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## Dairy *COMMODITY UPDATE*



The class IV milk price forecast for the fourth quarter of 2015 is \$14.45-\$14.95 per cwt, **an increase from \$13.71 in the previous quarter.**

The class IV milk price for 2016 is forecast to be \$13.95-\$14.95 per cwt, **an increase from \$14.05 forecast in 2015.**



# CUSTOMERS CHEER ON SEASONAL BEVERAGE PROGRAMS

## Studies show customers are primed for pumpkin and peppermint as soon as the cooler weather starts.

Market research group NPD told Nations Restaurant News that limited-time seasonal beverages offer chains increased purchase frequency rates and produce higher checks.

The study shows during fall and winter of 2014 the average check for a pumpkin latte buyer was \$7.81 compared with \$6.67 for a non-buyer. Similarly for a white mocha beverage the check was \$8.37 compared to just \$6.84 for a non-buyer. (NRN August 27, 2015)

National chains like Dunkin' Donuts and Smoothie King have both seen big success with their seasonal beverage programs. Dunkin' Donuts limited-time selections include pumpkin coffee, pumpkin lattes, pumpkin mochas and pumpkin donuts.

"We think our limited time offers do both – drive traffic and sales" said Chris Fuqua, Dunkin Donuts vice president of marketing. "A limited-time offer strategy is really important, not just one time a year" (as told to NRN August 27, 2015)

So what are your plans for the holidays? Let KanPak's beverage experts help you expand your seasonal offerings and have your register ringing in the most prosperous New Year yet.



# COLD BREW CONTINUES TO TRANSFORM COFFEE MARKET

**Cold brew coffee isn't just coffee over ice and sales this year prove that it's yet another way for coffee category sales to get a jolt of energy!**

**While iced coffee and cold brew look the same to the naked eye they are totally different.** Iced coffee is regular brewed hot coffee poured over ice, which shocks it and leads to an acidic and bitter flavour. Cold brew is made by steeping fresh ground coffee in cold water for between 12 and 24 hours.

The resulting product is smoother, more refreshing and lacks the harsh, bitter notes of regular iced coffee. The cool temperature and lack of movement, however, mean subdued flavor and strength is extracted from each bean compared to hot or traditional iced coffee.

How is this new trend impacting coffee sales? We're seeing an upswing in prices for

cold brew coffee, with Peet's charging 20% more for a small cold brew, compared to a small iced coffee. Peet's has completely switched over to cold brew, away from iced coffee, and seen double-digit growth in this area. Starbucks also jumped on the cold brew bandwagon this year, selling cold brew at about a fifth of their stores in North America. Starbucks pricing on cold brew is also about 20% more than their regular iced coffee. The trend has also driven growth at Chick-fil-A stores, with cold brew accounting for much of their double-digit growth in the coffee category. Now may be the time to ask yourself; how can I offer a cold brew option to my customers?



## MEET OUR TEAM **Featuring Dan & Danielle**

**KanPak is as proud of our people as we are of our products.** So we want to shine the spotlight on a couple of our team members. First, we want to introduce you to 1st shift production supervisor **Dan Zavala**. Dan was born and raised in Arkansas City, Kansas where KanPak is based. He's been with KanPak for 17 years.



We love this — Dan starts his shifts off right by doing stretches with his employees! After everyone is limber, it's time to hit the line. Dan's job requires quick decision making and any troubleshooting

that may arise with equipment or personnel. He ensures all codes are correct and that batch adjustments are specific to customer requests. Dan is the man that makes sure the line is running efficiently. He monitors product output and shift goals to the highest levels of efficiency.

One of Dan's favorite products to sample at KanPak is the Chick-fil-A shake base...Mmmm, we agree! But Dan is also proud of the coffee products and nutritional bottled drinks that he and his fellow team members produce everyday.

When Dan isn't coaching his staff on the line, he likes to coach his kids on the field. He has a 13-year-old son in wrestling, a 10-year-old daughter in volleyball and softball and a 6-year-old son in soccer and baseball. Thanks Dan for all you do!

Next, meet **Danielle Kennedy**, Quality Manager at our newest plant in Penn Yan, New York. Danielle was heading for the medical world with her degree in biotechnology, but an internship in Penn Yan's Quality Assessment lab her senior year, convinced her to change course and pursue food safety instead, and we are glad she did!

Danielle heads up the team that makes sure all the yogurt and food products leaving the Penn Yan facility are safe. She is charge of Quality Assessment and production records, as well as keeping the plant compliant with GFSI standards (Global Food Safety Initiative). It's the highest standard in food safety worldwide. Danielle is constantly tracking the changing GFSI landscape and she applies it across Penn Yan's production.

Danielle knows how important it is to feed families safely, she has a son and they often dig into one of their favorite KanPak products, 2% Siggis yogurts in unique flavors like Mango Jalapeno and Strawberry Basil. When she's not monitoring safety at the plant Danielle and her family enjoy attending sporting events, like her son's baseball and basketball games. Plus they are big pro-sports fans, which makes sense, because Danielle is our safety pro!



**Call or email today and find out how KanPak can help drive your beverage and dessert business and profitability!**

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