Give them GOURMET
Facts about gourmet & specialty coffees

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Putting together each issue of Bottled & Brewed™ is a team effort – and a lot of fun. There are so many great things happening at DS Services, and we love sharing our news and knowledge with customers and friends.

This issue is a favorite of mine because it spans such a wide variety of topics. There’s a story on our expansion into the growing sparkling water category with Sparkletts® Sparkling Water and Sparkletts® ice, zero-calorie refreshment available in stores or by delivery to your home or workplace. We’ve also written a couple of great stories about coffee, including one on gourmet and specialty coffees, and a look inside the single-cup phenomenon.

“You know as a DS Services customer that exceptional service is our highest priority.”

You won’t want to miss our fascinating scoop on a new tea made with coffee leaves. It hasn’t hit the U.S. yet, but you can count on DS Services to keep you up to date on the trend. This issue is also packed with information to make your life easier at work and at home, including a story on breakrooms, fun Liqui-Pedia facts and an invigorating new tea recipe.

You know as a DS Services customer that exceptional service is our highest priority and serving your needs is the right way to run a business. The story on our new customer care center in Lakeland, Florida, is evidence of our commitment to keep improving to exceed your expectations.

Thank you for reading this issue of Bottled & Brewed. I hope you enjoy it.

Brian Miller
Chief Commercial Officer
DS Services of America, Inc.
Add Some Sparkle to Your Next Party!

We love a good party, especially when a fabulous, fruity drink is involved. With the holidays right around the corner, there’s bound to be plenty of social events and get-togethers scheduled throughout the season. Whether you’re hosting one yourself or attending as a guest, we’ve got the perfect drink recipe to whip up and share that’s bound to add some “sparkle” to your next gathering.

And no matter the time, place or occasion, we hope you’ll keep mixing things up with all of our coffees, teas and bottled water products – a fresh and delicious way to brighten any day.

Sparkling “Constant Comment” Tea Holiday Punch

INGREDIENTS

4 cups Water
6 Bigelow “Constant Comment™” Tea Bags
2 quarts Sparkling Water*
1 12-oz. Can Frozen Lemonade Concentrate
1 12-oz. Can Frozen Orange Juice Concentrate
1 8-oz. Can Frozen Pineapple Concentrate
Orange Slices for Garnish

PREPARATION | Build / Stir

1. In a saucepan, bring water to boil, add tea bags, cover and steep for 5 minutes. Remove tea bags. Allow tea to cool, then chill. Just before serving time, combine sparkling water, juice concentrates and pineapple in a large punch bowl.
2. Garnish with orange slices.

Glass Size: 12 oz.

*Suggested sparkling water option: Sparkletts® Simply Sparkling Water

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ADVANTAGES

• Product Variety – offers a full line of sweetener colors to meet all customer flavor preferences and product needs
• Domestically Sourced Products – consistent quality and performance in every packet
• One Look, One Source
• Invoice Savings vs National Brands

PRODUCT DESCRIPTION  CODE #  PACK SIZE

| Standard Coffee Yellow | 20170001 | 4/400 ct |
| Standard Coffee Blue   | 20170007 | 4/400 ct |
| Standard Coffee Pink   | 20170006 | 4/400 ct |

We hope our tea delights you,
M. Bigelow Family

ALL-IN-ONE WATER COOLER AND SINGLE-CUP BREWER SYSTEM

Offer associates and guests single-cup coffee and bottled drinking water in one sleek, integrated water cooler system!
Offering bottled water to associates and guests is a highly appreciated and thoughtful perk. More than half of adults who participated in a recent Harris Poll said bottled water is one of the beverages they prefer most. 

Consumption of bottled water has been on the rise for decades. In 1976, Americans drank just 1.6 gallons of bottled water per capita – for the whole year! That number was projected to reach 34.2 gallons in 2014, setting an all-time record. Over the years, water’s popularity has trickled into the workplace, with 56 percent of full-time associates who drink coffee at work daily also drinking filtered or bottled water at work.1 As demand has increased, manufacturers have introduced new and interesting varieties such as functional, flavored and sparkling waters to give consumers the choices they want.

What’s Up with Water?

Noncarbonated, or “still,” bottled water is the granddaddy of the bottled water market, accounting for almost 90 percent of sales in the U.S. But another option has been bubbling up in recent years and is now taking the market by storm. Sparkling, or carbonated, water has become the fastest-growing segment in the bottled water category, registering more than three times the growth rate of still water.2

So what’s the impetus behind this game-changing phenomenon? People who drink a lot of sparkling water say the top reasons are great taste, the absence of calories and refreshment.3 They also say they like sparkling water because it’s thirst-quenching and there is no aftertaste.4 These benefits may be why sparkling water is luring consumers away from other types of popular beverages such as ready-to-drink coffee and tea, juice, juice drinks and carbonated soft drinks.

Sparkling Water Makes a Splash!

Alhambra®, Belmont Springs®, Crystal Springs®, Deep Rock®, Hinckley Springs®, Kentwood Springs®, Mount Olympus®, Sierra Springs® and Sparkletts® with two new sparkling water offerings make it sure to please discriminating associates and guests: Sparkletts® Sparkling Water and Sparkletts® ice. Sparkletts Sparkling Water is great-tasting, zero-calorie refreshment that’s perfect on its own or paired with snacks. It comes in Simply Sparkling (flavor free), Lemon Lime and Raspberry, which coincide perfectly with the sparkling water flavors most popular with heavy users.5 Sparkletts Sparkling Water is available in a choice of one-liter and 17-ounce bottles, or 12-ounce refrigerator 12-packs. Sparkletts ice offers a wide lineup of distinctive flavors in popular 17-ounce single-serve bottles.

A Sparkling Future

Bottled water has come a long way since the days when Americans drank less than two gallons each per year. Today’s exciting sparkling water options provide refreshment, flavor and convenience without added calories – and give associates and guests the extra perks they deserve. For more information on Sparkletts Sparkling Water and Sparkletts® ice, visit water.com/sparkling or call 800.4.WATERS today.

Sources:
4 Total U.S. xAOC, Nielsen, Latest 52 Weeks through W/E 12/27/14
5 Sparkling, Water Fancy Use Study,” Proprietary Study for DS Services; Insight Out, October-November 2013
6 Bottled Water and Cold Beverage Mixes in the U.S.,” Mintel, March 2014

In years past, many of the most famous sparkling water brands came from France, Italy, Germany and other faraway places. The tide is now turning, and imported bottled water sales are expected to remain flat from 2012 to 2017. Domestic sparkling water sales in retail stores, on the other hand, are expected to grow by one-third in the next five years.

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Answering the Call

As a leading provider of beverage solutions for home and office, DS Services of America, Inc. constantly monitors beverage trends and develops new products and services to meet changing needs and preferences. We’ve complemented our collection of popular regional bottled water brands including

Alhambra®, Belmont Springs®, Crystal Springs®, Deep Rock®, Hinckley Springs®, Kentwood Springs®, Mount Olympus®, Sierra Springs® and Sparkletts® with two new sparkling water offerings make it sure to please discriminating associates and guests: Sparkletts® Sparkling Water and Sparkletts® ice. Sparkletts Sparkling Water is great-tasting, zero-calorie refreshment that’s perfect on its own or paired with snacks. It comes in Simply Sparkling (flavor free), Lemon Lime and Raspberry, which coincide perfectly with the sparkling water flavors most popular with heavy users. Sparkletts Sparkling Water is available in a choice of one-liter and 17-ounce bottles, or 12-ounce refrigerator 12-packs. Sparkletts ice offers a wide lineup of distinctive flavors in popular 17-ounce single-serve bottles.

This unique brand kicks refreshment up a notch by transforming classic fruit favorites into zero-calorie Black Raspberry, Pink Grapefruit, Kiwi Strawberry and Orange Mango flavors.

A Sparkling Future

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Coffee is not just coffee anymore. People have become much more particular about what they put in their cups, with gourmet and specialty coffee beverages increasing in popularity. The National Coffee Association says past-week consumption of gourmet coffee beverages, which include traditional coffee made with premium beans; espresso-based beverages including cappuccino, espresso, latte, café mocha, macchiato and café Americano; and iced and frozen blended coffee, has risen from 36% to 47% in the last five years – an increase of almost 20%. Past-week consumption of espresso-based beverages alone grew almost twice that rate in the same period, from 22% to 36%.  

Specialty coffee consumption facts should be of particular interest to companies with Millennial associates. Millennials, people aged 18–34, drink more coffee than any previous generation and are more likely than older generations to drink specialty coffee, especially espresso-based beverages. Why the surge? For many people, gourmet and specialty coffees are an affordable luxury. The proliferation of specialty coffeehouses has helped educate people about different types of coffee, where they’re grown and how they’re made. After centuries as a staple, coffee is now hip.

While providing gourmet and specialty coffee beverages in the workplace may seem out of reach, today’s bean-to-cup brewers and wide selection of coffee products have made it amazingly easy and economical. Brewers such as the Javarama® Krea and Starbucks I-Cup® can transform whole beans into fresh-brewed coffee in under a minute without waste or mess. Brands including Mars Drinks offer espresso, cappuccino and other specialty beverages in bulk and single-cup packages to fit every taste preference.
Our innovative Pump Bottle is a COFFEE-MATE exclusive!

COFFEE-MATE® LIQUID PUMP BOTTLE Our most popular creamer format! Great for all breakrooms!

COFFEE-MATE® LIQUID CREAMER SINGLES Available in Sweetened Original, French Vanilla and Hazelnut

1 liquid creamer concentrate pump = 1 liquid creamer single

300 servings per 1.5L bottle

Lactose free; gluten free; Kosher dairy

30-day shelf life once opened

No refrigeration necessary; 9-month shelf life unopened,
Pump is non-removable once installed for food safety

Ten popular flavors to choose from

COFFEE-MATE® LIQUID PUMP BOTTLE Our innovative Pump Bottle is a COFFEE-MATE exclusive!

- Pump is non-removable once installed for food safety
- No refrigeration necessary; 9-month shelf life unopened.
- 30-day shelf life once opened
- Lactose free; gluten free; Kosher dairy
- 300 servings per 1.5L bottle
- 1 liquid creamer concentrate pump = 1 liquid creamer single
- Available in Sweetened Original, French Vanilla and Hazelnut

For more information, call 800-962-7006 for CURRENT Customers, 855-240-0677 for NEW Customers, or visit CoffeeService.com

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Well-Stocked Breakroom
Is Your Associate Breakroom Working for You or Against You?

Be honest. Is your company’s breakroom an inviting space that associates enjoy and appreciate? Or is it an afterthought lacking the amenities your associates really want? Wherever it falls on the spectrum, your breakroom sends a signal to associates. Having a comfortable environment stocked with their favorite beverages and beverage station supplies can improve morale, show people you value them and help boost productivity. Read on for tips on how to get the most benefits from your breakroom.

The Benefits of a Break

To managers and business owners concerned about the bottom line, it may seem counterintuitive to encourage associates to take breaks. Research shows, however, that breaks and the breakroom can make a difference in how associates perform at work. More than 85 percent of associates surveyed think regular breaks during the workday increase productivity, and 59 percent said more breaks would improve their happiness at work.1 More than three-quarters of associates said a comfortable, well-stocked breakroom would let them unwind and relieve stress,2 which is important to employers because stress can lead to costly absenteeism and turnover.3

Perks They Prefer

What’s in the breakroom matters just as much as the space itself. If the shelves are bare or the coffee isn’t that great, associates may decide to run to the nearest coffeeshouse instead, which could take 20 minutes versus five. Those extra 15 minutes per coffee run can add up quickly. In this scenario, a daily coffee drinker could waste more than 60 hours per year away from the workplace!4

So how do you make your breakroom more appealing? Serving coffee is high on the list, since more adult Americans drink coffee than any other beverage.5 Quality is a factor too. In a March 2015 survey, full-time, employed, daily coffee drinkers were asked how important it is that employers provide high-quality coffee. On a five-point scale, they gave it a 3.7 in importance.4 With the emergence of different kinds of coffee brewers, preparation options are also becoming more important. In 2014, associates with espresso machines in the workplace were most satisfied (94 percent), followed by those with single-cup brewers (91 percent) and drip coffeemakers (83 percent).6 Employers should also remember that associates don’t survive on coffee alone. Bottled or filtered water, tea, cocoa and powdered soft drink mixes spice up the beverage menu and help ensure there’s something for everyone.

Finishing Touches

Keeping the breakroom well-stocked with the right beverage station supplies is a great way to show associates you care about their needs. Popular brand sweeteners, sugar and creamers are perfect complements to quality beverages, and essentials such as cups, stirrers, lids, sleeves, straws and napkins make the beverage station efficient and convenient.

Sources:

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Coffee

Single-cup coffee and single-cup brewing systems are becoming part of everyday life in America. According to the National Coffee Association’s 2015 National Coffee Drinking Trends report, 27% of U.S. consumers own a single-cup brewer, up from 15% last year. Another 12% of people say they plan to buy a single-cup brewing system in the next six months. Amazingly, 75% of Americans are aware of single-cup brewing systems — an all-time high. What do these facts and figures have to do with coffee in the workplace? Read on to find out.

It’s only logical for people to want the same conveniences in the workplace as they have at home. Take technology, for example. Consumer technology is mobile, do-it-yourself and easy to use for connecting and collaborating. If business technology were that easy, associates would probably be more productive, efficient and happier.

The same may be true for coffee. Single-cup coffee sales in the U.S. represented almost one-third of total coffee sales in 2014, up from about 19% in 2012. This indication of single-cup’s dramatic growth is backed up by another market research fact: By 2018, consumers are expected to spend almost as much on single-cup coffee pods as they do on bulk coffee. As with consumer technology, people’s desires and expectations of single-cup coffee options are finding their way into the workplace. Single-cup brewers are the second-strongest coffee preparation method in the workplace, with 91% of associates with single-cup brewers at work saying they are very or somewhat satisfied with this option. Only espresso machines ranked higher at 94%. People love single-cup coffee for many reasons. On the operational side, it’s quick, convenient, mess-free and eliminates the waste of pouring leftover coffee down the drain. For associates, it offers fresh, high-quality coffee in a wide variety of blends and flavors, allowing them to customize every cup to their personal preferences. Variety is especially important, according to a recent Packaged Facts survey. When asked if having a good selection of single-cup/K-Cup® coffee at work was important, 52% of full-time associates either strongly agreed or agreed. Eighty percent of employed coffee drinkers who like single-cup coffee are passionate about good variety, which means single-cup users are loyal and highly value the ability to personalize their coffee at work.

To ensure customers and associates can take full advantage of single-cup coffee’s benefits, DS Services offers the most popular brands on the market, including Keurig®, Green Mountain Coffee®, Javarama® and ALTERRA® Coffee Roasters, all in a broad array of roasts, blends and flavors. Also available is the AquaCafé® brewer, a space-saving, all-in-one unit for brewing single-cup coffee and tea and dispensing superior-quality filtered water for drinking and brewing.

Adding conveniences people love at home to the workplace could increase associate productivity, satisfaction and enjoyment. Better than technology, adding single-cup coffee is easy, economical and great-tasting!

Single-Cup Coffee Offers Multiple Benefits in the Workplace

Source:
Coffee-Leaf Tea: A Brewing Trend?

Tea is one of the most popular beverages in the world, coming in second only behind water. While tea has been around for centuries in the U.S., its appeal has skyrocketed in the last 25 years. The total wholesale value of tea sold in this country increased from less than $2 billion in 1990 to more than $10 billion in 2014.1

What’s behind tea’s incredible growth? Consumer preference for healthier beverages is one factor. Another is the steady stream of new tea products, flavors, packaging options and other features introduced by beverage manufacturers in recent years. Their innovations have transformed traditional tea into a convenient, refreshing choice that meets many American consumers’ changing beverage needs.

On the Horizon

Just when tea lovers thought they’d seen it all, a unique variety called coffee-leaf tea began capturing attention on the global scene. Researchers in England and France found that ground-up coffee leaves create a great-tasting tea with a high concentration of healthful antioxidants and less caffeine than regular tea or coffee.2 Coffee-leaf tea isn’t new; in fact, hot tea made from crushed and steeped coffee plant leaves has been around for quite some time and is already popular in Indonesia and Ethiopia. According to researchers at the Royal Botanic Gardens in Kew, London, 19th-century British and Australian citizens were introduced to coffee-leaf tea in an attempt to popularize the drink and place it on par with the more common black teas of the day.3

Coffee-leaf tea made yet another significant appearance at the Great Exhibition of 1851, where it received even wider exposure as one of 100,000 items on display at the famed Crystal Palace in London.2,3

Coming to America?

Naturally, what tea drinkers everywhere want to know about coffee-leaf tea is how it tastes. While individual palates vary, many say coffee-leaf tea favors a delicious, clean-tasting green tea with a smooth, earthy and slightly sweet taste that is less bitter than black tea and not as strong as coffee.4,5 When Alex Probyn, a master tea taster, sampled it on a trip to Ethiopia, he noted that coffee-leaf tea has “…a very fresh flavor, a bit like cut grass that is similar to what you would expect from a green tea.”5 Another interesting aspect of this product is its economic impact on coffee-producing countries that typically harvest coffee beans only three months of the year, the typical growing season.4 By harvesting coffee leaves for tea, farmers enjoy permanent jobs not restricted by the coffee bean season, thus generating year-round income.5

Coffee-leaf tea hasn’t yet made it to the U.S., but if consumers want it, the world’s fourth-largest tea market1 won’t likely be left behind. Will this brewing trend be the next big thing?

Sources:

“...coffee-leaf tea favors a delicious, clean-tasting green tea with a smooth, earthy and slightly sweet taste that is less bitter than black tea and not as strong as coffee.”
INTRODUCING
THE ENGINE OF
TOMORROW’S WORKPLACE

MARS
DRINKS

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.

THREE NEW EMPLOYEE PERKS

Introducing Peet’s® Coffee for the workplace. Try Today!

Mars Drinks is proud to bring you three best-selling, handcrafted blends from Peet’s Coffee. Roasted in small batches since 1966, Peet’s coffees in light, medium and dark roasts are now available for anytime enjoyment.

That’s true, rich flavor at work.

Contact your DS Services Representative today to schedule your free demo.

Free demo available to offices with 50 or more employees

Service Says It All

At DS Services, it is our mission to become America’s favorite water, coffee and tea service provider where consumers live, work and play.

The operative word in that sentence is “service.” Yes, we sell lots of products, and we’re extremely proud of our wide selection of quality coffee, tea, bottled water, drink products and beverage station supplies for the workplace and home. Great service, however, is what makes it possible for our customers to give their associates, guests and families the beverage experiences they want and deserve. How do we ensure our service meets and exceeds customers’ needs? Here are a few things we’re doing.

At a recent DS Services leadership meeting, one of our executives made a presentation called, “#1 Priority: Customer Service.” It focused on how we make doing business with DS Services as easy and enjoyable as possible for workplace and residential customers, which means striving to produce and deliver exactly what customers order, on time, every time, and servicing or replacing equipment when needed. It includes talking with customers to find out what else we can provide or do to better meet their needs, and making sure our billing and account service processes are transparent, straightforward and simple to understand. It means being friendly, prompt, professional, honest, accurate and helpful to our customers and our fellow DS Services associates in everything we do.
A HERITAGE OF SERVICE

None of these topics are new to DS Services. We have consistently stayed true to our original mission to deliver customer satisfaction and quality beverage products. We constantly look for ways to improve our service at every point in which we interact with customers, from delivery to equipment service to billing. High on our priority list are our customer care centers, where we fill orders and answer questions by the hundreds every day. To improve our efficiency and responsiveness, DS Services opened a new customer care center in Lakeland, Florida, just outside Tampa, in September of 2015.

INVESTING IN CUSTOMER CARE

Bright, modern and equipped with the latest technology, our new customer care center in Lakeland is designed to provide great customer service. This state-of-the-art facility is set up to promote efficiency and collaboration among our associates so customers get the answers and information they need the first time they call. Our Lakeland associates are fielding calls from all over the nation to give all DS Services customers consistently excellent service no matter where they live. Associates are well-versed on the full range of DS Services products to help customers make the right beverage choices for their workplace or home. They are highly trained to respond to questions about delivery, billing and equipment service and maintenance. They’re ready to help in any way they can to make it easy and efficient to do business with DS Services. Our Lakeland facility was built with an eye to the future, with plenty of room to expand and add new technology tools to ensure the DS Services customer experience is always second to none.

ABOUT DS SERVICES:

DS Services of America, Inc. (DS Services) is a diversified beverage company providing bottled drinking water, brewed beverages and water filtration systems to homes and offices across the U.S. Headquartered in Atlanta, Georgia, the company serves over 1.5 million homes, offices, restaurants, food service organizations, convenience stores and retail locations. Our bottled water products are sold under the brand names Alhambra®, Athena®, Belmont Springs®, Crystal Springs®, Deep Rock®, Hindley Springs®, Kentwood Springs®, Mount Olympus®, Nursery® waters, Sierra Springs® and Sparkletts®. Several of our bottled water brands have been satisfying consumers for more than 100 years. DS Services offers brewed coffee and tea beverages under the Standard Coffee® and Javarama® brands, as well as other leading national brands and office breakroom supplies. DS Services provides water filtration systems, equipment and services under the Relyant® brand. DS Services supports the communities it serves and provides safe drinking water during emergencies and natural disasters.

Visit water.com, athenawater.com, nurserywater.com, standardcoffee.com and myutapia.com for more information.

Brew a better workday.

Associates love Keurig®. In fact, when offered Keurig® brewed beverages, 87% of associates 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.

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New customers: 855-340-0677
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!

Liqui-Pedia

1. In 2009, NASA discovered water on the moon near its south pole based on data collected by the Lunar Crater Observation and Sensing Satellite (LCROSS).²

2. 3- and 5-gallon bottles from DS Services are cleaned, sanitized and refilled up to 50 times, and most of the bottles are recycled at the end of their life cycle.³

3. Credit Chicago chemist, Satori Kato, as the inventor of the first instant coffee recipe using water well over a century ago in 1901.⁶

4. All the water we have is all the water we’ve ever had thanks to the earth operating as a terrarium-like closed system. That means the same water that existed on the earth millions of years ago is still present today!¹

5. Time can deteriorate the flavor and quality of your tea. Tea bags typically keep for up to 6 months.⁷

6. Per tradition, a formal tea service is comprised of a teapot, sugar bowl, milk pitcher, coffeepot, hot water pot, slop bowl (to hold the discarded hot water used to warm the teapot), teacup and saucer, and tray.⁷

7. Black tea is made from fermented leaves that have been heated to remove moisture – and it’s the heat that turns the leaves black!⁷

8. While coffee is commercially grown in over 45 countries in the world, only the state of Hawaii does it here in the U.S.⁵

9. Did you know the U.S. imports and consumes more coffee than any other country in the world? It’s true! We are a nation of java enthusiasts.⁵

10. If your tea tastes flat, it’s likely due to lost oxygen from using water that was previously boiled. That’s why you should always use fresh water when making tea.⁷

11. A coffee tree typically reaches maturity in about 5 years and yields about one pound of coffee annually.⁴

12. Did you know...?
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