

RISE: FROM LID TO SHAPE TO SIZE, THERE IS A NEW LOOK FOR INSTANT COFFEE CRYSTALS. I'M RISE JILL MILLER.

THE NEW LOOK OF FOLGERS INSTANT COFFEE CRYSTALS MAKES IT EVEN EASIER TO ENJOY A FRESH AND FLAVORFUL CUP OF COFFEE. THE REDESIGNED PACKAGING BOASTS A COMFORTABLE ERGONOMIC SHAPE AND FLIP-TOP LID, WHILE MAINTAINING THE CLASSIC TASTE AND AROMA. IT'S THE SAME GREAT COFFEE IN A NEW PACKAGE DESIGNED WITH THE INSTANT COFFEE USER IN MIND.

MARIBETH BADERTSCHER, VICE PRESIDENT OF CORPORATE COMMUNICATIONS, THE J.M. SMUCKER COMPANY:

MB: FOLGERS INSTANT COFFEE CRYSTALS DELIVER A CONSISTENTLY RICH FLAVOR, TASTE AND AROMA IN EVERY CUP. NOW IT'S EVEN EASIER TO TAKE A COFFEE BREAK NO MATTER THE OCCASION. FOLGERS INSTANT COFFEE CRYSTALS MAKE IT EASY TO ENJOY A SIMPLE CUP OF DELICIOUS COFFEE ANYTIME OR WHIP UP AN INSTANT ICED LATTE IN JUST MINUTES.

RISE: HOW DO WE MAKE THOSE?

MB: COMBINE WATER, ICE CUBES, INSTANT COFFEE CRYSTALS, SWEETENED CONDENSED MILK AND CHOCOLATE SYRUP IN A BLENDER. PROCESS UNTIL SMOOTH AND ENJOY!

RISE: FOR MORE, VISIT FOLGERS DOT COM.