



# VALVERDE COFFEE ROASTERS

Custom-roasted, direct-trade coffee; West Newbury, MA

## Coffee Retail Service Program

Is your coffeehouse, café, farm stand, or restaurant focused on quality, local sourcing?

Grow your business by serving coffee your customers will come back for every day!

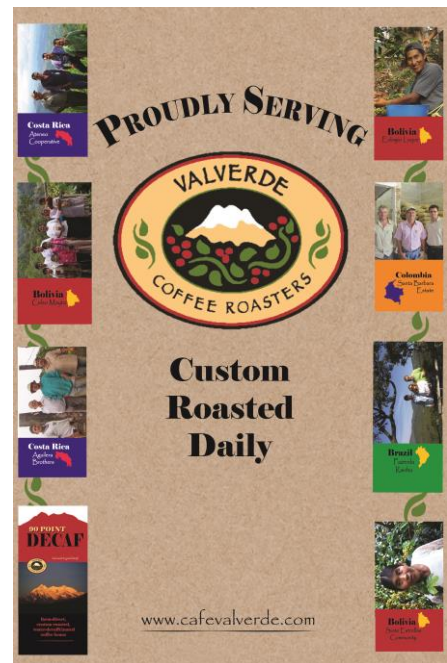
### Benefits

- Tell your customers that you serve the freshest available, **locally-roasted** coffee. Improve your coffee sales and your reputation.
- Get used to fresh-roasted coffee: these beans are **roasted within a day** of your delivery – not sitting in a warehouse for months, getting stale!
- We'll make the coffee **marketing materials** for you, included at no extra cost with your coffee service.

### Marketing Materials

- Host stand / cash register placards (small & large sizes)
- Window decals (small & large sizes)
- Airpot magnets
- Table tents
- Laminated menu inserts

All marketing materials are optional, and included in the cost of your service – pick those you want!



### Features

- Your choice of roasts: Fruity (Light), Classic (Medium), Toasty (Dark), Classic Bolivian Espresso, or a mix.
- Weekly or bi-weekly Friday deliveries to your location; **free delivery** for locations between Boston, MA & Portsmouth, NH.
- All marketing materials included.
- Your business is promoted on Valverde Coffee Roasters' website and our social media marketing.



# VALVERDE COFFEE ROASTERS

Custom-roasted, direct-trade coffee; West Newbury, MA

- ❖ Single-origin, 100% Arabica coffee is purchased **directly from farmers**. Each bag of coffee purchased undergoes several rounds of quality testing by professional coffee tasters.
- ❖ Our flagship **90 Point South American Decaf** blend scores 90 points for taste – very rare for any coffee, even more so for a decaf!

## Terms & Pricing

### Coffee for Brewing

- ❖ All coffees are delivered in sets of six-pound bag of regular coffee and one-pound bag of decaf.
  - » 1 lb. of decaf per 6 lbs. of regular corresponds average of 14% of total coffee sales.
- ❖ Minimum order size is two (2) sets of regular & decaf bags per bi-weekly delivery.
  - » This means a total of 12 lbs. regular coffee, and 2 lbs. decaf coffee, or 14 lbs. total, every **two** weeks.
- ❖ Choose your roast mix: Light, Medium, Dark, Espresso, or a mix.
- ❖ Net 10 day credit terms for businesses in existence at least one year.
  - » 5% discount for payment at time of delivery.



### Per bag \$/lb:

1 bag set (14 lbs.) <b>every two</b> weeks:	\$9 / lb
1 or 2 bag sets (14 or 28 lbs.) <b>every</b> week:	\$8 / lb
3+ bag sets every week:	\$7 / lb

### Packaged Bags for Retail

Suggested retail price per bag

Six (6) one-pound bags	\$9 / bag	\$16.50 / bag
Six (6) 10 oz. bags	\$6 / bag	\$12 / bag

### Sign up today:

- Call 978-363-8100,
- Email [cristina@cafervalverde.com](mailto:cristina@cafervalverde.com), or
- Submit online enrollment form: <http://invalsacoffee.com/pages/valverdecoffeeretailersignup>.