

DISCUSSION REPORT # 1

ON THE ROLE AND IMPORTANCE OF SANKA® BRAND
DECAFFEINATED COFFEE IN THE HEALTH CARE INDUSTRY.

**In patient care,
there are no
small comforts.**

The comforts of home.

Being hospitalized is a traumatic experience, so every comfort helps.

What may be insignificant in everyday life can suddenly become very important.

Especially when it comes to food. It's comforting to be served products with brand names that bring a *touch of home*.

SANKA® Brand Decaffeinated Coffee is a good example. It's the third best-selling coffee in America, enjoyed by over 18 million people in over 12 million homes!¹

And when your patients return home, some may have to continue the same diet as the hospital's which so often includes SANKA® Brand.

The individual SANKA® Brand serving envelope is comforting, too. It assures your patients that they're receiving the personalized treatment that's so important.



