



WINTER 2021

Happy New Year

2021

100% Pure Awesome Juice

Totally Juice. *Farm & Orchard.*



New website launch in early 2021!

New Year. New Look!

We are very excited to share that we've teamed up with a talented web-design team to renovate our website! Be on the look-out this January for a more engaging digital experience with <http://suncupjuice.com/>.

You asked. We listened.

We enjoy hearing our customers' questions and feedback. We often receive inquiries regarding handling instructions, especially for our frozen cups and cartons. Food safety is a top concern for us, and we wanted to make it easier to access this important information. Therefore, we will feature our handling guide on our improved website so we can answer yours and your customers' questions in real time. Please see below for reminders about product handling.

Kid-Friendly Solutions

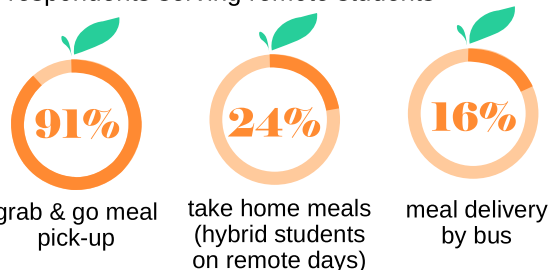
½ cup or ¾ cup serving of fruit/veggies

As COVID-19 cases continue to rise, many schools are limiting or suspending in-person instruction until further notice. According to a School Nutrition Association (SNA) survey done in regard to the virus's impact on school meal programs, 91% of respondents provide grab and go meals for pick-up.¹ With a **12-month shelf life and minimized touch-points**, SunCup™ shelf-stable juice boxes are the perfect addition to a pre-packaged meal to-go or for meal delivery.

One 4.23 oz. serving provides ½ cup of fruit/veggies, and one 6.75 oz. serving provides ¾ cup of fruit/veggies.

September 2020 SNA Survey Results:

Top 3 school meal programs utilized by respondents serving remote students



Storage & Handling Fast Facts

Frozen Cups & Cartons

- ✓ 12-month shelf life (from julian calendar date of production) when stored at 0°F
- ✓ Thaw before serving, and once thawed, keep refrigerated at or below 40°F
- ✓ Use within 10 days of thawing

Refrigerated Date-Coded Cups & Cartons

- ✓ Store at 40°F or colder
- ✓ Use by date shown for the best flavor

Shelf-Stable Juice Boxes

- ✓ 12-month shelf life from production date
- ✓ Use by date shown for the best flavor

Combatting Menu Fatigue with New Shelf-Stable Options

School lunch programs will remain in alternative formats as we approach the second semester of the school year. We're here to help ensure your students don't become unsatisfied due to limited offerings. We offer a large variety of nutritious flavors including: **Apple, Grape, Fruit Punch, Cranberry Raspberry, Orange Tangerine, Very Berry, Strawberry Kiwi, Sun Splash, Paradise Punch, and Mango Splash**

Request a sample: sarahi@suncupjuice.com

¹ <https://schoolnutrition.org/news-publications/press-releases/2020/sna-survey-finds-school-meal-programs-financial-losses-mount/>