



Folgers®

COFFEE BAR playbook

insights | recipes | setup guides | coffee bar tips

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Never out of steam.

For over 170 years the team behind **Folgers**[®] coffee has been working to deliver the best cup possible in the easiest way imaginable.

Whatever the “best cup” looks like for guests—a rock-solid black brew first thing in the morning or an afternoon iced coffee without the line—this playbook offers a super simple way to make your coffee bar a must.





Fuel the grind.

Ready to drive more traffic and impress all kinds of coffee drinkers? Whatever your coffee setup looks like now, we have simple tips and merchandising to make it a cup they can't pass up.

54% of coffee consumers

say brand is important when purchasing hot coffee away from home, and 52% say the same about iced coffee.¹

#1 coffee brand in the country²

Folgers® coffee is America's go-to cup. It's a name that means something to guests who increasingly care about brands.¹

¹RI Data, 52-wk ending 4/23/23

Classic

Hot coffee is critical as ever, and Folgers® branded urns or airpots make it clear you care about quality.

88%

of foodservice establishments serve hot coffee (as frequently as carbonated soft drinks).¹

62%

prefer regular hot coffee sweetened, and 70% prefer it with creamer.¹



Offer the variety of branded sweeteners that satisfies every generational & dietary preference.

& Cold

It's time to bring in more all-day business with the growing iced coffee trend. It's less of an undertaking than you're thinking, and more profitable than you might expect.

47%

of operations serve cold and iced coffee (leading category growth).¹

70% of iced coffee is consumed by millennials & Gen Z.¹



& Customized

Create a coffee stop with all the perks. Add a curated selection of flavored syrups so coffee drinkers can plus-up their cups—it's exactly the kind of personalized experience they're after.



50% of noncommercial operators have seen a dramatic increase in the request for customized beverages.!

& Specialty

Barista-style beverages are on trend, and now, they're on demand at the touch of a button.

Select Brew® equipment allows you to plus-up profitability by letting your guests serve their own hot and iced lattes, cappuccinos, mochas and more.



12% growth in specialty hot beverages alone in the last 2 years.†

Build a bar.



THE ESSENTIALS:

- 1-2 roast options
- Decaf (if you have space for a third option)
- Preferred sweetener selections
- Cream
- 12-oz. paper cups, lids and stir sticks



COLD COFFEE PLUS-UPS:

- 1 cold coffee urn with ambient brewed coffee
- Countertop ice maker or bucket
- 16-oz. plastic cups & lids
- Straws



CUSTOMIZATION PLUS-UPS:

- A syrup rack and a few flavored syrup options
- Make it fun and inspiring with recipe suggestions (on page 10)
- Seasonal syrup swaps ensure you're hitting on the flavor of the moment



SPECIALTY PLUS-UPS:

- On-demand Select Brew® equipment
- Classic and specialty selections
- Low- to high-volume options

Recipe Ideas



EVERYDAY FAVORITES

Iced Mocha Latte

- Fill cup with ice
- 3 oz. cream
- 2 pumps chocolate syrup
- 12 oz. coffee
- Top with whipped cream as desired

Iced Dulce Coffee

- Fill cup with ice
- 1 pump caramel syrup
- 1 pump vanilla syrup
- 12 oz. coffee
- Cream as desired

Iced Cafe Latte

- Fill cup with ice
- 1 oz. cream or flavored creamer
- 12 oz. coffee
- Sweeten as desired

Caramel Latte

- 8 oz. coffee
- 4 oz. milk
- 2 pumps caramel syrup



SEASONAL SELECTIONS

Caramel Pumpkin Coffee

- 8 oz. coffee
- 1 pump caramel syrup
- 2 pumps pumpkin spice syrup
- Cream as desired

Peppermint Mocha

- 8 oz. coffee
- 1 pump peppermint syrup
- 2 pumps chocolate syrup
- Cream as desired

Iced Choco Coco Coffee

- Fill cup with ice
- 1 pump coconut syrup
- 2 pumps chocolate syrup
- 8 oz. coffee
- Cream as desired

For guest-facing recipe cards and free syrups, get in touch with your representative.

Put Folgers® to work.

Don't let an easy win pass you by. Contact a representative for support in setting up your buzzing coffee bar.



Don't have a representative?

We've got you. Send us an email or call 1-800-742-6729 and we'll get you connected.

SmuckerAwayFromHome.com/Folgers



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*IRI Data, 52-wk ending 4/23/23

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