



Specializing in croissants, The Croissant Tree pride themselves as being the only true croissant chain in Canada, but also serve up other delicious dishes such as salads, sandwiches and soups, and of course, the *de rigueur* staple of all cafés: coffee.

According to The Croissant Tree owner, Andrew Chamot: **“The most important focus of The Croissant Tree is quality. Everything we serve and how we serve it has to be of top notch quality. That’s why we have been using Dart products for almost two decades.”** So when they set out to find a “top notch” beverage package in which to serve their coffee, they felt that only the Dart Fusion cup and Optima reclosable lid fit their uncompromising quality criteria. As soon as Andrew saw Fusion™ and Optima® he knew he “had to have that cup and lid package” for his coffee program. **“It’s got it all, the whole package,”** says Andrew.

For starters, **“No disposable paper cup can match the insulation properties of Fusion,”** Andrew stated. The Croissant Tree conducted their own tests with Fusion and competitive paper hot cups and found that Fusion kept the coffee hottest the longest, thereby extending the customer’s coffee drinking experience.

The quality of the graphics is another feature that drew Andrew to Fusion. **“I researched every disposable cup on the market and could not find any other cup that was able to match the graphic quality and capabilities of Fusion,”** explained Andrew. **“Fusion is the only cup that enabled us to portray our**

**graphics in the highest quality manner, matching the exact color scheme we desired.”**

“Amazing” is the word Andrew uses to describe the Optima lid. **“There’s nothing else like it on the market.”** Aside from the ability to open and reclose the lid, Andrew loves how good the lid feels to drink from. **“It just feels comfortable and doesn’t cut or feel rough on my lips.”**

The Croissant Tree customers are also loving Fusion and Optima. **“We have received numerous compliments from our customers about Fusion and Optima,”** reports Andrew. **“Customers love the overall look and feel of the cup and especially that their coffee stays hot but that the cup doesn’t burn their hands. In addition, our coffee sales have increased about 10–15% since making the switch to Fusion and Optima.”** One of the reasons for the increase in coffee sales is the addition of a new, large coffee size, the 20oz. Within a few months of being added to The Croissant Tree menu the 20oz has become the most popular selling coffee size! Customers have demonstrated their preference for the Optima reclosable lid by overwhelmingly selecting it when given the choice between this lid and the regular cappuccino style lid.

According to Andrew, **“When it comes to the vehicle of choice for hot beverages there simply is no better product than Fusion and Optima,”** and the numerous customer compliments and increased coffee sales are proof that The Croissant Tree customers agree!

