

# News



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## **SARA LEE FOODSERVICE LAUNCHES INNOVATIVE SALES PROGRAM DESIGNED TO DELIVER SMARTER, MORE PROFITABLE SOLUTIONS TO CUSTOMERS**

*Douwe Egberts Introduces First North American Cafitesse Coffee Academy to Address Growing Demand for Liquid Coffee Systems*

SUFFOLK, Va. (May 11, 2010) – Sara Lee Foodservice, a leading supplier of coffee, tea, meat and bakery solutions, officially opened its doors today to the first North American *Douwe Egberts*<sup>®</sup> *Cafitesse*<sup>™</sup> Academy. Facilitated by *Douwe Egberts*' coffee experts, the Academy enhances education and raises awareness of the benefits of *Cafitesse*, ultimately providing foodservice operators with a more profitable coffee solution.

Located in Suffolk, Virginia, the Academy will act as a training destination for hundreds of sales and service members to become experts on the *Douwe Egberts* liquid coffee system, *Cafitesse*.

“A great sales force needs to provide more than just information, they need to be trusted partners,” said Jan Pieter Schretlen, general manager, Sara Lee Foodservice beverage unit. “The *Cafitesse* Academy's innovative approach brings participants together to learn, taste, smell and experience *Douwe Egberts* *Cafitesse* liquid coffee. Upon completion, participants will be better partners to their operators, helping them tackle the variety of coffee issues they face daily.”

The Academy consists of a three-day intensive course that covers *Douwe Egberts* brand legacy, coffee cultivation and production, as well as sensory exercises. Additionally, common operator issues are addressed through coffee system comparisons that demonstrate *Cafitesse* as a user-friendly, efficient, and easy to maintain liquid coffee system that consistently delivers high-quality coffee. The *Cafitesse* coffee system also provides operators higher profits while reducing labor costs and minimizing product waste.

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The first *Cafitesse* Academy opened in 2008 at the Sara Lee Joure manufacturing facility in the Netherlands. Sara Lee has brought the concept to the U.S. to help strengthen coffee knowledge and understanding of the *Douwe Egberts Cafitesse* system and heritage to both employees and customers.

“*Cafitesse* Academy brings to life the 250 plus years of quality, innovation and heritage that makes *Douwe Egberts* so unique,” said Chad Black, senior training manager of beverage solutions. “By the end of the year, we will have hundreds of individuals trained and dedicated to providing a more profitable solution to operators whose customers expect a quick and great tasting cup of coffee, every time.”

*Douwe Egberts Cafitesse* is highly concentrated roast and ground coffee that is packaged in a “bag in a box” and utilizes a proprietary disposable dispensing nozzle. The coffee maintains high quality by being flash frozen immediately after produced, locking in aroma and flavor. Once the product reaches the customer, it is ready to be thawed and placed in a *Cafitesse* coffee machine for dispensing.

*Douwe Egberts Cafitesse* combines “café” (coffee) and “vitesse” (speed) to equal fast coffee. This system is used to dispense liquid coffee on-demand, providing a consistent cup of coffee at the touch of a button. A single carton of the liquid coffee concentrate (0.52 gallons) can serve the same number of cups as 50 pots of traditional filter-brewed coffee. The system reduces time and waste for foodservice operators at healthcare facilities, hotels, convenience stores, restaurants, offices, cafeterias and gaming businesses.

Suffolk, Va. is home to the first Sara Lee liquid coffee facility in the U.S. The plant was built in 2004 to support the growing demand for liquid coffee in the U.S. and serves customers throughout North America. Built with sustainability in mind, the plant includes features like a dual-fuel boiler, which can burn either natural gas or spent coffee grounds to generate steam to power the plant. The plant production has achieved zero landfill waste five of the last six months.

### **About *Sara Lee* Corporation**

Each and every day, *Sara Lee* (NYSE: SLE) delights millions of consumers and customers around the world. The company has one of the world's best-loved and leading portfolios with its innovative and trusted food, beverage, household and body care brands, including *Ambi Pur*, *Ball Park*, *Douwe Egberts*, *Hillshire Farm*, *Jimmy Dean*, *Kiwi*, *Sanex*, *Sara Lee*, *Senseo* and *Bimbo*. Collectively, these brands generate approximately \$13 billion in annual net sales covering nearly 200 countries. The *Sara Lee* community consists of 41,000 employees worldwide. Please visit [www.saralee.com](http://www.saralee.com) for the latest news and in-depth information about *Sara Lee* and its brands.

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