

Removing the Sip Through Lid

Single Serve

La COLOMBE

Current

The sip through lid on our Draft Latte products is to agitate and aerate the liquid as it is consumed.



Oct 4

Starting production Oct 4, the sip through lid is removed on our single serve products.



What: Removing the plastic sip through lid. There is **NO UPC change**.

Which product lines? Dairy Draft Lattes and Oatmilk Draft Lattes

Why: Investment in our production process has increased the amount of texture in our Draft Lattes and the aeration benefit of the sip through lid is no longer necessary.

When: Lidless production planned for **10/4**

What about Seasonal flavors and 4 packs? Pumpkin and Peppermint Mocha seasonal flavors will have the sip through lid this year, as well as 4 packs while we deplete the overwraps we have on hand depicting the lid. **4 packs** will likely depict the lip guard until **early December**.

How will this change be communicated? Through an online info campaign to end users as well as messaging on our pallets informing store level team members of the change.