

## PRESS RELEASE

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



### ***BASCOM MAPLE FARMS' SWEET BENEFITS HELP FOOD MANUFACTURERS STAND OUT IN THE MARKETPLACE***

*Showcasing Suite of Clean Label, Organic and 100% Pure Maple Syrup and  
Maple Sugar Solutions at IFT Expo*

Chicago, IL, July 13, 2023 — Bascom Maple Farms, the trusted source and supplier of 100% pure and organic maple syrup and maple sugar, invites attendees to visit the Bascom booth #S2559 during the Institute of Food Technologists 2023 Annual Event and Expo (IFT FIRST), July 17-19, at McCormick Place in Chicago. Visitors to the booth can discover Bascom's portfolio of clean label and organic maple syrup solutions and learn more about maple's versatility, along with its many nutritional and functional benefits.

"Our team is excited to meet with attendees of IFT23 to discuss how our high-quality, sustainable maple syrup and maple sugars can help manufacturers differentiate their food and beverage products," said Arnold Coombs, Executive Director of Sales and Marketing, Bascom Maple Farms and Coombs Family Farms. "From savory appetizers and entrees to trendy cocktails and sweet desserts, our high-quality and sustainable 100% pure maple products provide a delectable sweetness with consistent flavor and a recognizable, clean, and sustainable label. Additionally, maple syrup provides essential minerals, antioxidants, and bioactive plant compounds unlike traditional sugars, to offer a more wholesome alternative that today's consumers demand."

Bascom Maple Farms provides clean label sweetening and flavor solutions can meet your exact specifications to help manufacturers drive consumer demand. Bascom Maple Farms' high-quality maple products offer many labeling benefits for a wide array of food and beverages that consumers find attractive, including:

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

- **Allergen free**

“At Bascom, generations ago we made sustainability a focus, a goal, and a commitment,” added Coombs. “Now for more than eight generations, the Bascom family has been acting as responsible stewards of the forest, leading sustainable maple sugaring practices that help us continue to create high-quality maple syrup and sugar products.”

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 solution to help get manufacturers’ new products out of R&D and onto retailers’ shelves faster. The formulation experts at Bascom can help brands quickly deliver high-quality products that meet a variety of claims including clean label, organic, sustainably sourced, and more.

To learn more about Bascom’s portfolio of natural and organic maple syrup and maple sugar solutions, please visit IFT booth #S2559 or <https://www.maplesource.com>.

###

### **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.