

Your Brand, Our Maple: **PREMIUM PRIVATE LABEL SOLUTIONS**

With U.S. grocery prices increasing 27% annually over the past six years and prices expected to remain above historical averages, consumers' spending behavior has shifted.¹

Shoppers are increasingly seeking out budget-friendly options, such as private label products.¹ More than just a lower-cost alternative, private label brands can help retailers differentiate themselves, build brand equity, and deepen relationships with their customers.²



Consumers consistently cite both quality and price as a key motivation for purchasing more private label products.² Another shift is being driven by consumers' desire to lead a healthier lifestyle by incorporating more natural, better-for-you options into their diets.³ As demand for simple ingredients grows, consumers are discovering the unique character, versatile flavor, and sweetness of maple as a healthier, more natural alternative to other sweeteners.

51%

of consumers said high grocery prices motivated them to buy store brands²

42%

of consumers cited improved quality as a reason they are buying more private label brands²

60%

of shoppers say they are more likely to shop a particular grocery store for its store brand²

Your Trusted Maple Source

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.

Eight generations of this privately held, family-owned-and-operated business have provided customers with high-quality, sustainably farmed maple syrup and maple sugar products at the consistency and capacity needed to serve retailers worldwide.

Since the 1950s, Bascom Maple Farms has successfully and reliably provided private label maple syrup products to retailers large and small. As a testament to our superior quality, all syrup is graded and packaged under Bascom's supervision in accordance with our SQF certification and U.S. government regulations. By leveraging our extensive expertise in maple syrup production, you can grow your private label brand, appeal to budget-conscious consumers, and support your brand's sustainability goals.

OUR PRIVATE LABEL SOLUTIONS FEATURE:

- Sustainably and responsibly sourced maple
- Reliable supply
- Practical bottling options
- Turnkey product lines
- Consistent high quality
- Capacity and scalability
- Professional customer service

DO MORE WITH MAPLE

Whether your brand requires Grade A Dark syrup with robust flavor, Grade A Amber with rich taste, or something in between, Bascom has the perfect solution for you. Our retail-ready maple syrup is available for private label in:

- **Glass bottles:** 8 oz. and 12 oz.
- **Plastic jugs:** 16 oz., 32 oz., 64 oz., and 128 oz.
- **5-gallon containers**



Ready to Create Your Private Label?

When it comes to high-quality, consistent maple syrup products, **Bascom Maple Farms is your maple source.** As the largest U.S. supplier of maple, our team combines proven expertise in crafting best-in-class private label maple products with the capacity to handle orders of any size and ship year-round—delivering reliable, turnkey solutions you can trust.



Request your samples today.

BASCOM
your *maple* source

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¹ Mintel, Grocery Retailing - US - 2024

² Mintel, Private Label Food and Drink - US - 2025

³ Tastewise, Lauren Daniels, How Consumer Healthy Eating Trends is Driving Purchasing Decisions, Nov 12, 2023