

Expertly Crafted Maple for Every Menu

Maple is on the rise. This distinctive and wholesome flavor is growing in popularity across U.S. menus, especially as consumers seek more seasonal, natural ingredients.

Its rich, sweet and savory profile adds depth to protein-centric dishes and a delightful twist to salads and baked goods—enhancing indulgence without compromising on healthfulness.¹

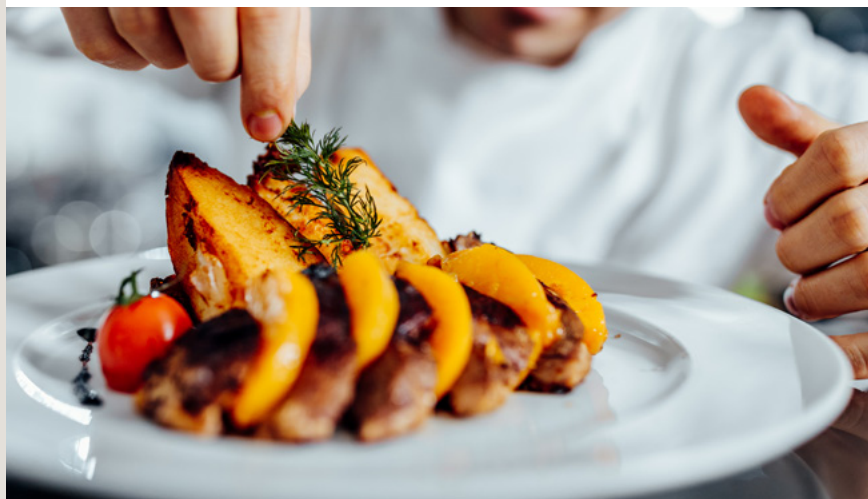
Increasingly seen as a versatile yet familiar flavor, maple resonates with consumers seeking comforting, yet elevated experiences across all meal occasions.

From breakfast staples and seasonally-inspired entrees to snacks and sauces, noted chefs and foodservice providers are incorporating maple on menus in both classic and creative ways.²

From 2020 to 2023,
the U.S. saw a

71%

increase in maple listed as
an ingredient on menus²



Elevate Your Menu with Maple

From quick service to fine dining, Bascom Maple Farms helps chefs create signature flavor moments with our premium maple products. For more than eight generations, the Bascom family has cultivated our passion for maple into what is now the leading independent supplier of maple syrup and maple sugar in the U.S.

With countless mouthwatering applications, maple syrup and maple sugar add depth and flavor complexity to help bring your menu to life.

Whether used as a sweetener, flavor enhancer, or binder, maple is a dynamic ingredient that can give your culinary dishes an edge.

Maple + Protein = The Perfect Combination

Consumers crave maple as a protein flavor in meals throughout the day.¹

66.31% Breakfast

63.09% Lunch

58.16% Dinner

Endless Applications

- Appetizers & Small Bites
- Meat & Entrees
- Sweet & Savory Sides
- Snacks, Desserts, & Ice Creams
- Breakfast & Baked Goods
- Marinades, Sauces, & Glazes
- Cocktails, Mocktails, Coffee, & Specialty Beverages

Naturally Sustainable Maple

In addition to consumers seeking bold taste experiences, maple's undeniable popularity is driven by a growing interest in simple, sustainable ingredients that align with a health-conscious lifestyle.

Since 1853, the Bascom family has followed a sustainable approach to agriculture by acting as responsible stewards of the forest.

By preserving maple forests and tapping and caring for our own trees, the Bascom family continues to honor its history of sustainable farming by crafting minimally processed maple for true tree-to-table goodness.

Ready to level up your menu?

Tap into our extensive maple expertise to elevate your menu with our **high-quality, clean label maple syrup and maple sugar** —bringing rich flavor and depth to a wide range of applications.



Request your samples today.

Coombs
FAMILY FARMS

BASCOM
your *maple* source

Bascom Maple Farms
PO Box 117 | Brattleboro, VT 05302
maplesource.com

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¹ Trending Flavors and Ingredients in Protein - US - 2025

² Mintel, Flavor Lifecycles - US - 2024