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Soy and Dairy Frappé and Smoothie Bases “Exposed” in Atlanta

Pacific Natural Foods’ latest innovations to its popular Barista Series® starred at the 21st-annual SCAA Symposium and Exposition

CHICAGO, Illinois – Pacific Natural Foods showcased its new Barista Series Organic Dairy Frappé and Smoothie Base and Organic Soy Frappé and Smoothie Base to great acclaim from its booth at the Specialty Coffee Association of America’s (SCAA) 21st-annual Symposium and Exposition in Atlanta, April 16-19. Elsewhere at the 800-exhibit trade show, Frappé and Smoothie Base helped other companies promote their quality products.

“Organic Dairy and Soy Frappé and Smoothie Base from Pacific Natural Foods is the only product that works superbly with every item in our Fruit Purées line,” says Jacqueline Hernandez, conference and trade-show manager for Clearwater, Fla.-based Monin Gourmet Flavorings, a leading producer of premium products for creating customized, distinctive beverages. Monin chose both Organic Dairy Frappé and Smoothie Base and Organic Soy Frappé and Smoothie Base for sampling smoothies made with Monin’s new line of fruit purées from its eye-catching, operator-friendly exhibit.

Fruits vary widely in acidity, and to the operator wishing to menu a variety of fruit smoothies, finding a single frappé and smoothie base that brings out the best qualities of every fruit has been unavailable—until now. Fruit Purées from Monin are offered in Banana, Mango, Peach, Raspberry, Strawberry, Superfruit and Wildberry varieties. “You don’t have to carry multiple products for smoothies when you use Pacific Natural Foods’ Frappé and Smoothie Base,” Hernandez says. “This product line best complements the flavors of our fresh-fruit purées while ensuring optimum creamy mouthfeel of smoothies.”

Everything Coffee & Tea, a “one stop shop” retail and wholesale distributor of gourmet coffee and tea supplies serving metro Atlanta, prominently displayed Barista Series Frappé and Smoothie Base among premium products offered to success-driven operators. “The organic soy and dairy bases from Pacific Natural Foods are winners,” says the company’s founding partner, Kevin Tuttle. Everything Coffee & Tea also carries Monin’s Fruit Purées; Tuttle says that, together, the two product lines make up a powerful sales tool. “Every customer who samples blended ice drinks made with both products gets on board.”

Perfect for signature blended beverages, Barista Series Frappé and Smoothie Base is an easy-to-use, shelf-stable base that consistently produces the richest and creamiest drinks. Simply blend with ice and espresso to create indulgent frappes. Expand beverage offerings by blending Barista Series Frappé and Smoothie Base with ice and fresh fruit, juice or tea for a variety of specialty cold drinks. “Because Pacific Natural Foods offers a frappé and smoothie base in a soy as well as dairy variety, as an operator you’ve got all your customers who crave refreshing, creamy blended iced drinks covered,” Tuttle says.

Both Organic Dairy Frappé and Smoothie Base and Organic Soy Frappé and Smoothie Base are USDA-certified organic, made with Certified to the Source[®] ingredients—meaning that Pacific Natural Foods tracks every natural and organic ingredient in the product to ensure that each is of the highest quality and from a guaranteed source. As with all products from Pacific Natural Foods, Barista Series Frappé and Smoothie Base contains the healthiest, best-tasting organic ingredients, delivering The Delicious Taste of Nature™.

What's more, all products in the Barista Series from Pacific Natural Foods are aseptically packaged in shelf-stable containers, making them the perfect storage solution for specialty coffee shop and café operations.

“We were delighted by the overwhelming response from operators attending the SCAA Symposium and Exposition who sought beverage-program solutions through the use of premium products,” says Patrick Gabrish, Pacific Natural Foods’ director of foodservice sales, commenting on the exposure that Barista Series Organic Dairy and Soy Frappé and Smoothie Base received throughout the trade-show floor in Atlanta. “Together with our other Barista Series products at the show—Plain and Vanilla Soy Blenders and Organic Fat Free Milk and Organic 2% Reduced Fat Milk—Pacific Natural Foods demonstrated to dedicated beverage specialists that we’re an integral part of their business plans geared for success. And we’re doubly thrilled that outstanding companies like Monin Gourmet Flavorings and Everything Coffee & Tea are enjoying greater customer loyalty and sales by relying on our products.”

About Pacific Natural Foods

Founded in 1987, Pacific Natural Foods is a recognized leader in natural foods. Our mission is to be the most respected brand in natural and organic products. From our president’s office to the factory floor, from our organic farms to restaurateurs’ menus, we are committed to building a business we can be proud of. Through our commitment to The Delicious Taste of Nature™, we are dedicated to helping families and individuals live healthier, more vital and rewarding lives by developing foods that are delicious and good for you, as well as good for the community, farmers and producers, and for the planet we all share. Visit <http://pacificfoods.com/foodservice> for more information.

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