



JAVA CLASSICS branded coffee program



Premium Coffee for your Customers

BUILD DESTINATION SALES

INCREASE CUSTOMER LOYALTY

INCREASE FREQUENCY





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SETTING A WHOLE NEW STANDARD IN BREWED COFFEE PROGRAMS!

Sustainable farming practices.

- Soil testing is conducted twice each year and fertilizer formulas are developed to keep the soil in proper harmony.
- 300-acre forest reserve of old growth woodlands was set aside more than 20 years ago as a nature reserve.
- We pay significantly higher wages than other growers. Our employees are financially rewarded for their skilled and conscientious labor.
- We have our own fully equipped dental and medical clinic and we offer child care services for children of our employees.

Taste the difference of Convection Roasting.

Smooth and full-bodied, Java Classics coffees are blended and roasted to appeal to a wide array of taste preferences. We start with top-grade 100% Arabica beans from the world's finest growing regions, then roast them to perfection with our patented Convection Roast System. This roasting method ensures consistent quality in every cup—your key to building destination sales.

Designed to sell more cups a day.

- Hot beverages are the number one profit center in the store.
- All major chains are moving to higher quality sets.
- A high quality look matches our high quality coffee and drives customer loyalty.
- Capitalize on the dramatic rise in energy drinks with our Java Classics **EXTREME** family of energy drinks.



Our coffees have won in several Northwest Taste categories, including:

- **Best Overall Coffee**
- **Good Enough to Drink 6+ Cups a Day.**

- *Smooth, Full-bodied Taste*
- *Top Grade Beans*
- *Roast Consistency*
- *Proven Award Winner*

- *Customized Packages*
- *Unparalleled Flexibility*
- *High-performance Graphics*
- *Promotional Support*
- *Allied Product Packages*
- *Training, Service, Delivery*

We have a full line of

FUNCTIONAL HOT BEVERAGES

★ ENERGY ENHANCED

★ GINSENG & GINKGO ENHANCED



Capture your future core coffee customer TODAY!



AWARD WINNING TASTE, FRESHNESS & QUALITY GUARANTEED!

The Java Classics program is designed to maximize gross profit dollars.

Inventory management is especially important in a high-margin category like coffee. Our patented Convection Roast System roasts coffees which are proven to endure longer hold times with no breakdown in taste. In addition, our flexible equipment package utilizes carefully selected components such as bulk-dispensers, glass pots, and long-hold airpots to reduce waste. This allows you to provide the wide selection that builds destination sales throughout the entire day. Our experienced coffee specialists can work with you to establish brewing and selection standards that are right for your store.

- *Coffee with Longer Hold Times*
- *Equipment to Minimize Waste*
- *Destination Selection All Day Long*
- *Brewing & Selection Standards*
- *Continued Innovation*



We can design an upscale coffee bar to fit your space by using top of the line equipment and the right POS for your environment.

www.javaclassicscoffee.com

GUARANTEED
CONVECTION
ROASTED
RICH & SMOOTH



JAVA CLASSICS branded coffee program Marketing Materials



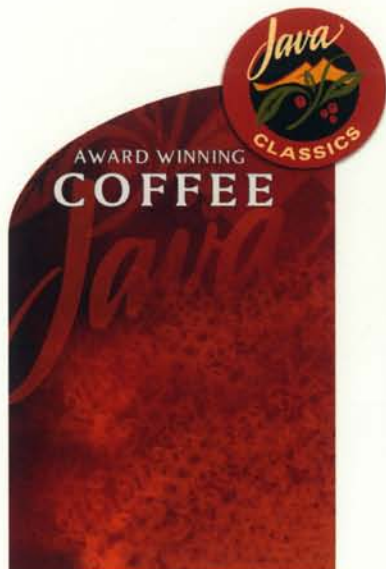
8001055 Floor/Window Graphic (49.5" x 28.5")

8001025 Frequent Buyer Cards (500 count)

8001016 Frequent Buyer Card Insert Sign

710065 Frequent Buyer Card Dispenser

Buy 5 Cups & the 6th is FREE!



8001058 AP Rack Tombstone Kit (20" x 38")

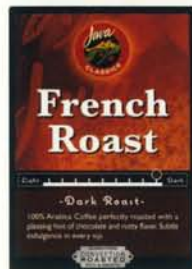


8001024 Pump Topper (20" x 12")

	12oz	16oz	20oz	24oz
Colby/Peppercorn	20	20	20	20
Full	20	20	20	20
Tea	20	20	20	100
Tealight	20	20	100	100
Starday	20	100	100	100
Wednesday	100	100	100	100

CONVECTION ROASTED
Always Fresh!

8001068 Menu Board (24" x 12") w/ Numbers Kit



Airpot Labels (3.5" x 5"):

- 800104401 Colombia Supremo
- 800104402 Breakfast Blend
- 800104403 Java Gold
- 800104404 French Roast
- 800104406 Colombian Decaf
- 800104407 French Vanilla
- 800104408 Hazelnut Crème
- 800104409 Irish Crème
- 800104410 Caramel Swirl
- 800104411 Vanilla Nut

- 800104413 Kona Blend
- 800104414 Dark French Roast
- 800104415 Millennium Roast
- 800104416 EXTREME Caffeine
- 800104417 Regular Coffee
- 800101810 Guatemala Arte Maya
- 800101812 Colombian
- 800101814 Costa Rican La Sonrisa
- 800101816 African Sunrise



8001046 6 ft. Value Header (shown above)
8001153 4 ft., 8001154 8 ft.



8001100 Wall Mural Backdrop (8' x 4')



8001026 Java Classics Poster in Frame (22" x 28")



8751025 Extreme Caffeine Poster in Frame (22" x 28")



8001001 Banner Heavy Vinyl with Grommets (60" x 30")

Schedule your site survey today.

Call us at:
1-800-758-4437

Visit us on the web:
www.javaclubcoffee.com



8991118 Stainless Steel
16oz Travel Mug
(12 per case)



89910161 Travel Mug
16oz (24 per case)



899911201 Travel Mug
20oz (16 per case)



8991032 Thermos Style Mug
32oz (12 per case)