



**Kenco**  
SINCE 1923

**DECAFFEINATED**

FOR VENDING AND DISPENSE

**Kenco**  
SINCE 1923

**RICH ROAST**

FOR VENDING AND DISPENSE

**SMOOTH ROAST**

FOR VENDING AND DISPENSE



Our beans source for our smooth-roast coffee range come from Rainforest Alliance Certified™ farms and we're ultimately moving towards 100%.

By choosing Kenco, you're helping to build a better world for farming communities and the environment. Not only do we source from farms that improve farming practices to produce the best quality coffee, but we also ensure that the farmers and their families have access to health, medical facilities and high-quality water.

To find out more visit [www.rainforest-alliance.org](http://www.rainforest-alliance.org)

At Kenco, we're serious about coffee for more than 80 years. Only quality beans make our Rich Roast, including Arabica beans from Rainforest Alliance Certified farms.

**HOW TO USE**  
PERFECT COFFEE

For the perfect cup of coffee, we recommend a serving of 1.4g per 200ml of water. If you're using a 600ml or 1700ml of water, simply increase the amount of coffee. If you're using a coffee machine, simply increase the amount of coffee to get the desired strength.

**TRY OUR CAPPUCCINO**  
For a great tasting latte or frothy white coffee, simply add a splash of milk to your coffee for a milky taste.



## Product Range

A range of quality instant ingredients for all your dispense requirements



At The Kenco Coffee Company we pride ourselves on ensuring that we continually source the highest quality ingredients to make our range of instant vending products.

### Kenco freeze dried coffee...

Kenco is the choice for superior quality coffee that will always deliver a great tasting drink whether it's black, white or speciality.

All Kenco coffee is freeze dried to lock in taste and ensure the highest quality flavour and aroma. The great news is that we now source 75% of the beans for our entire freeze dried Kenco coffee range from Rainforest Alliance Certified™ farms.

Our goal by 2010 is to convert all Kenco products to using only beans sourced from Rainforest Alliance Certified™ farms so we can provide you and your customers the choice of an ethically sourced product without any compromise on quality or price.

### Kenco continues to outperform the coffee category!

The Kenco freeze dried range is growing at 8.7% year on year\*. That's five times the rate of growth being experienced by the total instant coffee category, which is growing at 1.7%.

**Premium coffee** like Kenco is showing strong growth\* and gaining increasing relevance within the category and is now the number one segment\* as consumers' desire for a higher quality coffee increases. Focusing on the premium coffee segment can help you accelerate your coffee sales and delight your customers and consumers!

### Who is the Rainforest Alliance?

Founded in 1987, the Rainforest Alliance is an independent, non profit organisation. They promote standards for sustainability that conserve wildlife and ensure the wellbeing of workers and their communities. The Rainforest Alliance Certified™ programme assures consumers that the products they are buying come from farms that meet demanding standards for environmental, economic and social improvements.

For more information visit:  
[www.rainforest-alliance.org](http://www.rainforest-alliance.org)

**NOW 75%...**

...of the beans sourced for these products come from Rainforest Alliance Certified™ farms.



**100%...**

...of the beans in Kenco Sustainable Development Coffee are sourced from Rainforest Alliance Certified™ farms.



### Great tasting...

Each recommended drink setting delivers the perfect aroma, texture, appearance and taste that consumers long for. Kenco branded systems reassure consumers of the quality on offer.

### Ethically sourced...

Rainforest Alliance Certified™ range of premium branded products, meeting the needs of consumers in an ethical way\*\*.

### Coffee experience...

Instant dispense systems deliver great quality drinks to a large number of people time and time again. Branded fascias and decals are available across all major dispense machines.



**GROWING GREAT COFFEE & MORE**

### Complete your offer...

**Suchard** is the world-famous, premium chocolate brand that has been enjoyed since 1826. Acclaimed for its rich, satisfying taste, Suchard hot chocolate offers the perfect indulgent treat for the vending consumer. The cocoa in Suchard hot chocolate is now sourced from Rainforest Alliance Certified™ farms.



**Kenco Cappuccino Topping** offers a smooth, milky taste which complements the Kenco range of products to deliver a great tasting, indulgent menu of speciality drinks and white coffee.



**1.7%\* Growth**  
TOTAL INSTANT COFFEE MARKET

**8.7%\* Growth**  
**Kenco**  
SINCE 1923

**Kenco – leading the way in the 'Ethical' coffee category**

\*AC Nielsen MAT WE 29.11.08 \*\*75% of the beans we source for our Kenco freeze dried coffees come from Rainforest Alliance Certified™ farms.

# Kenco Soluble Product Range



## KENCO RICH ROAST

A freeze dried instant coffee made with a superior blend of the finest beans, expertly roasted to capture a dark and rich coffee taste and aroma. Perfect for those who prefer a stronger coffee experience.



75% of beans we source for our Kenco freeze-dried coffee range comes from Rainforest Alliance Certified™ farms.



SERVINGS PER PACK 214  
CASE CONFIGURATION  
10 x 300g



## KENCO DECAFFEINATED

A decaffeinated freeze dried instant coffee that delivers a smooth coffee taste and enticing aroma.



75% of beans we source for our Kenco freeze-dried coffee range comes from Rainforest Alliance Certified™ farms.



SERVINGS PER PACK 214  
CASE CONFIGURATION  
10 x 300g



## KENCO SMOOTH ROAST

A freeze dried instant coffee made with a superior blend of the finest beans, expertly roasted to capture a smooth and mild coffee taste and aroma. Perfect for drinking throughout the day.



75% of beans we source for our Kenco freeze-dried coffee range comes from Rainforest Alliance Certified™ farms.



SERVINGS PER PACK 214  
CASE CONFIGURATION  
10 x 300g



## SUCHARD HOT CHOCOLATE

A hot chocolate that offers chocolate lovers a luxurious premium hot chocolate drink from the famous Suchard Swiss chocolatiers.



**Cocoa**  
Suchard is made from cocoa sourced from Rainforest Alliance Certified™ farms.



SERVINGS PER PACK 55  
CASE CONFIGURATION  
10 x 300g



## KENCO SUSTAINABLE DEVELOPMENT

A great tasting, high quality, rich and full-bodied freeze dried coffee. Made from 100% Arabica beans sourced entirely from Rainforest Alliance Certified™ farms.



SERVINGS PER PACK 214  
CASE CONFIGURATION  
10 x 300g



## CAPPUCCINO TOPPING

Specially developed to give a smooth milky taste and appearance. Delivers great tasting indulgent speciality drinks and white coffee.



SERVINGS PER PACK 214  
CASE CONFIGURATION  
10 x 300g



## KENCO PURE

Made from 100% Arabica beans, Kenco Pure Costa Rican is entirely sourced from Rainforest Alliance Certified™ farms in Costa Rica. This is an intense and aromatic coffee offering delicious dark, concentrated flavours.



For more information please contact your local representative:



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[www.caffesociety.co.uk](http://www.caffesociety.co.uk)



Real Coffee Experts