

Splenda

JAVA HOUSE

SlimFast



WRANGLER ENERGY



Heartland

FOOD PRODUCTS GROUP

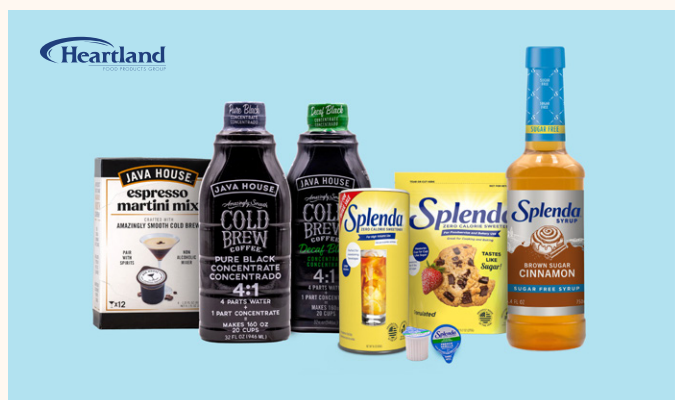
A CORE TRAFFIC DRIVER

FOR EVERY OPERATOR

Beverages play a critical role in driving both traffic and margin across foodservice segments. From morning coffee to afternoon refreshment and specialty drinks, they deliver high profit per transaction, **typically generating 65–75% margins**, while creating opportunities for customization, upsell, and brand loyalty.

Customization is at the heart of today's beverage experience. Flavor add-ons, sweetener choices, and personalized options enhance guest satisfaction while increasing check averages and perceived value.

As demand grows for more choice, flavor, and better-for-you options, operators need beverage solutions that are flexible, reliable, and easy to execute—without adding operational complexity.



ONE PARTNER. MULTIPLE BEVERAGE APPLICATIONS.

Managing a successful beverage program shouldn't require juggling multiple suppliers. Heartland Food Products Group (FPG) brings together sweeteners, creamers, syrups, coffee, cold brew, and functional beverages into one cohesive portfolio.

This integrated approach helps operators simplify purchasing, streamline operations, and deliver consistent beverage quality across every daypart and service model.

REDUCING YOUR SWEETENER SKUs SAVES YOU MONEY.

Sourcing all your needs from America's leading brand in sweeteners helps you reduce your food costs, and reduces tabletop clutter, storage, and labor.

With Splenda sweeteners, you will continue to please your guests while simplifying your operations and saving money.



SPLENDA® SWEETENERS

**THE #1 REQUESTED
SWEETENER BRAND
AT RESTAURANTS
AND COFFEE SHOPS**

The Splenda® brand gives operators the confidence of America's most recognized and loved **zero calorie sweetener** available in formats designed for real-world foodservice needs. From packets and sticks for tabletop and self-serve stations to granular and pouch formats for back-of-house beverage preparation, Splenda offers solutions that meet guest expectations while maintaining speed and consistency in service. With options including sucralose, stevia, and sugar blends, operators can offer choice without clutter.

Brand Power Consumer Study, 2025



SWEETENER CHOICE MADE SIMPLE

Today's guests expect options when it comes to sweetening beverages. By offering Splenda sweeteners, you can accommodate a wide range of taste preferences and lifestyle choices without adding complexity to operations.

SPLENDA® ORIGINAL

Splenda Original is the perfect zero-calorie sugar alternative for sweetening all beverages. Sucralose is widely recognized for its clean, sugar-like taste and reliable performance across hot and cold beverages. It dissolves easily, delivers consistent sweetness, and maintains flavor stability in coffee, tea, and specialty drinks. As a zero-calorie sweetener with long-standing consumer familiarity, sucralose remains a preferred choice for guests seeking sweetness without sugar.

SPLENDA® STEVIA

Splenda Stevia offers the only U.S. grown, plant-based, all natural sweetening option that appeals to guests looking for alternatives to traditional sugar. Heartland owns its own Stevia farm where our plants are pollinated by bees and sweetened by Florida sunshine, offering better taste. Thus, Splenda® Stevia delivers balanced sweetness, ideal for a variety of beverage applications.

BULK/GRANULATED SWEETENERS

Splenda bulk sweetener pouch for bubblers are specifically designed for high volume production of no-sugar beverages such as iced tea, lemonades, or coffees in urns or other dispensers. Bulk sweeteners are available in Splenda and Stevia formulas.



MEETING MODERN GUEST EXPECTATIONS WITH SPLENDA®

Today's guests increasingly expect reduced-sugar and zero-calorie options as part of the beverage experience. Splenda® helps operators meet those expectations without sacrificing taste or familiarity. By offering trusted sweetener options across multiple formats, operators can support personal preference, dietary needs, and wellness goals, all while keeping beverage execution simple for staff.



SPLENDA® CREAMERS

CONSISTENCY IN EVERY CUP

Creamers remain an essential component of any beverage station, and Splenda delivers formats designed for speed, portion control, and guest satisfaction. Classic flavors in portion-controlled cups reduce waste, support cost control, and ensure consistent taste across every cup served. Whether in self-serve, office, healthcare, or attended environments, these creamers keep beverage service running smoothly.



SPLENDA® BEVERAGE SYRUPS – FLAVOR WITHOUT SUGAR

Splenda® Sugar-Free Syrups allow operators to expand flavor offerings while maintaining better-for-you positioning. Popular café flavors like french vanilla, salted caramel, hazelnut, and brown sugar cinnamon make it easy to create specialty drinks, seasonal offerings, and premium upgrades without adding sugar or unnecessary complexity. These syrups help operators drive beverage excitement, differentiation, and incremental sales with minimal operational lift.



JAVA HOUSE® AUTHENTIC COLD BREW

PREMIUM MADE SIMPLE

Java House® brings authentic cold brew coffee to foodservice without the traditional time, labor, or equipment required to brew in house. **Authentically brewed in small batches for premium barista-quality results, it delivers a smooth profile with no acidity or bitterness that can be integrated into both hot or cold applications.** Java House cold brew solutions are available in ready-to-drink bottles, concentrates, Bag-in-Box (BIBs), cans, and peel-and-pour formats, allowing operators to serve high-quality cold brew quickly and confidently, with no steeping, straining, or guesswork required.



LEADING THE WAY IN THE FASTEST GROWING COFFEE FORMAT - COLD BREW

According to Datassential, **menuing of cold brew coffee is projected to grow by 33% in the next four years.**

Highly profitable, cold brew also requires less labor and waste compared to hot brewed coffee and is in demand across dayparts, not just in the morning.

Compared to other food and beverages, cold brew is also loved by all key customer demographics and regions of the country.

LOVE OR LIKE COLDBREW?

Total US 69

GENDER

Female 71
Male 66

GENERATION

Gen Z 81
Millennials 79
Gen X 67
Boomers 55

ETHNICITY

White 68
Black 64
Hispanic 74
Asian 75

REGION

West 71
Midwest 67
South 68
Northeast 72

PEEL & POUR PODS.

THEY JUST MAKE SENSE.

No brewing. No grinding. No filters. Zero waste. No bulky coffee equipment or supplies taking up valuable space. That is why more operators are turning to Peel & Pour Pods from Heartland.

Peel & Pours make sense for off-peak dayparts when a handful of orders for decaf or regular coffees or teas and other beverages require time-wasting, money-wasting brewing that stresses staff and customers and steals profit from you. Peel & Pour Pods lets staff quickly brew a fresh cup one order at a time.

For Lodging, Heartland Peel & Pour Pods offers an elevated in-room guest experience while eliminating unsanitary brewers. This premium positioning opens the door to new teas, coffees, hot chocolate, and even energy or hydration beverages.

Peel & Pour Pods end a century of waste, training, and lost profit by throwing away unused coffee and teas. Peel & Pour Pods herald a new era of precision, premium quality, and profitability for the away from home industry.

ICED COFFEE VS. JAVA HOUSE® COLD BREW. YOU BE THE JUDGE

ICED COFFEE		JAVA HOUSE® COLD BREW CONCENTRATE OR PEEL & POUR PODS	
WHAT IS IT?	Hot brewed coffee that is cooled and served over ice.	WHAT IS IT?	Course ground coffee steeped in cold water for over 12 hours.
FLAVOR?	More acidic, can taste bitter. Degrades faster.	FLAVOR?	Smoother, no acidity or bitterness. Fuller bodied. Naturally sweeter.
OPERATIONS?	Requires brewing equipment, batch forecasting, waste.	OPERATIONS?	No equipment (concentrate). Small footprint pod brew.
GUEST PERCEPTION	Basic coffee on ice.	GUEST PERCEPTION	High quality. Crafted.
PROJECTED MENU GROWTH	+7% By 2029 ¹	PROJECTED MENU GROWTH	+33% By 2029 ¹

¹Datassential, 2026

TAP INTO TOP TREND-FORWARD BEVERAGES, THE EASY WAY.

JAVA HOUSE® ESPRESSO MARTINI MIX CONCENTRATES

Espresso Martinis are the fastest growing cocktail in the away from home industry. Up 246% on bar menus since 2022¹, Java House® lets you tap into the espresso cocktail opportunity without costly equipment, frequent maintenance, and the time needed to brew espresso at a busy bar.

Java House Espresso Martini and Espresso Cocktail Concentrates make it as easy as pour, mix and serve. Perfect for coffee-based cocktails and mocktails, making it easier than ever to expand your menu and drive incremental profits.



THE NEXT GENERATION ENERGY DRINK. SAY HELLO TO WRANGLER™ ENERGY.

Wrangler Energy™ helps you tap into the continued growth in energy drinks away from home. Available in Bag-In-Box for bar guns, skinny cans for grab and go, or peel and pour pods for single serve.

Energy drinks continue their meteoric rise in both cocktails and mocktails. Up 13%¹ in the past year and projected to grow another 32% by 2029¹, Wrangler Energy is the next generation of energy drinks to boost your sales.

¹Brand Power Consumer Study, 2025

UNLOCK INCREMENTAL REVENUE

Heartland provides a broad range of beverage solutions that help operators expand variety, save space, reduce waste and drive profit.

**Learn more about these and other
breakthrough products from Heartland
at HeartlandAwayFromHome.com**

JAVA HOUSE® COFFEE AND ESPRESSO MARTINI MIX

Concentrates, Peel & Pour Pods



PROMISE® TEAS

Real Brewed Tea Pods



TED'S FAMOUS® TEA

Green Tea Peel & Pour Pods



WRANGLER ENERGY™

Energy Peel & Pour Pods, Cans, and BIB



LONE TREE® COFFEE

Bag-in-box (BIB), Peel & Pour Pods



LIQUID SCIENCE™

Hydration Peel & Pour Pods, Cans, and BIB with Electrolytes and Vitamins



CHOCKY'S™ HOT CHOCOLATE

Hot Chocolate Pods
Made with Real Milk



SlimFast®

SlimFast® Protein Shakes offer a convenient, Ready-To-Drink way to support weight management and everyday nutrition goals. Designed to fit busy lifestyles, each delicious shake offers a balanced blend of protein, fiber, vitamins, and minerals to help curb hunger, maintain energy, and support muscle health throughout the day.

Available in formulas ranging from 10 grams to 30 grams of protein, each with 5 grams of fiber, these shakes meet the demand of GLP-1 users and should be of particular interest to:

- Travel & Leisure
- Healthcare & Senior Living
- Retailers



Liquid Science®

The latest innovation from Heartland Food Products Group, Liquid Science® is an electrolyte-based beverage pod providing next-level convenience for consumers seeking added hydration. These single-serve pods or cans enable a quick option for busy, performance-focused consumers and should be of particular interest to:

- Fitness Centers
- Professional & College Training Facilities
- Retailers

Ask us about our Bag-In-Box Liquid Science option for fountain and other dispensing options.



Heartland's Away From Home Portfolio

Heartland is here with beverage solutions important in meeting the demand of today's consumers in foodservice. Ask us for specific solutions for the following segments:



QSR



FSR



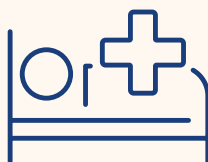
BUSINESS/INDUSTRY



CONVENIENCE RETAIL



TRAVEL & LEISURE



HEALTHCARE



FITNESS

DOT Item #	GTIN/14 Digit Case UPC	Heartland Item #	Product Description	Units Per Case
SPLENDA® SUCRALOSE				
581166	00722776224137	SP60242000	Splenda® 2,000ct Packets, 1 gram	2000ct
581161	00722776224014	SP82240101	Splenda® 2,000ct Sticks, 1 gram	2000ct
581231	00722776224717	SP82247100	Splenda® 9.7oz Granular	8 / 9.7oz
581219	00722776224410	SP82244100	Splenda® 16oz Canister	12 / 16oz
581224	00722776224533	SP82245300	Splenda® 16oz Pouch	12 / 16oz
581223	00722776224526	SP82245200	Splenda® 6.6oz Pouch	12 / 6.6oz
581229	00722776224588	SP82245800	Splenda® 3.25oz Pouch	24 / 3.25oz
581165	00722776224120	SP82241200	Splenda® 400ct Packets, 1 gram	4 / 400ct
581164	00722776224113	SP82241100	Splenda® 12 / 100ct Packets, 1 gram	12 / 100ct
SPLENDA® STEVIA				
781739	00722776006153	SP82001010	Splenda® Stevia 1,000ct, 1 gram	1,000ct
SPLENDA® BEVERAGE SYRUPS				
770230	107-2277600583-2	SR470H110	Splenda® Vanilla Sugar-Free Syrup	6 / 750ml
770232	107-2277600584-9	SR470H440	Splenda® Salted Caramel Sugar-Free Syrup	6 / 750ml
797177	107-2277600696-9	FGS0100400	Splenda® Brown Sugar Cinnamon Sugar-Free Syrup	6 / 750ml
796985	107-2277600695-2	FGS0100300	Splenda® Hazelnut Sugar-Free Syrup	6 / 750ml
SPLENDA® CREAMERS				
759966	00722776003701	SP10530180	Splenda® French Vanilla Coffee Creamer Cups 180ct	180ct
TBD	00722776005941	SP10530190	Splenda® Sweet Cream Coffee Creamer Cups 180ct	180ct
718479	10722776002497	SP10780320	Splenda® French Vanilla Coffee Creamer- 32oz	6 / 32oz
718480	10722776002510	SP10790320	Splenda® Hazelnut Coffee Creamer- 32oz	6 / 32oz
718481	10722776002879	SP10810320	Splenda® Sweet Cream Coffee Creamer- 32oz	6 / 32oz
761932	20722776005419	SP20252550	Splenda® French Vanilla Coffee Creamer, 8oz, 12 per case	12 / 8oz
761933	20722776005426	SP20252570	Splenda® Sweet Cream Coffee Creamer, 8oz, 12 per case	12 / 8oz
791342	20722776005433	SP20252560	Splenda® Hazelnut Coffee Creamer, 8oz, 12 per case	12 / 8oz
JAVA HOUSE® AUTHENTIC COLD BREWS RTD				
731822	20813314017299	F0909310	Java House® Authentic Cold Brew Colombian Black BIB 1 gallon	2 / 1 gal
731823	20813314017404	FCR09310	Java House® Authentic Cold Brew Espresso Roast BIB 1 gallon	2 / 1 gal
752453	10813314017858	FA10E080	Java House® Authentic Cold Brew Flavored Milk Vanilla Latte 8oz bottle RTD	24 / 8oz
752451	10813314017810	FC109080	Java House® Authentic Cold Brew Colombian Black 8oz bottle RTD Smart Snack Compliant	24 / 8oz
774726	10813314018046	FA10L040	Java House® Authentic Cold Brew Salted Caramel Latte 8oz bottle RTD	12 / 8oz
JAVA HOUSE® AUTHENTIC COLD BREW CONCENTRATE AND PODS				
668948	10813314016073	FC309322	Java House® Authentic Cold Brew Colombian Black 4:1 Concentrate 32oz Smart Snack Compliant	6 / 32oz
776133	10813314018091	FC309200	Java House® Authentic Cold Brew Colombian Black Decaf 4:1 Concentrate 32oz Smart Snack Compliant	6 / 32oz
682933	10813314016738	FC309361	Java House® Authentic Cold Brew Colombian Black Pods - 6ct	6 / 6ct
682936	10813314016776	FC809361	Java House® Authentic Cold Brew Sumatran Pods - 6ct	6 / 6ct
682937	10813314016790	FCC09360	Java House® Authentic Cold Brew Colombian Black Decaf Pods - 6ct	6 / 6ct
797610	10813314018244	FC900L30	Java House® Peel & Pour Salted Caramel Latte Pods, 64.8oz, 4 Per Case	12 / 4ct
797611	10813314016721	FC309352	Java House® Peel & Pour Colombian Pods, 1.35oz, 4 Per Case	12 / 4ct
797607	10813314018282	FC900E10	Java House® Wrangler Energy Pods, 16.2oz, 4 Per Case	12 / 4ct
797595	10813314018305	FC900HCO	Java House® Chocky's Hot Chocolate Pods, 16.2oz, 4 Per Case	12 / 4ct
797608	10813314018275	FC900T70	Java House® Ted's Tea White Peach Pods, 16.2oz, 4 Per Case	12 / 4ct
797606	10813314018299	FC900E30	Java House® Liquid Science Arctic Freeze Hydration Pods - 4/12ct, 16.2oz, 4 Per Case	12 / 4ct
797609	10813314018268	FC900T60	Promise® Hibiscus Lightly Sweet Tea, 16.2oz, 4 Per Case	12 / 4ct
806964	10813314018251	FC900T30	Promise® Mango Black Tea, 16.2oz, 4 per case	12 / 4ct
JAVA HOUSE® AUTHENTIC COLD BREW ESPRESSO MARTINI MIX AND PODS				
781215	10813314018206	FC309210	Java House® Espresso Cocktail Mix	6 / 32oz
776645	10813314018176	FC909300	Java House® Cold Brew Espresso Martini Mix Pods	6 / 6ct
LONE TREE® COFFEE AND PODS				
793102	10813314018473	F090LT10	Lone Tree® Daily Delight 20:1 BIB, 0.5 gallon	2/ 0.5gal
793101	10813314018480	F090LT20	Lone Tree® Decaf Daily Delight 20:1 BIB, 0.5 gallon	2/ 0.5gal
797740	10813314018213	FC900H10	Lone Tree® Daily Delight Coffee Pods, 16.2oz, 4 Per Case	12 / 4ct

Contact your Heartland Food Product Group Sales Representative to order these exceptional products. Visit our website at HeartlandAwayFromHome.com