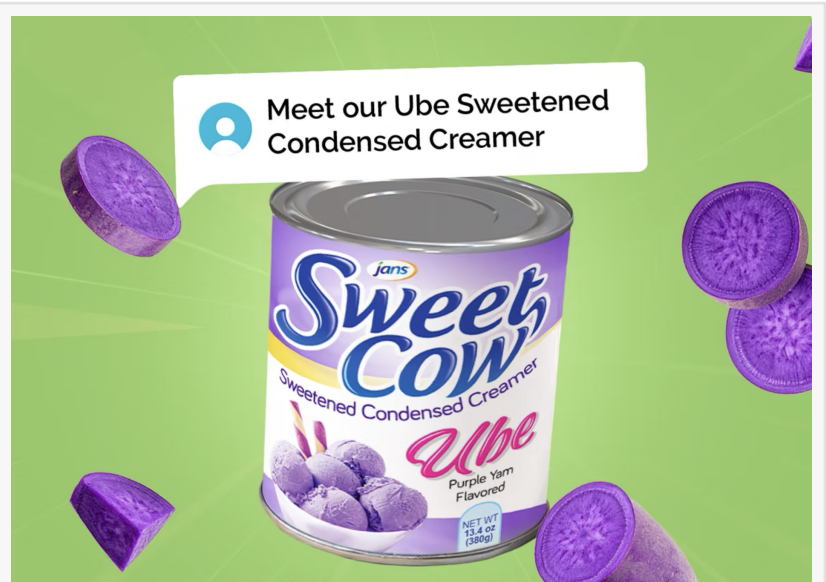


# Ube Takes Center Stage: Jans' Sweet Cow Creamer Leads the Flavor Trend Sweeping the U.S.

*Sweet Cow's Ube Creamer wins hearts across the U.S. with rich flavor, bold color, and ready-to-use Filipino inspiration.*

LOS ANGELES, CA, UNITED STATES, July 16, 2025 /EINPresswire.com/ -- Once considered a niche Filipino ingredient, ube has now gone mainstream. From lattes and ice cream to cheesecakes and TikTok-famous bakes, the earthy-sweet purple yam is making waves in kitchens across America. Leading the charge is Sweet Cow Ube Sweetened Condensed Creamer, a bold, flavor-packed pantry staple that has become a go-to for food innovators, café owners, and home bakers alike.



Sweet Cow Ube Sweetened Condensed Creamer stands out with its bold purple hue and creamy flavor, perfect for modern desserts and drinks.

Distributed nationwide through specialty stores, Amazon, and wholesale channels, this vibrant purple creamer from [Jans Enterprises Corp](#) is redefining what condensed milk can be—uniting rich tradition with trend-forward appeal.

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## From Cultural Staple to Cross-Category Star

Ube, short for purple yam, has long been a beloved ingredient in Filipino desserts like halaya and halo-halo. But in recent years, it has emerged as a flavor trend with staying power, especially among Gen Z, Millennials, and food creators on social media.

What sets Sweet Cow's Ube Condensed Creamer apart is its unique blend of authenticity and ease. Made with real ube flavor, sugar, whey, and evaporated milk, it delivers the nutty, floral

notes of ube in a convenient, ready-to-use can.

The result? A vibrant purple creamer that tastes as good as it looks—and performs beautifully across beverages, baked goods, frozen desserts, and more.

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### Why Sweet Cow Leads in the Ube Creamer Category

1. Flavor First: While many ube-flavored products use artificial coloring and syrupy bases, Sweet Cow's creamer balances real flavor depth with rich texture, using clean ingredients that foodservice professionals trust.

2. Convenience Without Compromise: No need to steam, peel, or mash yams. This creamer delivers vibrant ube flavor instantly, allowing culinary teams to scale recipes fast and home cooks to experiment with ease.

“

Jans doesn't follow trends—we help shape them. With Sweet Cow Ube, we're not just selling a product. We're giving consumers access to an ingredient that connects culture, comfort, and creativity.”

*Anthony Kartawinata, Jans Enterprises Corp CEO*

3. Visual Impact: The naturally rich lavender color enhances presentation, making it ideal for restaurants, bakeries, and online food brands that rely on strong visuals.

4. Proven Shelf Performance: Already carried by U.S. Asian grocers, Amazon, and key distributors, Sweet Cow Ube Creamer has solidified its place in the American ube movement.

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A Flavor for All Occasions



A spoonful of Sweet Cow Ube Condensed Creamer captures the creamy, colorful indulgence that's redefining dessert creativity across the U.S.

Consumers are increasingly adventurous with flavor. According to Google Trends and Pinterest data, ube searches have grown more than 300% over the last two years. Sweet Cow Ube Condensed Creamer taps into this curiosity by offering a flavor that's:

- Familiar to Southeast Asian consumers
- Intriguing to mainstream foodies
- Easy for anyone to use

The creamer's versatility makes it ideal for:

- Drizzling over halo-halo or bingsu
- Layering in tres leches and sponge cakes
- Swirling into ube matcha lattes or milk teas
- Spreading on toast for an instant ube treat

From cozy kitchens to commercial test labs, it's become a product that brings joy to every format it touches.

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Performance Backed by Product Integrity

Every can of Sweet Cow Ube Condensed Creamer is manufactured under strict quality controls and meets both taste and consistency benchmarks. The product's 13.4 oz size, shelf-stability, and B2B-friendly case pack makes it attractive for foodservice buyers, retailers, and importers alike.

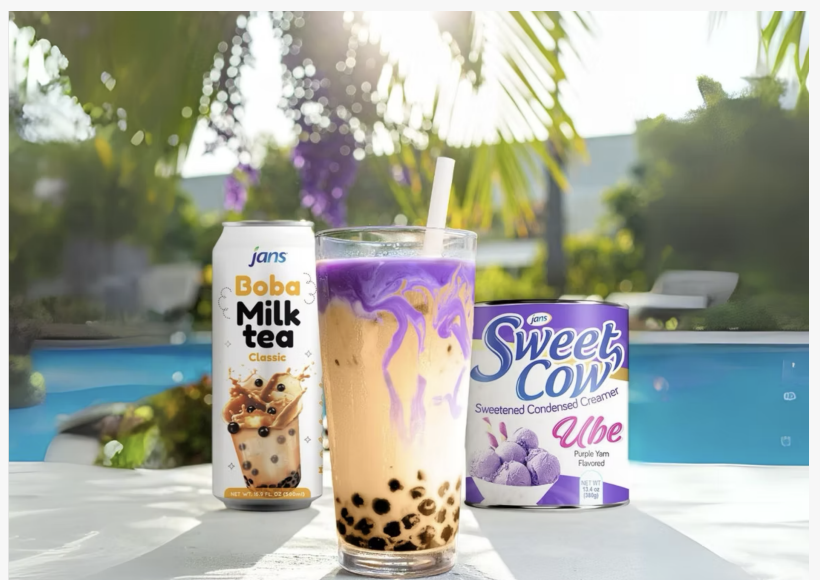
In side-by-side flavor comparisons, Sweet Cow is often praised for its:

- Smooth, spoonable texture
- Natural sweetness without artificial aftertaste
- Balanced ube aroma
- Reliable integration into hot and cold formats

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Sweet Cow: From Trusted Classic to Trend Champion

Sweet Cow began as a household name in the condensed milk category, loved for its creamy



Refreshing summer moment featuring Sweet Cow Ube Sweetened Condensed Creamer in a vibrant boba drink by the pool — capturing trend-driven appeal and indulgent enjoyment.



Sweet Cow Ube Condensed Creamer spread on toast, capturing a rich and creamy moment of indulgence with Southeast Asian flair.

texture and premium consistency. Now, it's taking that same reputation into flavored creamers—and ube is just the beginning.

By maintaining a focus on flavor integrity, culinary flexibility, and culturally relevant innovation, Sweet Cow continues to stay ahead in a crowded dairy aisle.

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### Use Cases in Real Kitchens

In cafés: Baristas are using the creamer to create signature purple lattes and milk teas with minimal prep and maximum customer wow.

In bakeries: Ube tres leches cakes, mochi brownies, and ube-stuffed buns are using Sweet Cow as a key ingredient.

In restaurants: Chefs are incorporating the creamer into plated desserts like panna cotta, flan, and cheesecake.

In homes: Ube lovers are spooning it over ice cream, spreading it on toast, and mixing it into whipped cream and frosting.

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### A Global Flavor, Made for the American Market

Unlike single-use trend products, Sweet Cow Ube Condensed Creamer offers long-term potential. It's part of a broader strategy by Jans Enterprises Corp, a trusted importer and distributor, to bring globally loved products to American shelves with quality, authenticity, and vision.

With a portfolio that includes:

- [Jubes nata de coco snacks](#)
- [Royal Tempeh plant-based protein](#)
- Asian sauces, drinks, and pantry staples

Jans continues to lead the conversation in multicultural flavor innovation.

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### Nationwide Availability with Flexible Sourcing

Sweet Cow Ube Sweetened Condensed Creamer is now available to:

- Retailers via major Asian and specialty distributors
- Foodservice and cafés via wholesale partners
- Shoppers nationwide via Amazon

Distributors and partners seeking private label, bulk supply, or direct trade terms are encouraged to contact the Jans sales team for onboarding and samples.



Ready to Explore the Flavor of Ube?

Whether you're developing your next hero SKU, building a new dessert menu, or simply stocking your pantry with better ingredients, Sweet Cow Ube Creamer is a proven performer.

Backed by the Jans promise of quality, it's more than a trend—it's a staple for flavor-first kitchens and forward-thinking food brands.

Explore more at [www.jansfood.com](http://www.jansfood.com), or connect directly at [contact@jansfood.com](mailto:contact@jansfood.com).



About Jans Enterprises Corp

Founded in 1998, Jans Enterprises Corp is a leading food distributor and brand owner headquartered in El Monte, California. Specializing in snack innovation, ethnic food sourcing, and consumer packaged goods, Jans brings over 1,000+ SKUs to retailers, foodservice providers, and CPG developers across the U.S.

With a growing roster of trusted brands—Sweet Cow, Jubes, Royal Tempeh, Mi Sedaap USA, and more—Jans continues to deliver global flavor with retail-ready execution.

From Asian grocery to nationwide distribution, Jans helps companies scale with flavor, speed, and heart.

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