



GSF KanPak China Donates Water Purifiers to Rural School



In the spirit of the GSF Foundation's mission of improving lives of children and families in need, GSF KanPak China, a GSF-owned company in China, donated a set of water purifiers to the Fuxing Primary School, which has more than 165 students who typically bring heavy water bottles in their school bags more than 20 miles each day.

Fuxing is located in rural China, where 85% of the students are taken care of by their grandparents due to their families seeking work in other areas. Most migrants leave their rural homes to seek work in urban areas and in industries that require lower levels of education. Their children are left

behind due to the economic and social restraints involved in migrating with children. Therefore, GSF KanPak China also motivated parents to apply for local jobs by advertising in town and launching job fairs for frontline workers, helping to reunite these parents with their children.

“We are striving to reach out to the younger generation and raise social awareness on developmental and emotional issues that left behind children may face... We are glad to see the children are truly happy from the bottom of their hearts.”

Wenhou Zhou, chief chairman of Xiantao Baicheng Association





ice cream

The Quintessential Go-To Dessert

Let's face it, when consumers think of dessert, ice cream is frequently at the top of the list!

Cool, refreshing, and available in a myriad of flavors – from long-standing favorites like chocolate and vanilla to progressive varieties featuring blood orange and pistachio – there's something for everyone to love. We recently launched a comprehensive study on the Milkshake and Soft Serve categories to further understand what's trending, and why consumers have

a love affair with these treats.

Milkshakes, in addition to their decadent appeal, bring the added benefit of portability, making them a natural choice for on-the-go consumers. In our recent consumer insights study, we found that convenience was one of the top three factors that motivates guests to order Milkshakes. The top two reasons? **"Having a craving"** and **"wanting to treat myself"**. Interestingly, Soft Serve ice cream garnered the same top three responses in terms of motivators.



Both categories are seeing a surge in more creative flavors, like salted caramel, brown sugar, s'mores and Nutella®.

Within the Milkshake arena, we also see non-traditional tastes on the cusp... think bacon and cheesecake flavored shakes. And of course, "Freak Shakes" are not to be overlooked, with their inherent appeal as Instagram-worthy offerings loaded with over-the-top indulgence.

So why do consumers sometimes forego these sweet treats? Calorie content was often noted as a concern, followed by guests being too full – as well as feeling these options are too pricey. Experimenting with mini-sized shakes and sundaes is a natural solution, as is bundling.

Soft Serve and Milkshakes are consumed both as snacks and with meals, but Soft Serve is much more likely to be eaten as a snack. In fact, 68% of consumers indicate that they are most likely to choose Soft Serve at snack time versus with their meal. Conversely, Milkshakes appear to be more versatile, with 53% opting for them as a snack and 47% electing to have with their meal.



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Milkshakes appear to be more versatile

53% consume as a snack

47% enjoy with a meal

No matter how you slice it, frozen treats are a mainstay on menus, with a natural ability to address the need for a craveable treat across all age ranges. Keeping the menu fresh and inventive is key to a successful frozen dessert program.

CBD

CBD IS A CHEMICAL COMPOUND FOUND IN THE CANNABIS PLANT.

CBD is derived from legalized hemp plants, which are low in THC and high in CBD. Unlike tetrahydrocannabinol (THC), **CBD is not psychoactive so it doesn't produce the same high** that's associated with THC or marijuana. CBD has been studied for its medicinal properties, with research suggesting it may relieve chronic pain and help reduce anxiety and inflammation. CBD has already enjoyed rapid success as an ingredient in wellness products such as lotions, balms and creams, all of which are easier to infuse than water-based beverages. The CBD business in the U.S. has tripled in the past three years; analysts project the industry

will be worth over \$20 billion by 2022. But it occupies a legal gray area: local laws on cannabis apply to the compound, but thanks to hemp-friendly provisions of the 2018 Farm Bill, **CBD products are generally legal if they're derived from hemp from a licensed grower and contain 0.3% or less of THC.**¹

The process of making the CBD water-soluble has become cannabinoid companies' key to creating an effective ingredient for beverages. Despite CBD's solubility challenges, cannabinoid companies have plenty of incentive to grapple with the issue.



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**\$260
MILLION**
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The market for cannabidiol (CBD) beverages alone could achieve a value of \$260 million in the United States by 2022. CBD beverages form part of an even wider market for marijuana-infused drinks that is predicted to reach a value of \$600 million in three years' time.²

1. CBD Is Already Everywhere. How Will the Government Handle It? June 17, 2019, TIME magazine. 2. Companies Explore Market Potential for Ready-to-Drink CBD Beverages, CannabisNewsWire, Jan 15, 2019



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

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