



Clean, store, and serve with confidence.

The Right Straw to Drive Success

Keeping customers happy with disposable drink essentials

"HOUSE-MADE"
BEVERAGES:
UP 92%
OVER 4 YEARS*

ACCENT YOURS
WITH THE
PERFECT STRAW

*Datassential, 2018



› Quality

Necessary for image and customer trust

› Variety

Color and size for every drink and daypart

› Beverage Profitability

Choose the right diameter to keep margins up

Complete the Dining Experience.

The Pro series of brands is a convenient one-stop shop for dependable commercial kitchen essentials. The "just right" straw helps foster satisfaction and enjoyment while maintaining beverage profitability.

COLOR CUES

- Trending now: Black straws signify high-end quality and strength
- Food & Fun: Neon straws add a playful accent and boost the mood



HEALTHY SHAKES
Try matcha or moringa powders added to fresh veggies and fruit

ELEMENTS OF EXPECTATION

- Provide the right straws and stirrers – they're expected, not extra!
- Use paper-wrapped straws to protect against contamination
- Pair large-diameter straws with thick beverages to ensure smooth sipping

Menu Inspiration



HOUSE-MADE ARTISAN SODAS

Mix with Meyer lemon, ginger-lime, prickly pear, caramelized pineapple or coconut-lime flavors.



COLD-PRESSED LEMONADES

Add flavors such as blood orange, cucumber mint, peach rosemary or watermelon ginger.

Size & Variety Matters.

When selecting straw type, keep the diameter in mind

SLIM
.14" / 3.5mm



MILK*
.15" / 3.9mm



JUMBO
.21" / 5.3mm



SUPER JUMBO
.24" / 6.1mm



GIANT
.28" / 7.1mm



FAT
.31" / 8mm



COLOSSAL*
.47" / 11.9mm



Statement Straws

Find Your Style



FLEX

Older-style straw with the fun "accordion" bend near the top. More comfortable for individuals to drink with less effort.

APPLICATIONS

Soda, Lemonade, Tea, Milk

KEY SEGMENTS



JUMBO

Most common straw size used for beverage service. The 7-3/4" straw fits best into straw dispensers.

APPLICATIONS

Soda, Lemonade, Tea, Pint-Sized Cocktails, Water

KEY SEGMENTS



SLIM

Very popular for cocktails that are served in tall glasses; best choice for mixed drinks. Diameter specifically enables sipping.

APPLICATIONS

Small Cocktails

KEY SEGMENTS



GIANT

Best for fresh pulped fruit, or any frozen drinks that could be eaten with a spoon. It's wide diameter allows for a more comfortable, enjoyable sipping.

APPLICATIONS

Smoothies, Milkshakes, Blended Coffee Drinks

KEY SEGMENTS



FAT

Best for bubble teas or any thicker beverage where larger pulp or chunks could be moved through the straw. Taller and wider than the Giant-size straw.

APPLICATIONS

Bubble Teas, Thick Smoothies, High Milk Fat Content Shakes or Malts

KEY SEGMENTS



STIRRERS

Stirrers can be used for both hot and cold drinks. Different colors allow bartenders to color-code alcoholic and non-alcoholic drinks. Necessary for coffee stations.

APPLICATIONS

Coffee, Short Cocktails

KEY SEGMENTS





Pushing Up Profits

Beverages can be the most profitable item on your menu. Leverage straws that benefit your bottom line:

Larger diameter straws: UP the rate of enjoyment & reorders

Smaller diameter straws: CUT over-consumption of free refills

Straw dispensers: REDUCE product loss for self-serve & keep straws clean



MORE SPACE TO SIP

Turn unused floor space into a profit center by adding a coffee bar, juice bar or to-go bar.

STRAWS & STIRRERS

ORIGINALS

ITEM #	DESCRIPTION	PACK/FILL	DIST #
20631	Jumbo 7.75" Unwrapped Black	2,500 Ct./ (10) 250	044899
20641	Giant 10.25" Paper Wrapped Red	1,200 Ct./ (4) 300	044903
20623	Giant 7.75" Paper Wrapped Red	7,200 Ct./ (24) 300	044904
20635	Stirrers 5" Unwrapped Red	10,000 Ct./ (10) 1000	044902



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