

COFFEE

FACTS & FIGURES

For Coffee Lovers, Four Is A Lucky Number

(NAPSA)—Good things have always come in fours: four seasons, four-leaf clovers, four corners of the globe. And, of course, The Beatles.

Another foursome joining this legacy is a handy multi-pack of an on-the-go taste quencher, catered to the coffee lover. Of course, the availability of such a product was almost a “four-gone” conclusion: The ready-to-drink coffee category is really perking—up 25 percent from 2000 to 2001. In addition, the daily consumption of coffee is increasing among young adults 18 to 24 years old, who are discovering a taste for sweeter, milkier-tasting coffee products.

Folgers Jakada, introduced in 2002, is the first chilled coffee drink made from Folgers coffee and low-fat milk. Each of the product’s three flavors—French Roast, Vanilla and Mocha—is available in a four-pack of 10.5 ounce, single-serve plastic bottles.

“Whether it’s a foursome on the golf course or four co-workers gathered in a meeting, consumers can grab the new Folgers Jakada four-pack and be refreshed. The handy, easy-to-carry case makes it convenient for people to enjoy our delicious coffee beverages in everyday settings,” said Toby Purdy, senior vice president of



All present and accounted “four”: A popular coffee drink now comes in a four-pack.

Morningstar Foods. “We understand consumers are looking for variety, and our ready-to-drink beverage offers a fresh, rejuvenating taste.”

Even though it is a dairy-based product, the Jakada four-pack can be stored at room temperature for up to 150 days. That’s because of Morningstar’s unique technology found in the design of each three-layer bottle. The middle layer blocks out all light, allowing the beverage to retain its original nutrient content and flavor.

To learn more about this delectable coffee drink, visit the Web site at www.morningstarfoods.com.