

Sample: Trifold Brochure and Inserts for Endicott Coffee Roasters

Front panel contains logo and motto only.

Opening the front panel reveals 2 panels: inside left and inside right.

Copy on inside left panel follows:

Superlative coffees from around the world

Only a handful of coffee growers across the globe have been able to meet our stringent criteria. We demand the finest coffees, from the richest soils in the world.

We've partnered with growers who share our fervor for excellence. Many of our growers have extensive waiting lists before roasters can purchase their exclusive coffee selections – and we alone among Northwest roasters can offer these to you.

As a result, we feel confident in saying that we offer the finest coffees in the world.

Old World craftsmanship

Other roasters have mechanized their processes, but not Endicott. We use Old World European roasting techniques, and rely on our roastmaster's experience and keen sensory judgment for perfect roasting and blending – every time.

Our small-batch methods are an arduous way to produce coffee, but we will settle for nothing less.

Copy on inside right panel:

Passion and commitment

We're obsessive about the quality of our coffees – and our customers know the difference. We serve discerning coffee drinkers: people who appreciate the luxury that a superb cup of coffee can provide.

We're committed not only to excellence, but also to providing a variety of flavors and experiences. From light roast to dark, subtle to bold, bitter to sweet, we offer a wide selection of premium coffees – but all are smooth, and a delight to the discriminating palate.

Socially Conscious

Along with many of our customers, we are concerned about human-rights abuses and harm to the environment. From “soil to soul,” we take steps to prevent eco-system damage and exploitation of labor in the coffee industry.



Opening the inside right panel reveals 2 more panels. Copy across both panels follows:

The World's Most Distinguished Coffees

As with fine wine, the character of coffee is greatly influenced by its location, growing altitude, climate, processing method, plant type, soil conditions, and other factors.

Thus, coffees differ greatly among major geographical growing regions, individual producing countries, and even the farms within a country. No two coffees are the same.

We've traveled across the globe to find growers who can meet our exacting standards. We've chosen only those growers who produce the finest coffees, in the richest coffee-growing regions in the world.

As a result, we can offer you a wide selection of the world's superlative coffees:

Central America

The coffees of Central America are clean and crisp, with medium to high levels of acidity, penetrating aroma, and a refined flavor reminiscent of a fine white wine.

Costa Rica

Guatemala

Mexico

Panama

South America

Coffees from this region are medium-bodied with balanced acidity and outstanding aroma, often possessing chocolate and nut flavors.

Brazil

Colombia

East Africa

African coffees are comparable to the refined flavor of Central American coffees. However, they have somewhat sharper acidity and very unique flavor and aromatic attributes (including fruit, berry and floral accents).

Ethiopian Harrar

Ethiopian Sidamo

Ethiopian Yirgacheffe

Kenya

Tanzanian Peaberry

Indonesia and the Malay Archipelago

Coffees from this region are typically low-acid. They possess heavy body and a deep, resonant flavor that's often described as an "earthiness."

Java Estate

Papua New Guinea

Sumatra Mandheling

Sulawesi Toraja Estate

Copy on back panel:

About Endicott Coffee Roasters

From our beginning in 1997, Endicott Coffee Roasters has served the most discriminating, discerning customers – those who share our passion for coffee.

We begin our signature roasting process with premium, rare estate coffees from around the world. Only the finest beans can meet our standards.

Our coffees are prepared using Old World European roasting techniques on small batch German drum roasters. Each drum roaster is outfitted with a specifically engineered airflow system, allowing full development of essential aromatic qualities in each bean. Our equipment is monitored and guided by the refined senses of our roastmaster: a coffee artisan whose talent is not assisted by computers or automated sensors.

Every effort is made to produce coffees that are unique and tastefully different, delivering a gratifying and memorable experience in each cup.

Endicott Coffee Roasters, LLC
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www.EndicottCoffee.com
Contact us via e-mail at coffeeGuys@aol.com

Licensing Opportunities

The Endicott License Program allows independent business owners to adopt a developed concept for a specialty coffee retail operation, giving them a definitive advantage in today's marketplace without the restrictions offered by most franchise opportunities. To learn more, please contact Endicott Coffee Roasters at 1-888-520-BEAN.

Insert 1 (also can serve as POS material for end retailer)

Endicott Coffee Blends, Roasts, and Reserve Selections

A purist might select a favorite single-origin coffee to enjoy, time and again. But you need not limit yourselves to just one coffee: we also offer a variety of blends, with unique and interesting flavors.

Infusion Blends

Our infusion blends are excellent for brewing with a French press, coffee siphon, or drip coffee brewer. All of these methods will allow the true flavor and aromatic qualities of each coffee to transfer into the cup.

Vienna Gold: This coffee derives its name from the golden Viennese degree of roast, which accentuates a clean, crisp, buttery flavor.

House Blend: A mild, lightly roasted blend with good depth and acidity, finishing with a pleasantly rich but not heavy aftertaste.

Breakfast Blend: A blend of three different coffees with varying degrees of roast, this coffee has excellent balance and complexity.

Signature Blend: A medium degree of roast accentuates the slightly maple and chocolate undertones in this coffee, while taming acidity to a well-balanced level.

Pike Street Blend: A dark Full City roast with hints of bittersweet chocolate and fruit undertones. These complement the bold carbon flavor in the aftertaste.

French Roast: Smoky, yet smooth, this is a dark roast combination of selected high-grown coffees. These coffees can withstand a darker roasting style without developing pronounced bitterness.

Italian Roast: Very dark and bold, with a powerful smoky flavor, this coffee well suits the after-dinner drinker.

Espresso Blends

Our espresso blends consist of no fewer than three components, ensuring a well-balanced, yet complex flavor in each extraction. Each espresso blend is uniquely designed to produce a low acid, rich flavor that suffuses well with milk-based drinks.

Espresso Italia: Subtle undertones of citrus and hazelnut complement this bright, yet mild espresso blend.

Espresso Sante: A medium-bodied light roast with good complexity and a nutty aroma, finishing with a hint of brightness and a cocoa-like flavor.

Espresso Prima: A light Viennese coffee with heavy body, having rich chocolate and caramel undertones with a long, creamy finish.

Espresso Alto: A sweet medium roast with hints of spice, nutmeg and vanilla that linger on the palate, finishing with a delicate chocolate aftertaste.

Espresso Stratis: A medium roast espresso blend with a deep, exotic flavor. It finishes with a flavor resembling a fine dark chocolate truffle.

Tuscany Blend: Deep, rich and dark, this Southern Italian style espresso blend has a levitating vanilla sweetness to balance its high degree of carbon.

Reserve Selections

Every connoisseur should experience these treasures. Available only by special request, these coffees possess truly special characteristics: from chocolate truffle-like flavors, to pronounced vanilla-caramel undertones, seductive floral aromas, or liquoring qualities. Once you taste them, you will understand.

Costa Rica La Minita Tarrazu
Costa Rica La Magnolia Tres Rios
Colombian Narino Reserva Del Patron

Guatemala Antigua La Flor Del Café
Papua New Guinea Sigri AA

Yemen Mocha Ismaili
Sumatra Iskandar



Insert 2 (also can serve as POS material for end retailer)

Socially Conscious Coffee: Questions and Answers

Socially Conscious coffees are a growing trend in the specialty coffee community. Here are some questions that we are commonly asked.

Q: What is Endicott Coffee's attitude towards socially conscious coffee?

A: We are passionate about coffee, and we want our customers to enjoy the finest coffees in the world. However, we don't want that enjoyment to come at the expense of human rights or endangered wildlife.

Q: I've heard that coffee growers exploit poor workers.

A: Some plantations do exploit their labor force. At Endicott, we select only a few growers to purchase from, and the treatment of their workers is a factor in our decision. For example, one of our growers recently built a medical facility on their farm, providing free medical and dental care to their workers.

Q: What is organic-certified coffee, and is this certification important?

A: An organic certification only means that the coffee was grown without the use of pesticides and chemicals. This is not as significant as it sounds, since pesticides hurt the trees and so many growers don't use the chemicals anyway. Many coffees are "organically grown," but only some of them have undergone the arduous certification processes to become a certified organic coffee.

Some of our growers haven't bothered to certify their coffee (even though they use "organic" methods), simply because there's no reason to do so. We use only the elite among coffee growers, and their products already command a high market price without certification.

Q: What is "shade grown" coffee?

A: Shade grown coffee promotes the preservation of natural agricultural canopies on coffee plantations. Many farms have resorted to deforestation to grow more coffee plants, which has resulted in endangerment to migratory bird habitats. The "shade grown" program is recognized by the Seattle Audubon Society and the Smithsonian Institute.

Q: What are "fair trade" coffees?

A: These are coffees promoted by TransFair USA, an outside brokerage house working on a contractual basis with growers to bring them a fair wage. TransFair adds a surcharge for the coffee it sells to roasters, then forwards a portion of this fee to the grower to improve labor conditions. However, in most cases, this organization only buys a portion of the harvest from a particular grower, not the entire production yield as in a sustainable arrangement (see the next question). Although TransFair has experienced early success, further work must be done to improve the quality of their coffees, as well as disclosing how responsibly the proceeds are used.

Q: What is "sustainable harvest" coffee?

A: Also known as "relationship coffee," sustainable coffee portends a bright future for specialty coffee. It describes a formal relationship whereby roasters and brokers agree to pay a premium price directly to the grower, in exchange for coffee that passes strict quality standards. Together, all parties have a shared interest in the product, and work together to promote ecologically responsible production, fair labor programs, and improved living conditions. Most often, this arrangement binds a broker to purchasing the entire crop of coffee produced, ensuring enough money will be generated by the farm to continue planting, fertilizing and growing trees in a manner with no adverse environmental impact.



Insert 3 (intended audience: retailers, not consumers)

How to Thrive in Today's Coffee Market

The world of coffee is changing rapidly — the success of the large coffee-shop chains has drastically changed the market in the last decade or so. Coffee drinkers today are educated, socially conscious, and have high expectations from their coffee retailer.

How can *your* business survive, even thrive, in this new environment?

At Endicott Coffee, we're passionate about more than the coffee itself. We're also devoted to helping you succeed in today's market. In an environment where even the big chains are devouring each other, our customers are prospering.

Why? For these reasons:

- Our competitive pricing increases your profitability.
- The quality of our product is unparalleled. Frankly, the better-tasting the coffee, the more you'll sell. We've seen new customers increase their coffee sales by up to 35% after switching to us.
- As our customer, you'll get FREE training and coaching on coffee marketing. We know the upscale coffee market better than anybody, and we'll teach you how to sell to today's coffee consumers.
- Our emphasis on socially conscious coffee is crucial to the loyalty of many consumers. When your customers ask you about human rights or the environmental impact of coffee growing – you'll have answers.
- Customized point-of-sale products. We know that each retailer has different needs, and we provide exactly what you require to be the most profitable.
- By selling Endicott Coffee, you'll position yourself at the top of the market. Our brand is exclusive and distinguished – so while others compete for the mass-market, you'll be in the high-end (and high-margin) market.
- Finally, you'll get FREE seminars and training on how to serve the specialty coffee market. Our “Staying Ahead of the Times” training program will not only teach you how to steam milk and extract espresso, but also help you develop profitable systems in areas such as team-building and advanced bar management. We can even assist you in site selection and design if you're thinking about opening a new shop.

If you've worked with other coffee companies in the past, you'll also find that we're quite a bit different than what you're used to. We know all of our customers by name, and most are good friends. Unlike many coffee companies, we value our relationships and make it a point to provide friendly, expert service to all. We work side-by-side with you to help you flourish in the coffee market. *Your* success is *our* success.

Switch to Endicott Coffee today. Call 1-888-520-BEAN to get started!

