



Background

PROMA-CAFE is a high quality blend of the finest 100% pure Robusta and Arabica coffees. Originally launched in West Africa in 2004. Enjoy Proma-café's smooth, rich and aromatic flavour. Share the Proma-café moment with good friends and family anytime, anywhere!

Payoff line : "PURE SATISFACTION IN EVERY CUP!"

Features	Benefits
100% PURE soluble coffee	<p>Better QUALITY</p> <ul style="list-style-type: none"> · Better full bodied flavour · Richer aroma in the cup · Strong enough to satisfy
Premium blend of Robusta and Arabica coffee beans	<p>Better CONSISTENCY</p> <p>Blended by our master coffee roasters and blenders for consistent high quality all year round</p>
Granulated texture (agglomerated soluble coffee)	<ul style="list-style-type: none"> · Easier to dissolve in the cup · Good portion control (1 teaspoon = 2g = 1 cup)
Naturally contains Anti-oxidants found in coffee.	<p>Promotes HEALTH & VITALITY:</p> <ul style="list-style-type: none"> · Flavonoid anti-oxidants present in coffee re-vitalise your body by helping to prevent ageing and improve heart health.
Natural mild caffeine content: <50mg per cup	<p>REVITALISES</p> <p>Mild caffeine content gives you a lift when you need it most</p>
Available in 3 pack sizes	<ul style="list-style-type: none"> · 50g tin Standard trial pack · 200g Economical tin or glass jar · 2g Hygienic and convenient single serve stick sachet. · Price points to suit all pockets.
Versatile	<ul style="list-style-type: none"> · Can be enjoyed either HOT with/without milk, or COLD with ice. · Hot black coffee · Irish coffees · Cappuccino · Latte (hot milky coffee) · Iced coffee (with or without milk or ice cream) · To flavour ice creams cakes and desserts

Features

PROMA-CAFÉ is a premium brand that is economical to use

36 month shelf life

Marketing support campaign

Benefits

More ECONOMICAL

Despite being high quality, PROMA-CAFÉ is still one of the most economical hot beverages available on a cost per serving basis.

Long shelf life guaranteed by high quality resealable tins and jars.

Integrated marketing support campaign includes TV , Radio, Outdoor, and innovative display material. Will stimulate sales and category growth.

UNIT Size	CASE quantity	Case weight	Unit Barcode	Display barcode	Case Barcode	Cases per 20ft container
50g tin	24x	1,2kg	6008155001938	n/a	16008155007935	2590
200g tin	12x	2,4kg	6008155001952	n/a	16008155001959	1500
2g sachet	6 x 60x 2g	720g	n/a	6008155006933		

