

PRESS RELEASE

CONTACT: CARRIE LIVINGSTON,
Director of Media Relations, ColinKurtis
Email: carrie@colinkurtis.com
Phone: 815-519-8302



COOMBS FAMILY FARMS HIGHLIGHTS THE BENEFITS OF 100% PURE MAPLE SYRUP AT NATURAL PRODUCTS EXPO WEST

Anaheim, CA, March 8-11, 2023 – Coombs Family Farms, a division of Bascom Maple Farms — the trusted source and supplier of 100% pure and organic maple syrup and maple sugar — is exhibiting at the 2023 Natural Products Expo West (NPEW), on March 8-11 in Anaheim, California. Visitors to NPEW booth #2021 can learn more about Coombs Family Farms' high-quality maple products offering great taste along with many nutritional and functional benefits today's consumers are seeking.

“Our team is excited to meet with Natural Products Expo West attendees and share a taste of our natural, organic and clean label sweetening and flavor solutions,” said Arnold Coombs, Executive Director of Sales and Marketing, Bascom Maple Farms and Coombs Family Farms. “Many people are familiar with the great taste of maple, but not all are aware of its various benefits. Maple is one of the least processed sweeteners available and is high in antioxidants and full of nutritious minerals. It is also a sustainable sweetening and flavor solution, as we maintain environmentally-friendly, socially responsible and sustainable maple sugaring practices at our farms. We look forward to sharing how our maple syrup and sugars can provide natural and sustainable sweetness and flavor to various food and beverage applications.”

According to Mintel's *U.S. 2022 Sugars and Alternative Sweeteners* report, the sugar and sweetener market is forecasted to reach \$5,288.2M by 2027. While consumers continue to be conscious of their sugar intake, they regularly gravitate toward familiar sweeteners to meet their needs. The familiarity of maple has helped to drive its popularity, with 28% of consumers reporting using maple syrup in the last month.

Attendees who visit NPEW booth #2021 can learn more about Coombs Family Farms' high-quality maple syrup and maple sugar products, always made with 100% pure maple syrup from New England and Canada. Offering both pure and organic options, these naturally clean label, sustainable sweetening and flavor solutions have consistent flavor profiles and offer many labeling benefits consumers find appealing, including:

- **Natural**
- **Organic**

- **Sustainable**
- **Gluten-free**
- **Non-GMO**
- **Kosher**
- **Vegan**
- **Allergen free**

“At Coombs Family Farms, we are committed to producing high-quality maple and protecting our forests,” said Coombs. “For eight generations, our family has provided certified organically sourced 100% pure maple syrup to retailers and manufacturers and has believed in the goodness of nature. By choosing Coombs Family Farms products, not only do you choose flavor that keeps consumers coming back for more, but you also help to support a healthier and more sustainable society.”

Direct from their farm and facilities in New England, Bascom Maple Farms provides sweetening and flavor solutions that offer nutritional and functional benefits, unlike other sweeteners. For food and beverage manufacturers, it can be a challenge to dial in the perfect formulation that provides natural sweetening in a wider range of applications that consumers will love. That’s why the formulation experts at Bascom put their expertise to work, helping brands select the right grade of 100% pure maple syrup or maple sugar to deliver the perfect balance of natural function and flavor. Their formulation expertise can shorten the learning curve, helping brands quickly deliver high-quality products that meet a variety of claims including clean label, organic, and no added sugar added.

Available in all grades, with a variety of easy-to-use forms, sizes, and packaging — from glass bottles to drums and totes — Bascom Maple Farms and Coombs Family Farms brand have the right maple product to help get new products out of R&D and onto retailers’ shelves faster.

To learn more about Coombs Family Farms products and Bascom’s portfolio of natural and organic maple syrup solutions, please stop by NPEW booth #2021 or visit <https://www.maplesource.com>.

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About Bascom Maple Farms

Bascom Maple Farms is the trusted source and supplier of 100% pure maple syrup and maple sugar across the U.S and around the world. Established in New England in 1853, eight generation of the Bascom family have grown the farm beyond large maple groves to include commercial syrup production and packing facilities. This privately held, family-owned-and-operated business believes in the goodness of nature and offers customers unmatched maple farming expertise to help maximize all the goodness of high-quality, sustainably farmed maple syrup and sugar products at the consistency and capacity needed to serve food and beverage manufacturers, packers, distributors and retailers worldwide.