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## COMMODITY UPDATES

### DAIRY

**Several factors indicate that dairy prices may fall**, including recent high stock levels for butter and cheese, higher forecasts for milk production, and higher imports of products with high milk-fat content. **However, strong domestic demand is expected to mitigate downward price pressure. The Class IV milk price forecast is lowered to \$12.90-\$13.50 per cwt.**

7 Livestock, Dairy, and Poultry Outlook/LDP-M-262/April 18, 2016, Economic Research Service, USDA

### COFFEE

**ABN Amro forecast prices ending 2016 with New York arabica values seen at 140 cents a pound at year-end. "Coffee prices are set to rise in 2016,"** Mr Rijkers said, flagging an expectation that demand will exceed supply by more than 4%. And this is ahead of potential production losses to weather threats, including a hangover from El Nino, which has brought dryness to much of South East Asia.

Source: agrimoney, "Coffee, sugar futures to rise - but cocoa price outlook less rosy"



# SOFT SERVE GROWTH NOT SOFT AT ALL

**Hands down, soft serve is one of the most** popular childhood treats, and soft serve's appeal has continued to widen to adults as well. Over the last decade, restaurant operators have developed and launched more complex and adult-focused flavors, raising the sophistication level of soft serve. This sophistication comes from new soft serve flavors such as lavender, brown butter and gingerbread. These innovative flavor offerings, in addition to the always-favorite flavors of Vanilla (still #1 flavor!), Chocolate and Vanilla/Chocolate twist, have given soft serve a permanent place on the menu for decades, and it's popularity only continues to grow.



This sophistication comes from new soft serve flavors such as **LAVENDER, BROWN BUTTER & GINGERBREAD**

The ease of soft serve makes it attractive – just pour the base into your machine and pull the handle – and the low cost of entry is alluring too. Plus the simplicity of offering an assortment of toppings is enticing when it comes to menu management and increasing profit. Switching toppings in and out of your menu rotation is quick and can liven up a menu in a jiffy while offering customers the variety they crave. The addition of toppings to an order of soft serve can garner anywhere from a 50 cent to \$1 upcharge.

Over the last four years, soft serve has grown over 15 percent, according to Datassential, a market research firm

for the foodservice industry. The NPD Group, a consumer research company, measured the popularity in servings: over 1 billion last year.

Keep it classic, throw in a new flavor or offer an array of fun toppings. Do soft serve your way. Due to soft serve's undeniable appeal across age groups and its profitability, it will keep its spot on your menu!



## LIMITED TIME OFFER PROGRAM UPDATE

### The benefits of LTO programs are real.

An LTO will help to increase sales on featured products by bringing attention to the products while also emphasizing that they are only available for a limited time. This clear communication on the limited quantity and/or time period that a product is available drives consumers to purchase, especially those consumers who crave the featured item!

LTO's are also a vehicle for drawing in new customers by offering an interesting flavor that they may not have seen before. Use LTO's to drive your sales, please your customers and liven up your selection. Mocha Mint is our featured flavor this fall, **contact your KanPak sales rep today for more information on Mocha Mint!**

# MEET OUR TEAM **Featuring John & Hayley**

**In each of our newsletters, we highlight a couple of our fantastic KanPak team members.**

**John Pecoraro** has been with KanPak for four years and is one of our National Account Managers. A native of Maine, John grew up in the Northeast but now resides in Plano, TX. He came to KanPak with over 30



years of experience in the food industry. He is passionate about the business and his customers appreciate his dedication and attention. John travels frequently and is as comfortable in the air and on the go as he

is in his home office. Wherever he is working, he's in constant communication with customers as well as the KanPak customer service team.

John isn't a big coffee drinker, unless it's our KanPak Iced Coffee or our Frozen Cappuccino!

Away from work, John is a family man and really enjoys spending time with his grandsons. He also is a deep-sea fisherman and enjoys cycling. And a little known fact is that John likes to play guitar and sing too. Thanks John for all you do, we appreciate you!

**Hayley Siebert** is a Customer Service Representative at KanPak. Born and raised in Kansas, Hayley has a background in customer service. Her job at KanPak keeps her busy assisting customers with all of their needs. This can range from entering customer orders to checking inventory levels. Customer Service is truly about the service.

Rain or shine, she is there to help!

Hayley enjoys talking with customers and has built long-term relationships with many of them. Hayley is also proud of the work that KanPak/GSF Foundation



does in the local community. From providing backpacks and school supplies to the next event – building bikes for local children – they are touching lives in Kansas.

Hayley loves the chocolate soft serve that KanPak expertly produces – a pretty sweet perk! When she isn't helping customers, she enjoys going to concerts in the evenings. And if the weather is right, she loves to fish, all while spending time with her family. Thanks Hayley for all you do, we appreciate you!



## **FOOD SAFETY MODERNIZATION ACT UPDATE**

The fifth anniversary of the Food Safety Modernization Act (FSMA) came and went in January, and before the sixth anniversary arrives, most of the food production plants in the U.S. will be expected to comply with the law. For additional copies of FSMA inserts, **contact your KanPak sales rep today.**



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

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