



# The Power of Smucker's on the Tabletop.

*For restaurant patrons there's something powerful, satisfying and assuring about seeing their favorite brands on the tabletop. When they sit down to enjoy a meal, they want to know that the details matter as much to you as they do to them.*

## The Brand They Know and Love.

Bringing powerful brands to the tabletop is a great way to connect with customers and build a loyal following. When customers look for a jam, jelly or preserve away-from-home, they want **Smucker's—the brand they know and love.**



### Best Flavor, Highest Quality, and Most Trustworthy.

Consumers rated Smucker's higher **than all other brands** and categorized it as **"Best In Class"** for the attributes noted above when compared to other brands in foodservice.

## Sweeten Your Profits.

The Smucker's brand **elevates the perceived value** of menu items. Many patrons are **willing to pay more** for a meal that includes Smucker's jams, jellies and preserves—even when they are accustomed to receiving that as a free condiment.



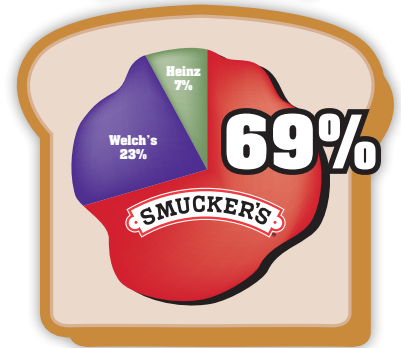
## Variety—Know Their Sweet Spot.

Create the optimal experience for customers by providing them with the exact brands and flavor varieties they expect to see on the tabletop.

- The majority of patrons want 3-4 varieties of jams, jellies & preserves.
- An assortment of strawberry, concord grape, red raspberry and blackberry is optimal and satisfies roughly 80% of guests.<sup>1</sup>
- Single serve cups are preferred 2-1 compared to other means of delivery.
- Nearly 80% of guests expect jams, jellies & preserves to be provided on the table or with their ordered meal.

Data Source: Datassential Smucker's Tabletop Brand Value Research, May 2016  
<sup>1</sup>Flavor preferences vary by region and segment. A custom analysis may be obtained by requesting from your Smucker Away From Home Sales Representative.

## PATRONS PREFER SMUCKER'S



### BRAND PREFERENCE AWAY-FROM-HOME



**approximately 25¢ for  
breakfast items that include  
Smucker's branded condiments**



Away From Home

# SPREAD A GOOD IMPRESSION

## WITH THE BRANDS THEY CRAVE.



From tabletops to grab-and-go, customers expect peanut butter when dining away from home! Make a lasting impression by offering trusted brands like **Jif®** and **Smucker's®**.



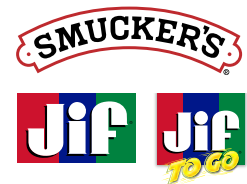
*Peanut butter*  
—IS A STAPLE—  
**IN THE AMERICAN DIET.<sup>2</sup>**



**A MAJORITY OF CONSUMERS**  
ARE WILLING TO PAY MORE FOR  
A SIDE OF PEANUT BUTTER.<sup>3</sup>

## BRAND MATTERS TO YOUR CUSTOMERS!

**MAKE A LASTING IMPRESSION**  
BY SERVING THE PEANUT BUTTER BRANDS  
*they know and trust.*



Good memories  
in the making.™

# CREAMY, FRESH-ROASTED FLAVOR FROM THE LEADER IN PEANUT BUTTER.<sup>4</sup>



- Peanuts are selectively sourced from the best growing regions to ensure the highest quality.
- Each peanut lot goes through an extensive screening process to deliver consistency in roasting performance and flavor.
- Proprietary stabilizing technology prevents oil separation while enhancing flavor and creaminess.



## PEANUT BUTTER SOLUTIONS FOR *every occasion.*



### SMUCKER'S® ¾ OZ

Perfect for caddies on your tabletop or countertop.



### JIF® ¾ OZ & 1.1 OZ

**Jif**—the #1 brand of peanut butter at home<sup>5</sup>—pairs well with endless grab-and-go options. **Jif** 1.1 oz. meets 1 meat alternate<sup>6</sup> and Smart Snacks when served with a fruit or vegetable.



### JIF TO GO® 36CT

To merchandise **Jif To Go** cups separately, try one of our 36ct display ready cases placed near prepackaged snacks.



### JIF TO GO® 96CT

Use clear PET cups or trays to merchandise fresh fruits and vegetables with **Jif To Go** cups.

ITEM CODE	EACH UPC	PRODUCT NAME	CASE COUNT
5150002282	n/a	<b>Smucker's</b> ¾ oz. Creamy Peanut Butter	200/0.75 oz.
5150008051	n/a	<b>Jif</b> ¾ oz. Creamy Peanut Butter	200/0.75 oz.
5150092100	n/a	<b>Jif</b> 1.1 oz. Creamy Peanut Butter	120/1.1 oz.
5150024112	n/a	<b>Jif To Go</b> 1.5 oz. Chocolate Silk Peanut Butter	6/8pk/1.5 oz.
5150024114	051500241417	<b>Jif To Go</b> 1.5 oz. Creamy Peanut Butter	36/1.5 oz.
5150024170	n/a	<b>Jif To Go</b> 1.5 oz. Creamy Peanut Butter	96/1.5 oz.
5150021889	n/a	<b>Jif To Go</b> 1.5 oz. Natural Creamy Peanut Butter Spread	96/1.5 oz.
5150024331	n/a	<b>Jif</b> 4 lb. Can Creamy Peanut Butter	6/4 lb.

Visit [smuckerawayfromhome.com](http://smuckerawayfromhome.com) for full product specifications.

<sup>1</sup> 2/3 of customers want to see brands they know and recognize when it comes to individually sized condiments.—  
Away From Home Breakfast Study Technomic July 2016  
<sup>2</sup> 750 million lbs. annually—IRI MULO 52 Weeks Ending December 2018  
<sup>3</sup> 74% of consumers are willing to pay more for a side of peanut butter—Datassential Tabletop Peanut Butter 2017  
<sup>4</sup> IRI MULO 52 Weeks Ending 1/22/17 and NPD Supply Track 12 Months Ending April 2017  
<sup>5</sup> IRI MULO 52 Weeks Ending 1/22/17  
<sup>6</sup> Food Buying Guide for Child Nutrition Programs



Good memories  
in the making.™



## Portion Control Syrup & Peanut Butter



Away From Home

### Syrups



1.4oz Breakfast Syrup  
5150002283  
100ct



2.1oz Breakfast Syrup  
5150002284  
100ct



1.1oz Sugar Free  
Breakfast Syrup  
5150002277  
100ct

### Peanut Butter



3/4oz Peanut Butter  
5150002282  
200ct



1.1oz Jif®  
Creamy Peanut Butter  
5150092100  
120ct



1.5oz Jif to Go® Natural  
96ct: 5150021889



1.5oz Jif to Go®  
Creamy Peanut Butter  
36ct: 5150024114  
96ct: 5150024170



1.5oz Jif to Go®  
Chocolate Silk Peanut Butter  
8ct 6pk: 5150024112

For complete product information, please visit our website: [www.smuckerfoodservice.com](http://www.smuckerfoodservice.com)



# Smucker's® Portion Control Jams, Jellies & Preserves



Away From Home

## ½ oz Plastic Cups - 200ct



Apple Jelly  
5150000760



Honey  
5150000763



Grape Jelly  
5150000764



Mixed Fruit Jelly  
5150000765



Orange Marmalade  
5150000766



Strawberry Jam  
5150000767



Seedless Blackberry Jam  
5150001698



Strawberry Jelly  
5150001717



Apple Cinnamon Jelly  
5150001923



Apple Butter  
5150001984



Peach Jam  
5150002189



Seedless  
Boysenberry Preserves  
5150002890



3/4oz Strawberry  
Preserves  
5150002106



3/4oz Blackberry  
Preserves  
5150002108

## ½ oz Assortments



Assortment #16  
Blueberry/Strawberry/  
Grape  
5150000768



Assortment #17  
Raspberry/Strawberry/  
Grape  
5150000770



Assortment #1  
Grape/Apple/Mixed Fruit  
5150000773



Assortment #4  
Grape/Strawberry/Mixed Fruit  
5150000774



Assortment #3  
Grape/Strawberry  
5150000795



Assortment #5  
Grape/Strawberry/  
Orange Marmalade  
5150000800



Assortment #6  
Strawberry/Cherry/  
Blackberry  
5150001140



Assortment #7  
Grape/Strawberry/  
Apple Cinnamon  
5150001691



Assortment #8  
Grape/Strawberry/Apple  
5150001696



3/8oz Sugar Free Assortment  
Grape/Strawberry/Blackberry  
5150005555