni port city  
b) The Italian word for roasted  
c) Plymouth colony  
d) Madagascar

A varietal of coffee native to Yemen and Ethiopia was shipped from Al-Mokha, a thriving port on the Red Sea coast hundred of years ago – ultimately sparking a huge demand among 15th-century Europeans for this new and exciting drink.

2. THINK YOU CAN GUESS WHO DRINKS THE MOST COFFEE?  
(HINT: COUNTRIES IN THE SAME REGION MAKE UP THE TOP-6 COFFEE-DRINKING COUNTRIES!)

a) Mexico  
b) France  
c) Colombia  
d) Finland

It’s true! As it turns out, Finns drank an average of nearly 27 lbs. of coffee per person in 2011 according to a survey conducted that year.

3. WHICH HISTORICAL FIGURE IS RESPONSIBLE FOR TELLING NORTH AMERICA ABOUT COFFEE?

a) Benjamin Franklin  
b) John Smith  
c) Amerigo Vespucci  
d) Albert Einstein

Before eventually helping to found and settle the Colony of Virginia in the early 1600s, historians believe Smith would have very likely encountered coffee during his Turkish travels.

4. JAVA HASN’T ALWAYS HAD JAVA. WHO BROUGHT COFFEE TO THIS INDONESIAN ISLAND?

a) Lewis and Clark  
b) Spanish conquistadors  
c) Dutch East India Company  
d) Vasco da Gama

Sometime around the final years of the 17th century, the East India Company in Batavia (near present-day Jakarta) received coffee seedlings from the Dutch governor of Malabar in India.

Source:  

ANSWERS: 1. a) Yemeni port city  
2. d) Finland  
3. b) John Smith  
4. c) Dutch East India Company
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Looking to put a new spin on your coffee, tea and water? Our latest batch of special recipes puts your favorites on ice with some very refreshing results. Among the easy-to-make recipes featured in this issue: a delicious iced coffee highlighting Javarama® French Roast, a tea drink that pairs Terraza™ tea with pineapple for a fun and fruity slush, and a refreshing Agua Fresca with cucumber and Crystal Springs® drinking water.

It’s all part of the welcome variety our portfolio of water, coffees and teas can add to your day with a little creativity and ice (Don’t forget the ice!). Enjoy.

Terraza™ Pineapple Lime Tea Slush

INGREDIENTS
1 cup Crushed Ice
½ cup Brewed, Chilled Terraza Black or Green Tea
¼ cup Pineapple Topping
1 Lime Wedge

PREPARATION | Build/Stir
1. Combine ice, tea and pineapple in a blender and blend 15 seconds. Pour into serving glass and squeeze lime into drink.

Glass Size: 12 oz.

Does not contain alcohol.

Cucumber Agua Fresca

INGREDIENTS
4 ½ cups Chopped, Seeded, Peeled Cucumbers (about 4 – medium size)
4 cups Crystal Springs® Water*
2 cups Ice Cubes
1 cup Sugar
⅔ cup Fresh Lime Juice
2 pinches Salt

PREPARATION | Build/Stir
1. Combine half of the cucumbers, water, ice cubes, sugar, lime juice and 1 pinch of salt in blender.
2. Blend until sugar dissolves and mixture is smooth but slushy, about 2 minutes.
3. Transfer mixture to pitcher. Repeat with the remaining ingredients.
4. Place additional ice cubes in 8 glasses. Fill with cucumber drink.

*Other suggested water options: Alhambra®, Belmont Springs®, Deep Rock®, Hinckley Springs®, Kentwood Springs®, Mount Olympus®, Sierra Springs® and Sparkletts®

Does not contain alcohol.

Javarama® Vanilla Iced Coffee

INGREDIENTS

Ice
1 ¼ oz. MONIN® Sugar Free Vanilla Syrup
2 oz. Whole Milk or Half & Half
5 oz. Chilled Javarama French Roast Coffee

PREPARATION | Build/Stir
1. Fill serving glass with ice.
2. Add remaining ingredients.
3. Stir well or transfer from serving glass to other glass and back.
4. Garnish with a cinnamon stick or whipped cream if desired.

Glass Size: 16 oz.
Does not contain alcohol.
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Outstanding customer service is alive and well in America, thanks to Joel Ortiz, sales lead for DS Services based in Milpitas, CA. Joel helps oversee execution and operations of DS Services’ “roadshows” in Costco® warehouse stores. At these events, Costco members can sample DS Services’ Alhambra® water and sign up for home and office bottled water delivery services on the spot. “It’s a joy to meet people all day and help them save money and get quality water and better service,” says Joel. “We have a great partnership with Costco and I take a lot of pride in the program.”

Joel has been with Alhambra for 13 years, the last two working in Costco stores as well as assisting in serving as an outside sales representative for home and office delivery services. “We work as a team to make sure all the Costco warehouse stores are covered,” he explained. “I’ve been doing this a long time so I move from store to store to answer my teammates’ questions and help them serve customers. To be a leader, you have to help make the people around you great.”

Being responsible for roadshows at Costco, America’s second largest retailer, is a perfect fit for Joel. The company believes in giving customers the highest-quality products and brands, providing exceptional service and adhering to the philosophy that “the member is always right.” According to Fernando Ramirez, DS Services area sales manager for Alhambra®/Sparkletts® in Northern California, Joel wouldn’t have it any other way. “Joel is fully dedicated to ensuring all of our customers experience the great benefits of our bottled water and coffee programs at home or in the workplace. He is a top performer in the region in sales and he comes to work with a great attitude. He has a great work ethic, very well respected by his peers in the frontline operations and it shows in his results.”

There are many examples of how much Costco members appreciate Joel. In the Redwood City, California, store recently, he helped a woman sign up for a home bottled water delivery plan that met her needs to a tee. She was so delighted that she had someone take her picture with him! In Bakersfield, California, Joel struck up a conversation about fishing with a gentleman wearing a fishing-themed shirt. After sampling Alhambra and hearing about office bottled water delivery services, he was hooked!

“Each person is different and has different needs.” says Joel. “My job is to let them know what we can do for them. Whether they sign up right then or come back later, they know exactly what they’re getting from Alhambra and DS Services.”

When asked the secret to his success, Joel didn’t hesitate. “It’s all about enjoying what you do.”
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