



## beverage, coffee + dessert inspirations for chain restaurants

smartDISPENSE from EFCO uses pouches with our unique gasket fitment to create a near airtight connection with an array of vessels and pumps from Server Products. Together, the combination of ingredients and vessel are boundless and ideal for beverages, coffee and desserts.

001//  
May 2014

**smartDISPENSE™**  
an EFCO brand innovation



“

**smartDISPENSE IS  
AN EFCO BRAND  
INNOVATION THAT CAN  
MAKE A DRAMATIC  
AND NOTICEABLE  
DIFFERENCE**

This exclusive EFCO offering gives chain restaurants a new way to think about storing and dispensing syrups + bases for beverages, coffees and desserts.

”

**- STEVEN L. EFFRON**  
PRESIDENT + CEO, EFCO PRODUCTS, INC.



## IN THIS EXECUTIVE SUMMARY, QUICKLY LEARN THE SIX POSITIVE HIGHLIGHTS OF EFCO'S smartDISPENSE BRAND

BY COMPARISON TO OTHER TRADITIONAL FORMS OF PACKAGING FOR BEVERAGE SYRUPS + BASES, EFCO'S smartDISPENSE IS A CLEAR CHOICE FOR RESTAURANT OPERATORS TO MAKE AN IMMEDIATE BUSINESS IMPACT. HERE'S WHY...

### 001//NEARLY 100% PRODUCT EVACUATION

More product gets out of the package resulting in a direct bottom line increase.

### 002//SIGNIFICANTLY REDUCED PACKAGING WASTE

An ideal way to go green(er) and reduce the amount of waste.

### 003//LEAST EXPENSIVE PACKAGING

Ounce for ounce, there is no better way to package bases and syrups.

### 004//NO MESS

This is the cleanest way to use and replenish ingredients.

### 005//VARIETY OF VESSELS

Server Products is the leader and can customize vessels and pumps to your specific applications.

### 006//HIGHEST QUALITY INGREDIENTS

The finest quality syrups + bases for a variety of applications including beverage, coffee and dessert.

**NOW YOU KNOW THE SHORT OF IT.  
CONTINUE READING FOR AN IN-DEPTH EXPLORATION AND  
DISCOVER WHY smartDISPENSE IS THE BIGGEST INNOVATION  
IN BEVERAGES SINCE THE STRAW//**



## LET'S CREATE AN AIRTIGHT RELATIONSHIP

At EFCO, we well-know that chain restaurants are looking to increase appeal with patrons by offering trendy and exciting menu inspirations. EFCO also knows how important it is to add menu versatility for all day parts – breakfast, lunch and dinner. And one of the ways to increase per check averages is to tantalize patrons with beverages, desserts, appetizers and side dishes.

smartDISPENSE is an EFCO brand innovation that can make a dramatic and noticeable difference to your bottom line. This exclusive EFCO offering gives chain restaurants a new way to think about storing and dispensing syrups + bases for beverages, coffees and desserts.

SmartDISPENSE from EFCO uses pouches with our unique gasket fitment to create a near airtight connection with an array of vessels and pumps from Server Products. Together, the combination of ingredients and vessel are boundless and ideal for beverages, coffees and desserts.

## GET THE MOST OUT OF EVERY POUCH, LITERALLY.

By far the greatest bottom line impact that comes from using smartDISPENSE by EFCO is its ability to evacuate nearly 100% of the product, with almost zero waste. This is made possible by the nearly airtight seal that forms between the pump and the gasket fitment. As the product is evacuated, the pouch compacts itself, making sure every last drop is used, not wasted in the trash. Considering the rapid use and multiple locations, those ounces add up to big money for many restaurant chains. Money that hits the bottom line instantly. With smartDISPENSE from EFCO, you literally get the most out of every pouch.



## A MATERIAL ADVANTAGE THAT GOES GREEN

If product evacuation is the greatest bottom line impact, then reducing packaging waste is a close second. The pouches used in the smartDISPENSE brand physically use less plastic than other packaging methods. That's a green impact for everyone – patrons and chain restaurants alike. But that's just the beginning. The most impactful business benefit is that the pouch uses so little plastic, evacuates so much product, that when it is time to toss it out, it crumples up to be over 90% more compact than current packaging jugs. Think about it this way – for the space of one, one-half-gallon plastic jug, you can toss 16 pouches. That's green for the environment and green in your pocket.

## LET'S TALK ABOUT THE PACKAGING

Pouches, even with our unique gasket fitment are simply the most economical form of packaging available. The pouch uses physically less material than other packaging options, which provides a cost savings to you. And the pouch is also exceptionally convenient for packing efficiently into cartons for shipping to restaurant operators. Ounce for ounce, it is the most cost effective packaging for beverage syrups + bases. With large operations, the pennies add up to serious bottom line gains.

## NO MESS. NO FUSS.

EFCO's unique pouch with gasket fitment is one of the cleanest ways to use and replenish product. smartDISPENSE has a pump with a tip that spears the gasket on the pouch. No mess. No fuss. The clean entry into the gasket doesn't spill or leak product. And when it is time to refill the vessel, you simply throw the bag out with near-zero clean up. It keeps your employees focused on their important routines, not washing up with a rag-in-hand.



## GET PUMPED.

smartDISPENSE from EFCO uses pouches with our unique gasket fitment to connect with an array of pumps and vessels from Server Products. The combinations of ingredient product and vessels or pumps are boundless and ideal for beverages, coffees and desserts. Vessels can come in a multitude of styles that can work behind the counter or in highly visible self-serve. With a range that fits every restaurant chain's operation, you will find single vessel dispensers to multi-vessel with racks. There's always the ability to customize the vessels with your restaurant's brand image or distinct product offering.

## BOUNDLESS INSPIRATIONS.

We've been discussing the many physical attributes of smartDISPENSE. Its ability to evacuate nearly its entire product, packaging that costs less, less waste and impact on the environment and it is even cleaner to use. That is all very important to achieving bottom line impact. But, what's inside the pouch is equally important.

That's where EFCO's 50+ years of expertise comes to bear. We offer a wide range of the highest quality ingredients. Some that are imagined and others that are yet to be imagined. You can always count on our collaborative approach to formulate custom products. Our expert R&D team, manufacturing know how and consumer insights come together to help create distinct and patron-appealing products for your restaurant.

It could be syrups for ice cream such as chocolate or strawberry sauce. Maybe it is caramel or butterscotch that can be used to flavor coffees. Take a staple item like iced tea and turn it into a fruit-flavor explosion by adding a strawberry, peach or other fruit base. While smartDISPENSE gives you notable business impact, what's in the pouch creates increased patronage and excitement among your customers.

**Let's continue the discussion about smartDISPENSE and find out how you could put EFCO to work to help you revolutionize your beverage, coffee and dessert offerings.**



**EFCO'S POUCH  
FEATURES A  
UNIQUE GASKET  
FITMENT ALLOWING  
THE DISPENSER  
TO EASILY PIERCE  
THE POUCH FOR A  
NEARLY AIRTIGHT  
CONNECTION FOR  
100% EVACUATION.**

**001//**

beverage, coffee + dessert  
inspirations for chain restaurants

**Efco Products, Inc.**

**7**

LET'S CREATE SOMETHING IRRESISTIBLE



**001//**  
**knowledge** *May 2014*  
**BITES**

an on-going series of insights about food and beverage innovations from EFCO providing chain restaurants with inspiration to increase efficiencies, patron appeal and reduce waste to otherwise become more competitive

**EFCO Products, Inc.**  
130 Smith Street | Poughkeepsie, NY 12601

**CALL** 800.284.3326

**VISIT** [efcoproducts.com](http://efcoproducts.com)

**EMAIL** [ideas@efcoproducts.com](mailto:ideas@efcoproducts.com)

MADE IN THE  USA

LET'S CREATE SOMETHING **IRRESISTIBLE**

