add some SPARKLE to your office...

FILTRATION:
Clean, Fresh Drinking Water, Every Time

STANDARD® COFFEE SERVICE
Celebrating 100 Years

WHAT EMPLOYEES WANT MOST –
Your Better Breakroom Checklist
...and some SPLASH to your breakroom.
WE DELIVER IT
Everything you need for your workplace beverage and breakroom service, from coffee, tea and bottled water to creamers and sweeteners, cups, lids and top-notch equipment. As your beverage service specialist, we can provide all of your breakroom needs, no matter your office size.

Contact us today at 800-4-WATERS, visit water.com or ask your sales representative for more information.
Sparkling Water Bubbles Up in Popularity

Get On Board with the Fastest-Growing Segment of Bottled Water

What’s a better-for-you, low-calorie way to refresh and hydrate your employees and guests? Sparkling water – the fastest-growing segment in the bottled water industry! Flavored or unflavored, sparkling water is sure to add fizz to your workplace. Read about our wide variety of sparkling water options on page 2 and pick your favorite brand to add to your next order.

Let me introduce you to one of our colleagues – Mike Richards. Mike has been providing service excellence to customers in our Desert Mountain Division for nearly 40 years and was recently named DS Services Route Salesperson of the Year. Congratulations, Mike! Mike shares his perspective on service and business trends on page 14.

Additionally, you’ll see that Standard® Coffee Service is celebrating its 100th anniversary this year. Learn more about Standard on page 18. And check out the information we’ve included about sustainable practices in the workplace and the importance of working with a bottled water company that is mindful of the environment. At DS Services®, we believe in resource conservation, environmental stewardship and sustainability, and these ideas are reflected in our business practices. And, don’t miss our article about water filtration options – a great way to ensure clean, fresh water in your home or workplace.

This issue is packed with great information, including suggestions on how to stock your breakroom with a wide variety of options employees love and delicious recipes for refreshing summer beverages.

On behalf of DS Services®, I wish you a productive, active and hydrated summer! We will continue to make better-for-you product delivery simple and accessible. I truly value your business and look forward to continuing to serve you.

Sincerely,

Dave Muscato
President
DS Services of America, Inc.
ADD SOME SPARKLE TO YOUR OFFICE

What’s the fastest-growing segment in bottled water?

Hint: ssssss.

That’s the sound of sparkling water – a healthy, low-cal way to refresh and hydrate your employees.

Sparkling Water is Soaring.

DS Services® offers a variety of products and services to keep your colleagues refreshed and hydrated. But sparkling water is really soaring. In fact, it is the fastest-growing segment in the bottled water industry.

SALES GREW

54% OVER THE PAST FOUR YEARS

SALES REACHED

$2.2 Billion IN THE LAST YEAR

SALES VOLUME IS EXPECTED TO GROW BY

883.7 Million Gallons BY 2021

That’s a lot of fizz!

Sparkling Water is a Hit with All Age Groups.

iGeneration consumers (also known as “Gen Z,” born in 1994 or later) drink sparkling water throughout the day and enjoy it as a product that can help their health and wellness.

Nearly 1 in 5 Millennials associates sparkling water with snacking, which often happens during the workday.

Older Millennials consume sparkling water as a hydration replacement for caffeinated or higher-calorie drinks.
To help you provide a wide variety of sparkling choices for your co-workers, DS Services® is now delivering select products from LaCroix, The Mountain Valley and (in the Northeast) Polar sparkling waters.

LaCroix – Four Delicious Sparkling Flavors

Made in the USA, LaCroix (pronounced “La-CROY,” it rhymes with “enjoy”) is locally sourced at various locations around the U.S. and is triple-filtrated and bottled at LaCroix’s own facilities.

LaCroix is the fastest-growing sparkling water

- Sodium-free
- Non-GMO
- Contains only natural flavors
- Sugar-free and has zero calories

DS Services® is now offering 24-packs of refreshing lemon, lime, berry and grapefruit (a.k.a. “pamplemousse” in French) flavored LaCroix cans for delivery to your workplace. These flavors are among LaCroix’s best sellers and will be sure to please your employees and guests.

The Mountain Valley – Sparkling in Green Glass

The Mountain Valley sparkling water comes from a majestic natural spring in the heart of America’s Ouchita Mountains. This delicious sparkling water is pure water plus bubbles. It is bottled in glass to preserve quality and taste and has been “proudly non-crafted” by The Mountain Valley since 1871.

DS Services® is now delivering The Mountain Valley sparkling water, all in glass bottles - 2.5 gallons, 5 gallons, 24-packs of .33 liter, 12-packs of 1 liter. There is also a convenient .5 liter plastic bottle with a sport cap sold in 24-packs.

- Sodium-free
- Naturally alkaline
- Refreshingly pure

The Mountain Valley has been named “Best-Tasting Water in the World” twice at the Berkeley Springs International Water Tasting.
LESS WASTE, SAME SWEET TASTE

Same sweetener ingredients as the retail brands

✓ Saves space
✓ Reduces waste
✓ Costs less

1 stick sweetens like one packet

ecoStick Pink (Saccharin) 20186003 400/0.5g sticks
ecoStick Blue (Aspartame) 20186001 400/0.5g sticks
ecoStick Yellow (Sucralose) 20186005 400/0.5g sticks
ecoStick Green (Stevia) 20186002 200/0.5g sticks
ecoStick Organic Raws (Turbinado) 20186004 120/3.0g sticks
ecoStick Granulated White (Sugar) DS Services® 20186007 350/2.8g sticks
20186006 1000/2.8g sticks

To order contact your DS Services® Sales Representative or visit water.com or coffeeservice.com.
Current Customers - 800-962-7006
New Customers - 855-240-0677
Polar Seltzer – Bubbles and More Bubbles

Polar Seltzer boasts “zillions of tiny bubbles” to tickle the taste buds, plus natural fruit flavors to satisfy cravings.

- Sugar-free
- No sweeteners
- No carbs
- No MSG

Family-made since 1882

In the Northeast, DS Services® is now delivering 24-packs of Polar Seltzer grapefruit, lime and lemon flavors, as well as 24-pack, 4-flavor mix of lemon, lime, cranberry lime and black cherry.

More Fizz for Your Biz

DS Services® can help to ensure you have the right mix of beverages for your workplace. For office managers looking for healthier, no-calorie alternatives to offer employees and guests, sparkling water – flavored and unflavored – adds some fizz to your employee beverage offering.

1. Mintel, Bottled Water US, February 2018
ANYONE CAN MAKE IT.
EVERYONE ENJOYS IT.

Folgers® Filter Packs make delicious, fresh coffee for the office simpler than ever. With grounds perfectly portioned inside each filter, you get a consistent pot of coffee every time without any mess, or any room for error.

For more information, contact your DS Services® Sales Representative today or visit water.com or coffeeservice.com.
Current Customers: 800.962.7006 | New Customers: 855.240.0677
Filtration: Clean, Fresh Drinking Water, Every Time

Water is essential to our daily lives. Healthy hydration is crucial to maintaining the function of every system in the body, including the heart, brain and muscles. Healthy hydration is also a key component of workplace productivity and safety.

**Our brains are about 73% Water.**

Even mild dehydration can reduce alertness and impact mood, fatigue and cognitive function.

**Health professionals recommend consuming 91 to 125 ounces of fluids per day to ward off dehydration.**

A water filtration system connects to your existing water supply to reduce potentially harmful contaminants – such as sediment, minerals and chemicals – that may be present in your workplace water source. You get fresh and safe drinking water every time.

DS Services® is pleased to introduce a new brand of water filtration solution: PureFlo®, formerly known as Remington Pure®.

**Our cooler offers sleek styling and advanced features:**

- Energy-efficient, reliable, quiet
- Large 2.9-gallon reservoir with an additional 55 oz. of chilling capacity and 38 oz. of heating capacity
- Certified by the Water Quality Association to National Science Foundation standards

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4 PureFlo.com
Advanced Technology
All of our systems use our advanced 7-stage filtration technology to ensure you’ll always have a fresh supply of clean water on hand.

**Source Water**

1. Lower Stainless Steel Screen
2. Garnet
3. Granular Carbon
4. Upper Stainless Steel Screen
5. Sediment
6. Reverse Osmosis Membrane
7. Post Carbon Polisher Filter

**PureFlo® Treated Water**

Exceptional Service Makes the Difference
Using state-of-the-art smart technology, PureFlo® coolers change the existing service model from reactive servicing to proactive servicing. You can rely on PureFlo to keep your water filtration system running smoothly. Built-in monitoring includes:

- Measuring and monitoring water throughput and quality
- Monitoring cooler’s temperature performance
- Enhanced leak and auto shut-off

Our highly trained Relyant® equipment service team continually monitors the data and performance from your system. If the system performs below standards, our Relyant team is automatically notified to respond, taking the guesswork out of maintenance.

Get Clean Drinking Water at Your Office
Filtration provides your colleagues and guests clean, pure water. Let us tell you more about how a filtration system could work for you.

Visit pureflo.com or call 800-PUREFLO.

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**WHY WATER FILTRATION?**

- Our IoT-enabled device monitors water usage to proactively detect problems and keep clean water flowing.
- Third-Party Validation: Our equipment has received WQA Gold Seal certification to NSF standards to ensure consistent high-quality water.
- Auto Shutoff Leak Detection: Built-in monitoring detects leaks and automatically turns the unit off.
- Shaker Filter Technology: Our patented filter technology prevents channels from forming, allowing for a higher level of consistent filtration and extended filter life.
- Flexible rental agreements and terms are available to meet your needs.
Employees want to enjoy premium coffee without leaving the workplace and with the Flavia Freshpack technology, you can give your customers the Starbucks® Coffee they crave.

Employees want to enjoy premium coffee without leaving the workplace and with the Flavia Freshpack technology, you can give your customers the Starbucks® Coffee they crave.

New!

Caramel Chocolate Latte made with DOVE® Dark hot chocolate and MILKY WAY® Froth.

Starbucks® Veranda Blend®
22016048

Starbucks® Pike Place® Roast
2216049

Starbucks® Caffé Verona®
2216050

ORDER THESE INDULGENCES FOR YOUR OFFICE TODAY!
Water.com | Coffeeservice.com
Current Customers: 800-962-7006 | New Customers: 855-240-0677

1. Socratic Technologies, Inc., “Office Employee Attitude & Usage Research, commissioned by Mars Drinks”. Online survey. 7-18 September, 2017. DOVE and MILKY WAY are registered trademarks of Mars Incorporated or its Affiliates and is used under license.
CARNATION HALF & HALF IS HERE!

Trusted dairy heritage and the longest shelf-life of any brand.

Nestlé Professional Beverages introduces CARNATION Half & Half Liquid Creamer Singles—real dairy with the rich flavor your customers expect. There’s no refrigeration needed, because our single-serve tubs have an ambient shelf-life of up to 6 months! It’s half & half you can be proud to offer, with the Carnation® heritage consumers know and love.

water.com | coffeeservice.com
855-240-0677

20086001 (Carnation half and half liquid singles 360 CT)
20086002 (Carnation half and half liquid singles 180 CT)
If you’re like a lot of employers, your breakroom has the basic items employees expect:

- High-Quality Coffee
- Bottled or Filtered Water
- Essential Supplies

Here are some quick and easy additions from DS Services® that may increase employees’ satisfaction with the breakroom and, in turn, their appreciation and loyalty to you.

**Your Better Breakroom Checklist**

**SINGLE-SERVE BOTTLED WATER FROM REGIONAL BRANDS:**
Personal-size bottled water from Sparkletts®, Kentwood Springs®, Crystal Springs®, Alhambra® and other top-quality brands is easy for employees to grab and go during breaks, on the way to meetings or to keep at their desks.

**PREMIUM WATER:**
Employees will enjoy mineral-rich refreshment with The Mountain Valley Spring Water in cool glass bottles. FIJI® Water in a handy sport cap bottle and other packages brings natural artesian water to your workplace.

**COLD BEVERAGE CUPS:**
Keep your cool with convenient water cups, thanks to DS Services’ wide assortment of plastic cups in various sizes to fill every employee’s and guest’s request.

**SPARKLING WATER:**
The Mountain Valley, LaCroix and Polar put a little fizz in employees’ refreshment to keep them going all day.

41% of employees surveyed are "VERY SATISFIED" with their workplace coffee area, down five points from 2016.1
Here are more quick and easy additions from DS Services® for

A BETTER BREAKROOM

Make the Break!

Let DS Services® customize your breakroom offering with the products your employees want most.

Contact a DS Services representative today at 800-201-6218 to get started.

Your Better Breakroom Checklist

SUGAR, SWEETENERS AND CREAMERS:

Everyone likes coffee or tea “their way.” Our ecoSticks® and our flavored and regular creamers let employees customize their beverages for the right taste every time.

HOT BEVERAGE CUPS:

Our wide selection of sturdy paper cups, easy-grip sleeves and plastic lids help keep your employees’ hot coffee or tea the perfect temperature.

HOT DRINKS:

Coffee may be one of the world’s most popular beverages, but variety is the spice of life. Non-coffee drinkers and those looking for a change of pace appreciate delicious hot chocolate and hot tea in the office all year round.

DRINK MIXES:

Unexpected extras matter, especially for refueling with flavorful thirst quenchers, Crystal Light® On The Go drink mix sticks, AriZona® Iced Tea Stix and cans, and Sqwincher® Powder Packs™ are convenient ways for employees to hydrate and rejuvenate.

1 National Coffee Drinking Trends 2017, The National Coffee Association
AriZona®, Tea, Crystal Light®, ecoSticks® and Sqwincher® are registered trademarks of third parties.
Ask your Sales Representative for a steep tea bag

Current customers: 800-962-7006
New customers: 855-240-0677

water.com | coffeeservice.com
B&B: What’s the key to your success?

MH: I take ownership, not only of my customers but also of the bottled water business. I do my best to provide great customer service and maintain my reputation and what DS Services stands for.

B&B: How did you get started in the bottled water delivery business?

MH: I answered an ad in the newspaper when I was working for UPS at night and going to college during the day. After I applied, it took three interviews before I was hired. I didn’t know anything about the bottled water business other than having it as a kid in California growing up. The ad seemed appealing, and I wanted to learn something new.

B&B: What’s your secret to acquiring so many “customers for life?”

MH: Don’t let any opportunity go unturned. I set my customers up the same way I would expect to get bottled water service. I treat them the same way I would want to be treated, and I go the extra mile for them.

B&B: How have you seen customers’ needs change over the years?

MH: The demand for better-quality water has gone up. What used to be a luxury has become more of a necessity, so as demand went up, prices came down. It seems that the way customers use our products and services changes all the time too. A lot of customers now use bottled water not only for themselves but also for their pets, plants, fountains and fish tanks. I’ve also seen the business change. DS Services is one of the few service-oriented businesses left that delivers to homes and businesses. When I was growing up, we got a lot of things delivered, like milk, bread and even donuts! There aren’t many services like ours anymore.

B&B: What do you see coming in the future that will make bottled water even more beneficial in customers’ lives?

MH: More people are health conscious, and bottled water is replacing soda since it has no calories or sugar. Customers don’t want to have to second-guess ingredients anymore. In Phoenix, our water is artesian and sourced from a well which provides high-quality mineral-based water. My customers really appreciate that.
B&B: What makes you proud to work for DS Services?

MH: The whole company in general, but I especially like the way we get things done. When I started the job, it was all about what you made it. The same opportunities exist now, and I am proud to have been through all the changes. I’m also proud of the advancements we have made in technology and tools to make our jobs more efficient.

B&B: What advice do you give new representatives when they join the company?

MH: I tell them hard work and perseverance go a long way and to not be discouraged. Become knowledgeable and experts of our entire portfolio and understand what the customer needs or wants. Trust, service and quality are ranked high with the customer.

B&B: What would your customers say about you and the service you provide?

MH: Customers say I’m always dependable, I answer their questions, I get things done and they can always reach me. Like I said, I take ownership of my customers and treat them the way I would want to be treated.

Nursery® Water Available for Home Delivery.

Being a new mom is a juggling act. But having Nursery® water available at home makes life a little easier. Perfect to mix with formula or cereal, to dilute juice or as drinking water,* Nursery water is steam distilled to remove impurities and specifically formulated for babies and toddlers.

Do your co-worker moms a favor: Tell them about Nursery water – available for convenient home delivery from DS Services® or for purchase in retail stores.

* Consult your pediatrician regarding when and what amount of water your baby should drink. Consult your physician or dental professional if using another fluoridated product. ©2019 DS Services of America, Inc.
SPARKLING WATER is amazingly refreshing on its own, but adding a splash of summer flavor is guaranteed to invigorate!

There are countless ways to customize the beverages DS Services® delivers to your home or workplace.

Here are a couple of super-easy recipes to get you started and inspire you to create your own blends to spruce up your kitchen or beverage station.

### CRAN-LIME MOCKTAIL

**INGREDIENTS**
- 4 oz. LaCroix Lime
- 1 oz. cranberry juice
- Limes for garnish

**PREPARATION**
1. Mix ingredients together over ice.
2. Garnish with lime wedge.

*Makes one serving.*

*Does not contain alcohol.*

### CUCUMBER WATER

Add thin slices of crisp cucumber to a pitcher of Lime or Lemon Polar Seltzer.

LaCroix and Polar are registered trademarks of third parties.
Keurig® is powered by choice.
Big brands bring big variety.

With more than 150 varieties of hot or iced gourmet coffees, teas, and specialty beverages from over 30 of the world's finest brands, everyone in the office can brew the beverages they love.

All brands are owned by their respective trademark owners.

To order, please contact your DS Services® Sales Representative.
Current Customers: 800-962-7006
New Customers: 855-240-0677
CELEBRATING 100 YEARS

Standard® Coffee Service is celebrating a milestone – 100 years in business – and is now one of the largest coffee service companies in the United States.

Standard® traces its roots to Louisiana.

The company was founded by William B. Reily, who originally operated a wholesale grocery store in Monroe, Louisiana. Eager to create a new coffee and tea business, Reily moved to New Orleans and established his fledgling company headquarters on Magazine Street, where it remains today.

In 1919, Reily launched Standard® Coffee.

The company was focused on roasting and grinding coffee beans for various blends, as well as producing coffee blended with chicory - a New Orleans favorite.

Standard® Coffee became one of the first companies to offer home delivery.

Through the 1940s, the company grew to more than 900 routes in its service area. In 1967, Standard® Coffee began delivering to offices and, over the years, grew into one of the largest coffee delivery services in the country.

Standard® Coffee was acquired by DS Services® in 2012.

Adding Standard® Coffee to the DS Services® family allowed the combined company to provide the finest products and services to homes and offices throughout the country. Customers were delighted with their expanded coffee and tea options.
Since its beginnings, Standard® helped define high-quality coffee with premium blends and optimal flavor.

Customers enjoy the brand’s delicious taste – one that delights and relaxes them from the first cup to the last and keeps them feeling satisfied all day long.

Happy Birthday, Standard® Coffee Service!

DS Services® is a drug-free workplace. All employment is contingent on successful completion of a background check (where required) and drug screening (where permitted by law).

If you have friends looking for an exciting career with a growing company, tell them to apply now at water.com. Click “ABOUT US,” then click “CAREERS.”
As an office manager, you have a lot on your plate, with many decisions and challenges to manage daily. Here’s one decision you don’t have to worry about: selecting a bottled water delivery company that supports sustainable practices in the workplace. DS Services® makes your choice easy.

Seventy-five percent of consumers say it’s important that the brands they do business with are committed to environmental and social responsibility practices.¹ Your employees likely feel the same way. That’s why it’s important to work with a bottled water delivery company that is mindful of the environment.

At DS Services®, we believe in resource conservation, environmental stewardship and sustainability, and these ideas are reflected in our business practices.

¹ Corporate Social Responsibility Branding Survey 2010, Penn, Schoen & Berland Associates, LLC.
Also note that AquaTerra, our Canadian company, is mindful of sustainability at all levels, from water collection and transportation to packaging and distribution of its Canadian Springs® and Labrador Source® brands. In fact, in its earliest days, the company delivered – by horse and wagon – the first returnable, refillable bottles of water to customers in Quebec in 1882.

Choose DS Services® for your bottled water delivery and water filtration services and know that you are working with a company that is environmentally aware.

Our packaging is 100% recyclable as are all of our plastic bottles, caps and outer wraps.

Our containers are cleaned, sanitized and refilled up to 50 times.

Converted our 1-gallon HDPE bottles to lightweight bottles, reducing the gram weight from 63g to 56g, which reduced plastic usage by over 3MM pounds.

Reduced plastic in our .5 L bottles by 50% and in our caps by 25% over the last 10 years.

We use high-quality, reusable 3- and 5-gallon water containers.

Also note that AquaTerra, our Canadian company, is mindful of sustainability at all levels, from water collection and transportation to packaging and distribution of its Canadian Springs® and Labrador Source® brands. In fact, in its earliest days, the company delivered – by horse and wagon – the first returnable, refillable bottles of water to customers in Quebec in 1882.

Call DS Services® today or visit water.com to arrange bottled water delivery of one of our refreshing regional brands.
LIQUIPEDIA

FAST FACTS ON WATER, COFFEE & TEA

pH WHAT?
pH is a measure of how acidic/basic water is and can range between 0-14 (7 = neutral)

BODY OF WATER
Water is your body’s principal chemical component and makes up about 60% of body weight

RUNNING ON EMPTY
Not drinking enough water may make you tired. Hope you’re drinking enough at work

GET YOUR FILL
Most healthy people meet their daily hydration needs by letting thirst be their guide.

Women generally need 91 oz. of water

Men generally need 125 oz. of water

2 “Water: How much should you drink every day?” Mayo Clinic; https://www.mayoclinic.org/healthy-lifestyle/nutrition-and-healthy-eating/in-depth/water/art-20044256
3 Ibid
MAGIC CIRCLE
Coffee trees thrive in ideal conditions in the “Bean Belt,” located in the Equatorial Zone.5

HAVE ANOTHER CUP?
In 2015, producers around the globe generated 9.6 million metric tons of coffee enough to brew more than 52 billion gallons of coffee6

A GROWING TRENDS
The National Coffee Association (NCA) says coffee drinkers take their joe in larger servings than the traditional eight-ounce cup. In one survey, one-third said they used bigger mugs.7

COFFEE CHAMPS
The U.S. is not a major coffee producer, but we lead the world in the amount consumed8

SECOND TO ONE
Tea is the most widely consumed beverage in the world after water. 80% of U.S. households consume tea.9

ROYALTY RESERVE
More than a thousand years ago, white tea was reserved for Chinese royalty only.10

DOESN’T HURT THOUGH
There is a special name for tea leaves uncurling as hot water is poured over them. It’s called “the agony of the leaves.”11

CHECK, PLEASE
In Ancient China, tea was a form of currency. Tea leaves were pressed into a brick with one side scored so it could be easily broken if change was needed.12

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7 Ibid
8 Ibid
9 Ibid
10 Ibid
11 Ibid
12 Ibid
WHY WATER MATTERS

JUST RIGHT
Regulates body temperature

REFINED & READY
Dissolves minerals and nutrients for easy access

EFFICIENT DELIVERY
Carries nutrients and oxygen to cells

SMOOTH MOVES
Lubricates joints

WASTE NOT
Flushes out waste products

IN BALANCE
Helps prevent constipation

SAFETY CUSHION
Protects organs and tissues

COMFORT ZONES
Moistens tissues in your mouth, eyes and nose

COFFEE-MATE® has it all; loyalty, preference and selling power. That’s why it is the most used brand in and out-of-home. Customers are looking for COFFEE-MATE, in fact 61% of consumers would choose a location that offers COFFEE-MATE over one that doesn’t.1

1Datassential BUZZ Coffee & Tea Tracker 2014     2Lieberman Research Worldwide, October 2012
Coffee, beverage and breakroom service since 1919

Contact Us to Learn More or Initiate a Pilot Test for Your Business!

water.com | coffeeservice.com | 800-460-7939