



SPRING 2021

# SPRING FORWARD

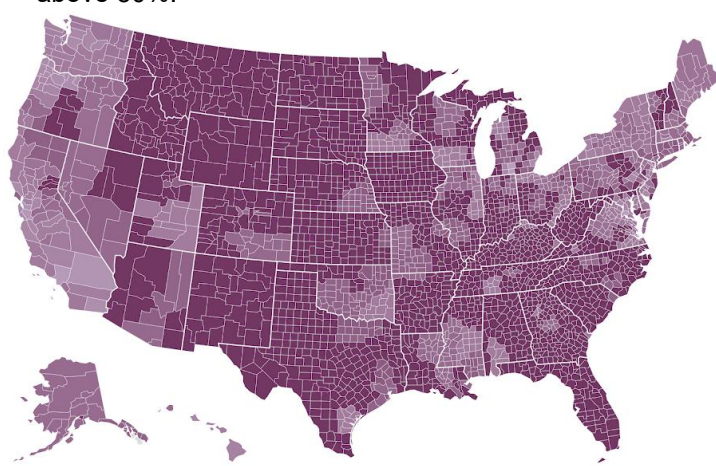


## Did You Know?

The **School Nutrition Association** has partnered with **Burbio** to provide insights into the 2021/2022 school year. Their weekly updates provide a snapshot to measure current school openings. As of mid-April, their data shows a 4.1% increase in the percentage of K-12 students attending traditional school, as both virtual and hybrid numbers continued to drop. The percentage of K-5 students in virtual dropped below 10% and the percent of high school students attending traditional schools went above 50%.



**Farm & Orchard™** shelf-stable 100% juice offers great tasting options to add vegetables to your menu. Try our **Paradise Punch** or **Mango Splash** 100% Vegetable & Fruit juice blends or **Sun Splash** 100% "red/orange" vegetable juice!



USE YOUR MOBILE PHONE OR TABLET CAMERA TO SCAN FOR PRODUCT SPEC SHEETS



**SunCup™** offers great menu options for your **Summer Food Service Programs (SFSP)**. Did you know SFSP provides over 145 million meals and snacks during the summer? Learn more here: [USDA FNS SFSP](#)

[Click here to request sample](#)



**FUN FRUIT FACT:** Strawberries are a member of the rose family and are the only fruit that wear their seeds on the outside. Low in calories and high in Vitamin C, B6, fiber, folic acid, potassium and amino acids, strawberries are believed to help reduce heart disease and certain cancers.

**Have you tried our Strawberry Kiwi 100% Juice? Request a sample today!**



### SHIPPING AND FREIGHT UPDATE

Since 2017, freight rates have increased 8 - 30% nationwide with prospects for 2021-22 showing continued double digit increases.

E-commerce sales grew 40% in 2020, leading online suppliers to increase their demand for goods and services provided by over-the-road carriers.

The higher shipping costs have been sparked by a combination of factors, including soaring demand, too few trucks and fewer truckers.

Coupled with diesel fuel price increases, expect costs to remain firm.



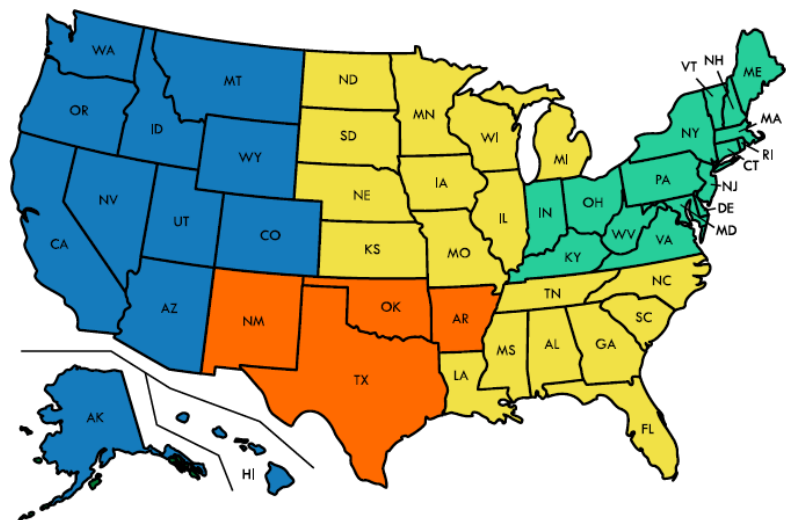
### BROKER UPDATE



SunCup is pleased to introduce our newest sales & marketing agency partner. Acosta Foodservice will represent SunCup in Colorado, Montana, Wyoming, and Hawaii.

We welcome Nanci Byrne in Colorado and Wyoming, Linda Brown-Roskelley in Wyoming and Montana and Douglas Owens in Hawaii, to our team. Acosta is a leading K-12 foodservice broker for their market and brings a wealth of knowledge and experience with them. **Welcome to the SunCup family!**

### Find your Regional Sales Manager



- Michael Steele** | (408)-421-0589 | [michaels@suncupjuice.com](mailto:michaels@suncupjuice.com)
- Christopher Smith** | (903)-603-6030 | [christophers@suncupjuice.com](mailto:christophers@suncupjuice.com)
- Chip Conner** | (404)-218-5424 | [chip@suncupjuice.com](mailto:chip@suncupjuice.com)
- Vinny Giacinto** | (914)-299-5514 | [vinnyg@suncupjuice.com](mailto:vinnyg@suncupjuice.com)

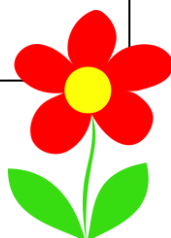
### Meet our Bid Coordinator



**Bobby Mirth**

We are excited to have Bobby join us as our new **Bid Coordinator**. A 2017 graduate of historic Moravian College, Bobby has a bachelor's degree in Business Management & Organizational Leadership. A native of Southeastern Pennsylvania, Bobby is an avid sports fan, golfer, and baseball coach, when not focused on bids.

We welcome Bobby to the team!



National Sales Director: **Ryan Molnar** | (909)-280-1767 | [ryanm@suncupjuice.com](mailto:ryanm@suncupjuice.com)

Bid Coordinator: **Bobby Mirth** | (610) 417-7264 | [rmirth@suncupjuice.com](mailto:rmirth@suncupjuice.com)