

## Background

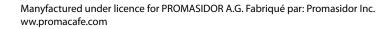
PROMA-CAFE is a high quality blend of the finest 100% pure Robusta and Arabica coffees. Originally launched in West Africa in 2004. Enjoy Proma-cafe's smooth, rich and aromatic flavour. Share the Proma-café moment with good friends and family anytime, anywhere!

Payoff line : "PURE SATISFACTION IN EVERY CUP!"

Features	Benefits		
100% PURE soluble coffee	Better QUALITY		
	Better full bodied flavour		
	· Richer aroma in the cup		
	Strong enough to satisfy		
Premium blend of Robusta and Arabica coffee beans	Better CONSISTENCY		
	Blended by our master coffee roasters and blenders for consistent high quality all year round		
Granulated texture (agglomerated soluble coffee)	· Easier to dissolve in the cup		
	<ul> <li>Good portion control (1 teaspoon = 2g = 1 cup)</li> </ul>		
Naturally contains Anti-oxidants found in coffee.	Promotes HEALTH & VITALITY:		
	<ul> <li>Flavonoid anti-oxidants present in coffee re-vitalise your body by helping to prevent ageing and improve heart health.</li> </ul>		
Natural mild caffeine content: <50mg per cup	REVITALISES		
	Mild caffeine content gives you a lift when you need it most		
Available in 3 pack sizes	· 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	· Can be enjoyed either HOT with/without milk, or COLD with ice.		
	Hot black coffee		
	· Irish coffees		
	· Cappuccino		
	· Latte (hot milky coffee)		
	<ul> <li>Iced coffee (with or without milk or ice cream)</li> </ul>		
	<ul> <li>To flavour ice creams cakes and desserts</li> </ul>		

PROMASIDOR

Quality Food Products



Features	Benefits
PROMA-CAFÉ is a premium brand that is economical to use	More ECONOMICAL Despite being high quality, PROMA-CAFE is still one of the most economical hot beverages available on a cost per serving basis.
36 month shelf life	Long shelf life guaranteed by high quality resealable tins and jars.
Marketing support campaign	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		



