



# Singles

Everyone has their favourite drinks and at Kenco we pride ourselves on ensuring that we continually source the highest quality products to make our drinks.

Kenco Singles meets that challenge, delighting staff and customers with a wide range of great quality freshly brewed drinks to suit their changing tastes and mood - all with the reassurance of their favourite brands.

The Kenco Singles system couldn't be simpler to use. The system is very easy to maintain and tremendously reliable ensuring that you can continue to serve quality drinks, freshly brewed every time.



## Quality and choice!

Kenco Singles offers a great choice of 13 high quality branded hot drinks that consumers know and trust. We offer a range of 8 blends of fresh ground coffee, 2 blends of fresh leaf tea, Suchard hot chocolate, Kenco Cappio instant cappuccino and Twinings Peppermint Infusions so consumer needs can be satisfied throughout the day.

Quality is important to us at The Kenco Coffee Company. Since 1923, we have been using our expertise in roasting and blending to bring coffee lovers a wide selection of the finest tasting coffees. But as consumer expectation increases, assurance of quality is no longer enough. Today's consumers are increasingly demanding ethically sourced products\*

Kenco's parent company, Kraft Foods has been working with the Rainforest Alliance for a number of years and already sources 100% of the coffee for our Kenco Sustainable Development coffee and 100% of the cocoa used in our Suchard hot chocolate from Rainforest Alliance Certified™ farms. Additionally at least 50% of the tea in PG tips is sourced from Rainforest Alliance Certified™ farms and Unilever are working towards a fully certified offer during 2010.



## Our approach to Sustainability

100% of the beans that we use for our Kenco filter coffees in our Kenco Singles range are now Arabica beans sourced entirely from Rainforest Alliance Certified™ farms\*\*.

So we can provide you and your consumers a great choice of high quality branded hot drinks that you know and trust, ethically sourced without any compromise on quality and price.

With so many drinks to choose from we have recommended a core range of drinks designed to meet everyone's basic requirements throughout the day - look out for **CORE RANGE** on our list of products. But always remember to offer a combination of varying coffee strengths and refreshing alternatives such as Twinings Infusions to satisfy consumer's requirements throughout the day.



## Who is the Rainforest Alliance?

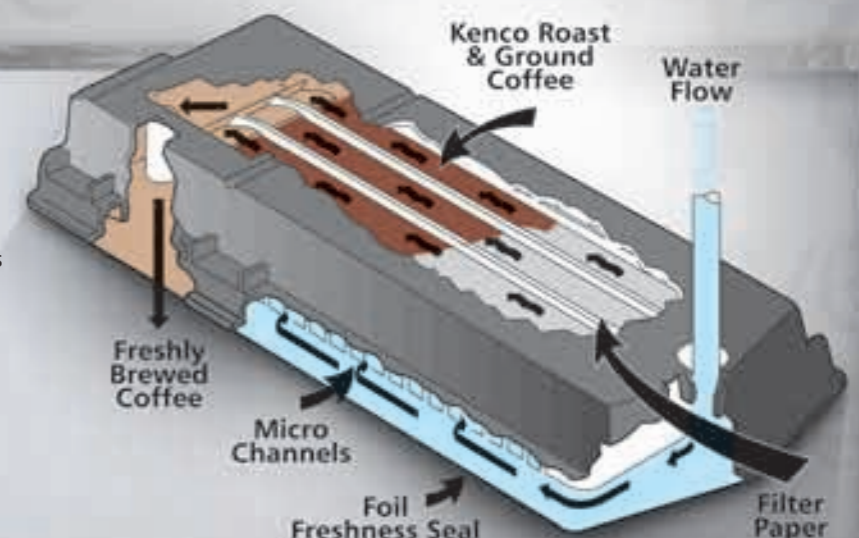
Founded in 1987, the Rainforest Alliance is an independent, non profit organisation. They promote standards for sustainability that conserve wildlife and ensure the wellbeing of workers and their communities. The Rainforest Alliance Certified™ programme assures consumers that the products they are buying 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)

## The secret lies with the capsule...

...with just a little bit of magic. Each capsule has its own special filter system and contains just the right amount of coffee, tea or hot chocolate which is foil sealed for freshness.

The intelligent capsule then tells the system what drink it is and its perfect brewing time to give you that freshly brewed taste in every drink. What's more, with the Kenco Singles system there is total portion control.



\* Source 73% of consumers now claim to be ethically engaged Henley centre 2007

\*\*Kenco Cappio is not sourced from Rainforest Alliance Certified™ farms