



215 Center Street | PO Box 287 | Manawa, WI | 54949

## **FOR IMMEDIATE RELEASE**

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### **Sturm Foods' Frappè Crème is Latest Revolution for Coffee Category**

MANAWA, WI – Once again, Sturm Foods is stirring up grocery stores around the country, this time with their new premium, yet low-in-calorie, Frappè Crème Iced Coffee Drink Mix.

Frappè Crème is a creamy, sugar-free blend of top-quality coffee, and a convenient way for busy, health-conscious consumers to enjoy a true “barista-quality” iced coffee treat at home, on-the-run or in the office. To prepare, simply mix a Frappe Crème drink stick with an 8 oz. glass of fresh milk or soy milk – also providing consumers a great-tasting way to get their daily calcium and other dairy-rich nutrients.

The overall coffee category is approximately \$3 billion. The iced coffee section is more than \$11 million – a 302% increase over recent years – and continues to grow. Sturm's Frappè Crème Iced Coffee Drink Mix line is specifically designed to drive incremental category sales by capitalizing on consumers' rising interest in premium coffees, as well as healthy and convenient food and beverage trends.

“Indulgent coffees are becoming tremendously popular with consumers, and Sturm's Frappè Crème rivals national, ready-to-drink coffee beverage brands,” says Larry Hamwey, Vice President of Marketing for Sturm Foods.

“The coffee used to make Frappe Crème is comparable to the coffee used in Starbucks Frappuccino®, but with only 20 calories for Sturm's drink, consumers can indulge without the guilt,” Hamwey adds.

Frappè Crème is offered in premium Mocha, French Vanilla and Coffee flavors. The product line is now available for retailer shipments as a Sturm-branded or private label option.

#### **About Sturm Foods:**

Sturm Foods is a global manufacturer specializing in bringing to market innovative, nutritious, “good-for-you” food products that help consumers to enjoy healthier lives. Headquartered in Manawa, WI, Sturm Foods produces healthful drink mixes and sticks, instant oatmeal and hot cereals, and a line of organic and natural foods. For more information, visit the Sturm Foods website at [www.sturmfoods.com](http://www.sturmfoods.com).

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#### **MEDIA CONTACT:**

Dana Kohlbeck  
Coalesce Marketing & Design, Inc.  
Phone: 920.380.4444  
Email: [dana@coalescemarketing.com](mailto:dana@coalescemarketing.com)