



## Custom Branding Program

Your Brand Logo on Our Products



Picture your brand logo on these products and visualize both the business-building opportunities and cost savings.



### Custom Branding Program

#### Facts & Benefits

The facts tell the story. The facts show that the risk is low and the return is high.

- Fact #1: Industry Acceptance:**  
 Leading food brands integrate custom label products to improve profits and customer loyalty.
- Fact #2: A Cost-Cutting Solution:**  
 Custom label branding allows you to cut cost on a non-revenue item while maintaining quality and consistency of product.  
 “Initially, private label brands were considered as cheap alternatives and therefore visible in copycat and generic categories. Today, they are part of a well-defined mix strategy, developed in value innovators and premium categories for profit maximization and customer loyalty.”  
*- Researcher's World, January 2011*
- Fact #3: Consumer Acceptance:** Consumers are generous in accepting custom label food products.  
 “Technomic Study data shows widespread acceptance in terms of both continued customer loyalty and customer quality expectations concerning a move to a restaurant-branded, zero-calorie sweetener packet.”  
*- Technomic\*, August 2011*
- Fact #4: Consumers Demand Quality:**  
 DFI Foodservice sweeteners are the same high-quality products we put our brand name on, with the same sweetener ingredients found in leading national brands.  
 “Consumers are much savvier and will not accept a “cheap” knockoff. They expect the private label product to have the same quality as the branded product.”  
*- Technomic\*, August 2011*

For more detailed product information, visit our website: [www.dfifoodservice.com](http://www.dfifoodservice.com)  
 To place an order, please contact your broker or distributor, or call DFI Foodservice at 800.443.2767.

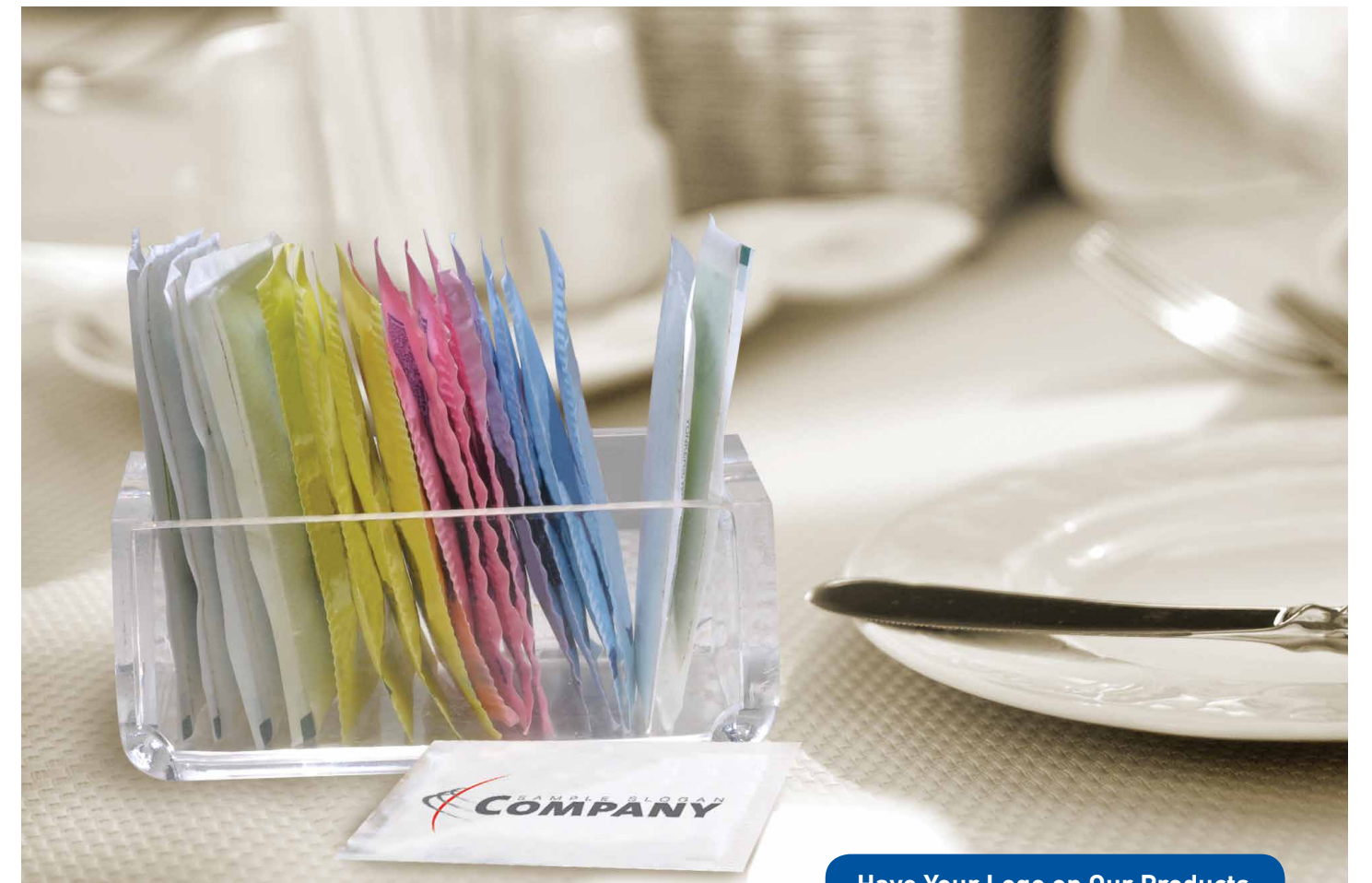


## Tabletop

## Custom Branding Program

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DFI Foodservice offers you a choice in portion-control sweeteners: Our time-honored brands, Domino® Sugar, C&H® Sugar and Florida Crystals® OR promote your brand logo on our products through our custom label branding program. Either way, you get the perfect combination of quality, variety, and value.



### Have Your Logo on Our Products



We offer brands you know and trust, **Domino®, C&H®, Florida Crystals®** and **Tate & Lyle®**, along with custom programs featuring your brand logo and more.

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# Custom Branding Program



## Your Brand Logo on Our Products

In addition to our time-honored brands – Domino® Sugar, C&H® Sugar, and Florida Crystals® – DFI Foodservice offers the opportunity to promote your own brand. Our custom branding program puts your brand logo on our products. It is available for the full spectrum of our portion control sweetener portfolio.

Custom branding offers promotional advantages for your brand. It is ideal for extra advertising, sponsorships, corporate identity, special events and giveaways. When promoting tabletop, your brand goes directly into the hands of your customers and allows you to offer the entire line of trusted, quality sweeteners.

Our custom label branding program makes good business sense when looking for ways to market your brand.



## Raw Style Cane Sugar Packets and Sticks

Raw style cane sugar has a golden hue, a hint of molasses and a crunchy texture. Perfect for hot & cold beverages.

Description	Size	Volume Requirements	Case Pack	Net Weight Lbs.	Gross Weight	Per Pallet	TiHi	Case Dimensions (L x W x H)	Unit (cube)
Brown Packets	.10 oz.	A*	2,000	12.50	14.08	126	18x7	13x7.50x6.63	0.35
Brown Sticks	.10 oz.	B*	2,000	12.35	14.41	84	12x7	12x10x8	0.56



## Zero-Calorie Sweetener Packets and Sticks

Our zero-calorie sweeteners packaging carries the same color identification system consumers know.

Description	Size	Volume Requirements	Case Pack	Net Weight Lbs.	Gross Weight	Per Pallet	TiHi	Case Dimensions (L x W x H)	Unit (cube)
Pink Packets	1g	A*	2,000	4.41	5.86	180	18x10	13x7.50x6.63	0.35
Blue Packets	1g	A*	2,000	4.41	5.86	180	18x10	13x7.50x6.63	0.35
Yellow Packets	1g	A*	2,000	4.41	4.41	180	18x10	13x7.50x6.63	0.35
Green Packets	2g	A*	1,000	4.40	5.50	180	18x10	13x7.20x6.63	0.35
Pink Sticks	1g	B*	2,000	3.52	4.73	84	12x7	12x10x8	0.56
Blue Sticks	1g	B*	2,000	3.60	5.29	84	12x7	12x10x8	0.56
Yellow Sticks	1g	B*	2,000	4.41	5.62	84	12x7	12x10x8	0.56
Green Sticks	1g	B*	2,000	4.40	5.27	84	12x7	12x10x8	0.56



## Pure Cane Granulated Sugar Packets and Sticks

All-purpose white sugar. Perfect for hot & cold beverages.

Description	Size	Volume Requirements	Case Pack	Net Weight Lbs.	Gross Weight	Per Pallet	TiHi	Case Dimensions (L x W x H)	Unit (cube)
White Packets	.10 oz.	A*	2,000	12.50	13.80	126	18x7	13.13x7.63x7.06	0.40
White Packets	.8 oz.	A*	2,000	15.60	17.00	108	18x6	13.13x7.88x8.13	0.49
White Sticks	.10 oz.	B*	2,000	12.35	14.41	84	12x7	12x10x8	0.56



## Non-Dairy Creamer Packets and Sticks

Complement your tabletop sweetener selection with our Non-Dairy Creamer. Available in a variety of packaging options.

Description	Size	Volume Requirements	Case Pack	Net Weight Lbs.	Gross Weight	Per Pallet	TiHi	Case Dimensions (L x W x H)	Unit (cube)
Packets	2.5 g	D*	1,000	5.62	7.88	180	18x10	13x7.50x6.63	0.35
Packets	2.2 g	D*	1,000	4.95	7.36	180	18x10	13x7.50x6.63	0.35
Packets	2.5 g	C*	2,000	11.02	13.90	96	16x6	12x10x8	0.56
Packets	2.2 g	C*	2,000	9.70	12.58	96	16x6	12x10x8	0.56
Sticks	2.4 g	B*	2,000	10.58	11.78	84	12x7	12x10x8	0.56



## Sugar & Creamer Canisters

Sugar and Non-Dairy Creamer canisters are the staple for quick-serve coffee stations and everyday convenience.

Description	Size	Volume Requirements	Case Pack	Net Weight Lbs.	Gross Weight	Per Pallet	TiHi	Case Dimensions (L x W x H)	Unit (cube)
Sugar Canisters	20 oz.	E*	24	30.00	34.10	49	7x7	19.50x12.88x7.50	1.10
Non-Dairy Canisters	12 oz.	E*	24	18.35	22.26	42	7x6	19.50x12.88x7.50	1.10

## Minimum Volume Requirements

Annual Minimum Per SKU

\*A - 72 cases annually.

\*B - 18 cases annually.

\*C - 96 cases annually.

\*D - 180 cases annually.

\*E - 2,000 cases annually.

Order Minimum Per SKU

\*A - 36 cases per order.

\*B - 18 cases per order.

\*C - 96 cases per order.

\*D - 180 cases per order.

\*E - No order minimum.