

TREEHOUSE FOODS COFFEE

# The Right way to Start your Day

**83%**

of adults have  
consumed  
Coffee in the  
last 3 months\*

**+12%**

Ground &  
Whole Bean  
Lbs Growth\*\*

## Coffee Offerings

Ground

Whole Bean

Single Serve Pods



\*Mintel - Coffee 2023

\*\* Circana SupplyTrack 12 m/e Dec 2023



# Cold and Sweet Offerings Capturing Menu Share & Growth

## What's on Menus?

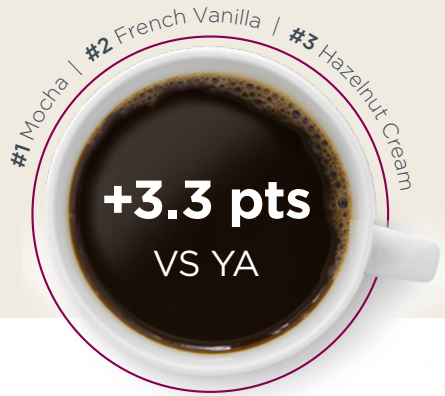
### Highest Menu Mentions<sup>1</sup>



- #1** Iced Coffee  
46% menu mention
- #2** Decaf  
40% menu mention
- #3** Latte  
36% menu mention
- #4** Caramel Latte  
35% menu mention

### Flavored Coffee Share Growth<sup>2</sup>

Highest Share Gains



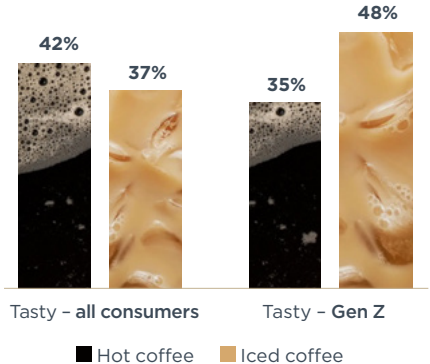
## What's Growing?

### Fastest Growing Coffee Menu Items<sup>3</sup>



- #1** Nitro  
108% 4 year growth
- #2** Cold Brew  
78% 4 year growth
- #3** Cortado  
65% 4 year growth
- #4** Flat White  
64% 4 year growth

### Iced Coffee Preference is driven by younger generations<sup>4</sup>



### Iced Coffee Menu Benefits

- ✔ Topline Driver, Highly Profitable
- ✔ Back of house of efficiencies: Bulk Coffee can be Brewed, refrigerated & sold cold
- ✔ Brings Excitement to the Menu
- ✔ Iced Coffee can span multiple dayparts, from your morning OTG offering to a cold Espresso Martini at night

# TreeHouse Major Expansion in Coffee Category

## THS acquired Farmer Brothers in Q3 2023



Acquisition unlocked full Coffee Category  
& Vertical Integration from:



to



&



**SINGLE SERVE  
PROVIDER**

**GROUND**

**WHOLE BEAN**

## Now End to End Coffee Leader



Green  
Coffee



Formula



Roast



Grind



Flavor  
& Blend



Pack



### Manawa, WI

- Coffee Pods



Mixing Centers



TreeHouse plants

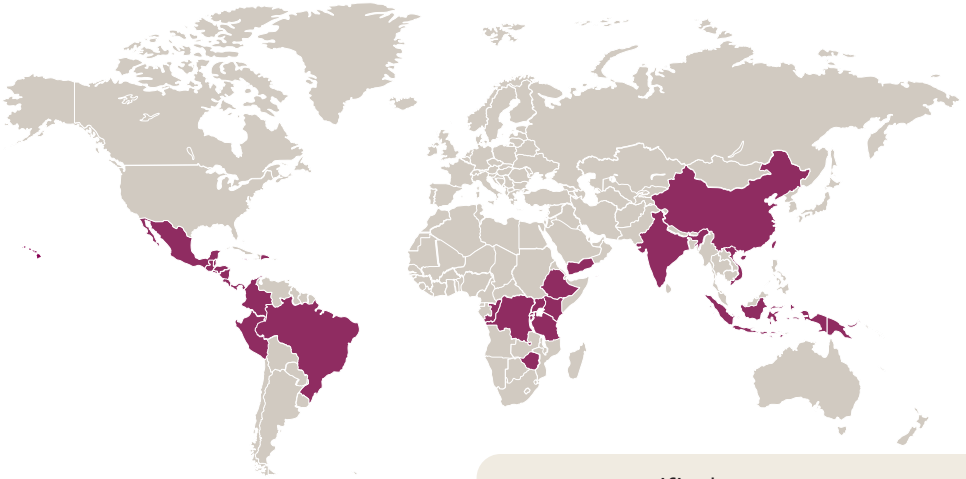
### Northlake, TX

- Whole Bean Coffee
- Ground Coffee
- Coffee Pods
- TreeHouse's new Coffee Center of Excellence

**NEW!**



# We source coffee from around the globe, ensuring stable, year-round supply of diverse flavor profiles

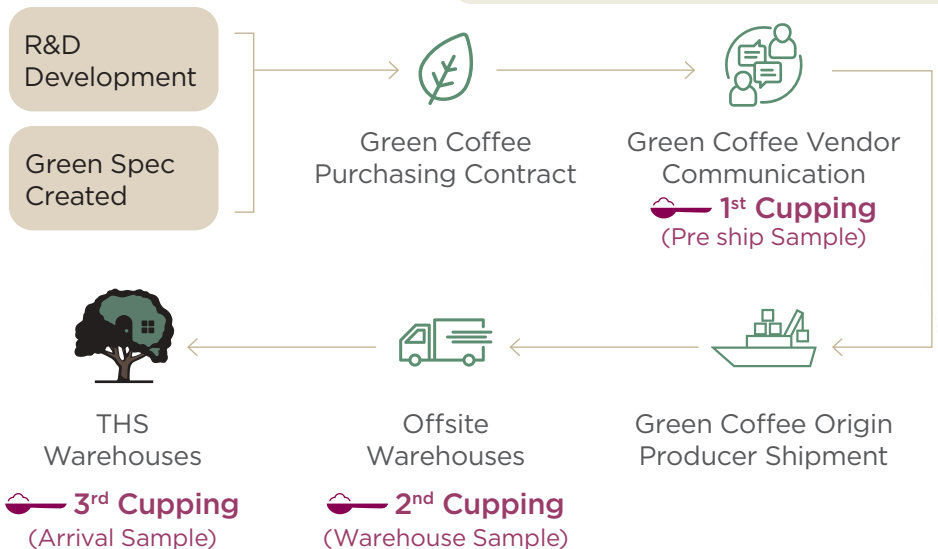


Beans cupped & tasted  
**3X**  
to ensure quality  
maintained in supply chain

**9** certified Q-Graders

**22** # of specialty tests required for certification.

**36** Official scents in coffee



# TreeHouse Formula Management and Customer Partnership

- ✓ Proven application of coffee origin & quality knowledge paired with roasting & grinding technologies to influence coffee flavor profiles
- ✓ 3 Pilot Plants & Labs: Northlake, Downers Grove, Manawa. Enables small batch testing & tasting
- ✓ Coffee formula development to ensure customers' value propositions are consistently met



**Treehouse will be able to meet any quality profile desired at customer-driven cost ranges**



**NOW**

Able to meet all current Coffee ESG designations, partnering in sustainable green coffee initiative in Columbia



**52%**

Of adults say it is worth paying more for sustainably-sourced coffee<sup>1</sup>

(1) Mintel - US Coffee 2023

# TreeHouse Capabilities

## Coffee Packs/Sizes



**Urn:**  
6-16 oz



**Fractional Pack:**  
1.25-3.25 oz



**Bulk Package:**  
2-20lbs



**Retail Bag:**  
10-32 oz



**Pods:**  
10-120 ct



**Supersack:**  
800lbs

## Treehouse Sample Offerings by Type

### Roasts

Dark  
Medium  
Light  
French Roast

### Flavors

Donut  
Mocha  
Hazelnut Cream  
Vanilla Hazelnut  
Regular  
French Vanilla

### Single Origin

Colombia  
Guatemala  
Costa Rica  
Sumatra  
Brazil  
Ethiopia

### Seasonal

Peppermint Mocha  
Pumpkin Spice  
Irish  
Dessert/Iced

