

PUMPKIN SPICE

QUESTIONS AND ANSWERS



Cafe Essentials[®]
GOURMET SPECIALTY BEVERAGES

PUMPKIN SPICE Q&A

What is the taste profile?

Experience this unique fresh pumpkin spice including the warmth of cinnamon and clove nestled in a creamy base. This heartwarming blend's silky texture and pop of warming spices makes it perfect for fall. Prepare with water or your choice of milk. It's also perfect for recreating all-time coffeehouse favorites using brewed coffee or espresso. Keep this autumn warm, comforting and inviting with Cafe Essentials Pumpkin Spice.

Which competitor product does this product most closely match up to? How does it taste compared to the competition? What sets this product apart from the competitor?

Every major competitor has a Pumpkin Spice type product. Cafe Essentials Pumpkin Spice offers the taste of real pumpkin in a blend of warming spices that are found in pumpkin pie.

Are there any artificial ingredients added to this flavor?

No artificial sweeteners, flavors or colors.

Is there coffee in this product?

Yes, just a touch.

How much caffeine does this flavor contain?

Approximately 9mg of caffeine per 8oz serving, that is the equivalent of about one-tenth of the amount found in an 8oz cup of coffee.

Can this flavor be made with milk and / or water? Can this be served hot and / or cold?

Yes and yes!

Is it better to use milk or water when preparing these new Cafe Essentials?

That decision is left up to the user. If they seek rich and creamy beverages, use water. If they prefer supremely decadent beverages—have them use milk or a 50 / 50 combination of milk and water.

Can this flavor be served using other beverage dispensing equipment? (Ex: Granita machine, hot beverage dispensers, bubbler, etc.)

Yes.

Will there be recipes available? Can I add a shot of espresso to these? Can this flavor be mixed with other products or should it stand alone?

Yes to all! Check out our recipes for ideas and recommendations.

Is this offering considered a “niche” market product?

Yes, it fits the Seasonal niche.

What are the basic nutrition facts for this new flavor?

- » Calories = 170
- » Fat = 4 g
- » Carbs = 30 g
- » Sugar = 24 g

Is Pumpkin Spice gluten free?

Yes, Pumpkin Spice is a gluten free product.

Is Pumpkin Spice vegan friendly?

No, this product contains milk.

Is Pumpkin Spice Kosher?

No, this product is not Kosher.

