

## PRESS RELEASE

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



### **COOMBS FAMILY FARMS HEADS TO NATURAL PRODUCTS EXPO WEST SHOWCASING THE BENEFITS OF 100% PURE MAPLE SYRUP**

Anaheim, CA, March 9, 2022 - 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 2022 Natural Products Expo West (NPEW), on March 9-11 in Anaheim, California. Attendees are invited to visit Hall B Organics booth #2021 to learn more about the many nutritional and functional benefits that high-quality maple syrup offers consumers and to find out what makes Coombs Family Farms products a leading brand with consumers.

Natural Products Expo West is one of the world's largest natural, organic and healthy products trade shows, bringing together retailers, suppliers and industry professionals alike.

“Our team is excited to have the opportunity at Natural Products Expo West to reconnect with customers and friends we may not have seen for a while,” said Arnold Coombs, Executive Director of Sales and Marketing, Bascom Maple Farms and Coombs Family Farms. “We look forward to learning more about how we can support retailers and manufacturers looking for natural, organic and clean label sweetening and flavor solutions. Maple syrup enjoys a wholesome reputation with consumers. It is one of the least processed sweeteners and is a smart choice for consumers because it's chock full of antioxidants and minerals. Maple syrup and maple sugar are healthier, more sustainable options for everyone.”

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

- **Natural**
- **Organic**
- **Sustainable**
- **Gluten free**
- **Non-GMO**
- **Kosher**
- **Vegan**

- **Allergen free**

“Eight generations of our family have believed in the goodness of nature,” said Coombs. “That’s why we partner with our farmers to develop and maintain environmentally friendly, socially responsible, and sustainable maple sugaring practices that help us create high-quality maple syrup and sugar products — with the consistency you can count on.”

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 — to keep consumers coming back for more.

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 Hall B Organic 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 generations 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.