



WhiteWave Foods

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Eby-Brown

WhiteWave Foods was established in 2004 when Dean Foods Company (NYSE: DF) consolidated its national branded businesses into one consumer packaged goods organization. Headquartered in Colorado, WhiteWave Foods is a pioneer in creating healthy, innovative, responsibly-produced foods. In 2008, the wholly-owned subsidiary accounted for \$1.5 billion in net sales. WhiteWave Foods leads the industry with a portfolio of premium brands and products, including **Land O Lakes**, **STÖK**, and **International Delight**, the leading convenience channel creamer. WhiteWave also offers the innovative **CoffeeHouse Inspiration** creamer products that turn a regular cup of coffee into a delicious coffeehouse drink.

- Over 80% of convenience store coffee purchasers cream their coffee and WhiteWave sells the coffee creamers these consumers most prefer.
- Flavor variety consumers demand. We recommend carrying 5 flavors, a real dairy half & half and our STÖK caffeinated boost.
- Creamers come in easily recognizable color-coded portion control cups.
- Creamers can also be dispensed from a highly-dependable bulk machine.

International Delight is the preferred non-dairy creamer in foodservice.

- 88% brand awareness.
- Flavored liquid creamer represents 40% of the preferred creamer in c-stores (versus powder and milk).
- Items available in aseptic portion control cups, pints, and bulk for dispensers.

Land O Lakes is a brand synonymous with the simple goodness of real dairy.

- 71% brand awareness.
- 77% of consumers perceive Land O Lakes as higher quality vs competitors.
- Available in portion control and bulk for dispensers.

STÖK is a caffeine additive made from coffee beans that allows coffee loyalists to add an extra boost to their cup of coffee.

- 71% of coffee drinkers who want more caffeine would be willing to pay a \$.10 premium for this product.
- 40 mg of caffeine per cup, as much as a shot of espresso.
- Available in aseptic portion control cups.

Bulk creamer dispensers are available for retailers who sell 120+ cups of coffee per day.

- Bulk dispenser is a cost effective alternative for retailers who have high coffee volume.
- Equipment is **FREE** for loan from WhiteWave Foods.
- Shelf life of product is 7 days after opening inside the machine.

Offerings

ITEM#	DESCRIPTION	SIZE (oz)	C/PK	R/PK	UPC
PORTION CONTROL CREAMER					
21846-1	ID FRENCH VANILLA	.5	1	288	041271025484
20018-8	ID HAZELNUT	.5	1	288	041271025651
03831-5	ID IRISH CRÈME	.5	1	288	041271025446
03833-1	ID AMARETTO	.5	1	288	041271025453
77749-0	CI CARAMEL MACCHIATO	.5	1	288	041271009322
77759-9	CI VANILLA LATTE	.5	1	288	041271009330
20019-6	LOL MINI MOO HLF N HLF	.5	1	384	041271025798
CAFFEINATED SHOT					
65026-7	STÖK CAFFEINE ORIGINAL	.5	1	264	041271024159
65027-5	STÖK CAFFEINE SWEET	.5	1	264	041271024166
16OZ CREAMERS					
22391-7	ID FRENCH VANILLA	16	12	1	041271025620
22393-3	ID AMARETTO	16	12	1	041271019667
22392-5	ID IRISH CREME	16	12	1	041271019650
BULK CREAMER					
58443-3	LOL BULK HALF & HALF	288	1	1	10034500632291
58444-1	ID BULK FRENCH VANILLA	288	1	1	10041271019008

For equipment agreement information, visit www.Eby-Brown.com/Foodservice.

