



Simply Organic® Pre-Brew Coffee Spices

Product	Pre-Brew Coffee Spices Awaken Spices
Product Category	Organic Coffee
Launch Date	August 2018
Item #	19578
UPC	0-89836-19578-4
SRP	\$8.49
Avg. Net Weight	1.66 oz.
Assembled Unit Dimension	2.25"D x 2.25"W x 3.00"H
Inner Case Wt.	3.00 lbs
Inner Case Pack	6 units
Master Case Dimension	7.625"D x 5.188 "W x 3.25"H
Master Case Wt.	3.00 lbs
Master Case Pack	6 units
Cases per Pallet	450 cases (45 cases per layer, 10 layers)
Date Coding	Julian from manufacturing date
Shelf Life	3 years
Best Used Within	3 years from manufacturing date
Package Material	Glass jar, plastic lid
Recyclable	Yes
Country of Origin	United States
Percent Organic	At least 95% organic



Ingredients: Organic cinnamon, organic fennel, organic cloves, organic anise, organic black pepper.

Certifications:

Organic certified by QAI
Kosher certified by KSA
Non-GMO Project Verified

Product Standards:

Organic	Kosher	No Caffeine
No MSG	No Trans-fat	Non-GMO
Fat free	No Artificial sweeteners	
Preservative free	Vegan/Vegetarian	
No Artificial Colors		Yeast Free



Pre-Brew Coffee Spices-Awaken Spices

Flavor Profile and Use

Awaken Spices Flavor Profile: Fire up your morning with subtly aromatic fennel and bright anise, selected to harmonize with the roasted notes of darker coffee beans.

Use: Whether you percolate, pour-over, French press or cold brew, **New** Simply Organic Pre-Brew Coffee Spices let you brew rich, spice flavors right into your freshly ground coffee. No need to use sweet syrups or artificial flavors.

Features & Benefits

- *Product Quality*
 - Cut and Sifted product vs. powdered spices pairs well with coffee, delivering visual appeal, optimal flavor and reduced sludge in brewed coffee
 - Product is freshness sealed and dated to ensure great tasting flavor
 - In-house Quality Assurance lab enables continuous screening of raw material
- *Clean Ingredients*
 - No artificial ingredients or natural flavors
 - No added sugars
 - Product is certified organic by Quality Assurance International
- *Packaging*
 - Clear package/label provides assurance of quality and freshness
 - High end looking glass bottle

Product Detail

UPC	Description	Net Wt. (oz)	MSRP
0-89836-19578-4	Awaken Spices, Organic	1.66	\$8.49

Simply Organic Consumer Profile:

- “Good for me” female, age 25-44, HHI \$75K to \$125K, college educated, married with children
- Cross shopper-natural food and grocery channels
- Grocery shops eight (8) times per month
- Willing to pay premium for perceived value and convenience
- Actively pursues nutrition, exercise and general health
- Cooks from scratch eight (8) or more times per month

