

the
Java Classics Program



Coming to you from:



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Java Classics Program

Java Classics Program is designed to maximize gross profit for our retail partners. Java Classics was designed to allow independents and small chains to effectively compete against the multinationals. Our experienced coffee specialists can work with you to establish brewing standards and flavor selections that are customized for your location or region. Flexibility was designed into the program to fit into any venue. Our patented Convention Roasted System roasts coffees which are proven to endure longer hold times with no breakdown in taste.

www.JavaClassicsCoffee.com



Java Classics Coffee

Quality Coffee from Seed to Cup

Java Classics provides the world's greatest coffees. Through a vertically integrated system we are able to oversee every step of the way. Java Classics' operating divisions include coffee farms, processing mills, multi-national quality control services, green coffee trading, and North American roasting plants. Our business has been built by focusing on the quality of our products, our attention to detail and by always striving for excellence.

At the heart of Java Classics lies the conviction that the finest coffee starts at the very earliest stages: in the careful selection of seed material for our coffee trees, and the very best farm land located in optimal growing conditions – at high elevation, with good soil, proper sun exposure, and a well-defined rainy season. It is this innovative approach to vertical integration that allows us to offer our clients a consistent and secure source of green coffees and the transparency to know exactly where those coffees are grown.



OUR COFFEE FARMS:

Located on the lush mountainsides of Costa Rica, we own and operate two major plantations and twelve other coffee farms that produce some of the most highly regarded coffees in the specialty industry. Since coffee production is largely dependent on human resources, we have constructed a management team that not only includes skilled horticulturists that physically tend the coffee groves, but a support staff of six graduate agronomists that advise the farm managers on modern and effective growing techniques. The farming division staff numbers over 200 full time people. Since all of the coffee is picked by hand, the work force during the harvest increases to more than 1000 people.

OUR PROCESSING MILLS:

Our own coffee mills can process more than 15,000,000 pounds of green coffee and have been designed and are operated in a manner intended to provide the best possible specialty coffee to the world's coffee consumers. Likewise, we never cease in our effort to discover innovative processing techniques that will make the coffee ever better. In recent years this has included the design, development, and installation of bio-mass furnaces that burn only the inner shell by-product of the coffee fruit. This has virtually eliminated the burning of wood from the rain forest to dry the coffee. These furnaces also incorporate highly effective heat and airflow controls that give us extraordinarily precise management of the drying process. This has brought quality assurance to new levels.

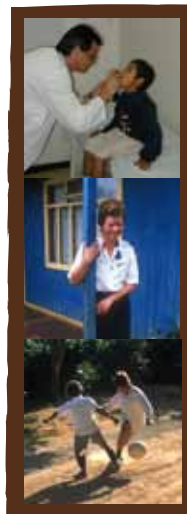
OUR QC/QA TEAMS:

Everyday, our Quality Control team are at work in producing countries. They diligently monitor and cup the coffees during each step of the processing. They assure that every bean that goes into our bags of coffee meets our rigid quality standards. They prepare each shipment of coffee at source country for its journey to our domestic roasting facilities. At our roasting facilities here in the US our QA teams again cup each shipment of coffee upon arrival to assure those beans were not tarnished in any way on their journey from our mills. Coffee is then cupped again after roasting to assure the bean has reached the proper cup profile.

SUSTAINABLE/RESPONSIBLE FARMING & PROCESSING

Our farms are some of the most socially conscious and environmentally sound coffee farms in the world.

- Our biomass furnace (the first of its type in the world) was developed for coffee drying that burns the waste residue from the coffee fruit.
- We provide modern housing that uses our own hydroelectric power and piped in spring water. There is also a daycare center available for the workers' children.
- Soil testing is conducted twice each year and fertilizer formulas re developed to keep the soil balanced and in proper harmony. All weeding is done by hand – no use of herbicides or pesticides
- We have our own fully equipped dental and medical clinic for workers and their families.
- We operate a residual water-treatment plant and our own hydro-electrical turbine creating renewable and non-polluting power.



CONVECTION ROASTING ADVANTAGE

*Patented and proprietary technology
(We are the only major roaster using convection technology)*

- Outstanding bean development
- Unparalleled chaff separation, resulting in no unwanted flavors
- Computer-controlled roast cycles for absolute consistency

CONVECTION ROASTING **VS.** DRUM ROASTING

Java Classics

Competitor



- Even roast throughout entire bean
- More efficient chaff separation
- Smooth and clean taste – never bitter or harsh
- Coffee looks dramatically better

- Uneven roast
- Burning chaff releases smoke and contaminants
- Over-roasted exterior is bitter
- Under-roasted interior is sour and grassy

C-Store Beverage Program Success

- Award winning specialty coffees
- Attractive, Reliable Equipment
- Attractive POS and Programs

Collectively these program elements result in dramatically increased sales.

Create a Coffee House Look and Feel

Create an expectation

The appearance of your coffee station influences the impulse to try your coffee and the perception of quality .

Create A Destination

- Grindmaster eye catching and attractive equipment
- Eye appeal sells more cups
- Repeatable quality “Know How” in the machine



The customer has a great beverage experience...
and comes back

The Shopping Experience

Key Factor 1: Avoid Collisions!

Sequence operations to move customers smoothly and efficiently

Key Factor 2: Steer customers to impulse items!

Impulse purchase opportunities near condiment & lid stations

Key Factor 3: Customers personalize drinks!

Provide room for condiment creativity



Good Traffic Flow = More Sales



Java Classic Product Listing

CLASSIC COFFEE

ITEM #	PRODUCT DESCRIPTION	PK/SIZE
72407	Caramel Swirl	40/1.3oz
72408	Choc Macadamia Nut	40/1.3oz
72404	Colombian	40/1.3oz
72403	Colombian Decaf	40/1.3oz
72401	Extreme Caffeine	40/2oz
72405	French Roast (Dark Roast)	40/1.3oz
72470	Hazelnut Crème	40/1.3oz
72410	Irish Crème	40/1.3oz
72406	Java Gold	40/1.3oz
72454	Breakfast Blend	40/1.3oz
72486	Colombian Java (Single Serve)	200ct
72487	Colombian Decaf (Single Serve)	200ct

CAPPUCCINO

ITEM#	PRODUCT DESCRIPTION	PK/SIZE
72599	Caramel Macchiato	6/2lb
72457	Chai Latte	6/2lb
72412	English Toffee	6/2lb
72415	Extreme Energy	6/2lb
72462	Fat Free French Vanilla	6/2lb
72411	French Vanilla	6/2lb
72594	Hershey Almond Joy	6/2lb
72416	Hot Choc Supreme	6/2lb
72430	Hot Choc Supreme T/F Free	6/2lb
72456	Mocha Java	6/2lb
72413	White Chocolate Caramel	6/2lb
72609	Pumpkin Spice (Seasonal)	6/2lb
72463	Ginger Bread Cookie (Seasonal)	6/2lb

CUPS & LIDS

ITEM#	PRODUCT DESCRIPTION	PK/SIZE
85574	Trophy Cup 12oz Java Classic X12	10/100ct
85575	Trophy Cup 16oz Java Classic X16	15/50ct
85576	Trophy Cup 20oz Java Classic X20N	25/30ct
85577	Trophy Cup 24oz Java Classic XN246	25/24ct
89999	Lid Dome Gourmet Sip Blk LGXBK2	1500ct

Complete nutritional information can be found at:
http://www.javaclassicscoffee.com/Nutrition_JavaClassics.pdf

We offer a complete line of products for your convenience store beverage program



Cash-Wa offers a variety of sets

Small to Medium Set



High Capacity Set





Store Transformations

Before



After





Store Transformations

Before



After





Store Transformations

Before



After



Store Transformations

Before



After



Store Transformations

Before



After



Store Transformations

Before



After



Cash-Wa set sell more product



The owner of this Store reported over 30% increase in coffee sales and over 50% growth in revenue from coffee sales.