



MERCHANT GROUP  
**PRODUCT GUIDE**



**MAD  
HATTER  
TEA <sup>CO</sup>**



## ABOUT US

### *Dedication to building profound partnerships.*

As a leading coffee merchant located in regional Victoria, we provide quality coffee and consistency every time. Great coffee and exceptional service is our passion.

We strive to provide a tailored experience to nurture and grow with you and your business, forming profound partnerships.

## OUR STORY

### *Everything we do is a matter of quality and service.*

Based in beautiful Mansfield at the base of Mt Buller, Merchant Coffee Roasters is a well-oiled machine, roasting and supplying specialty grade coffee, extensive training and unparalleled support. Now rewind to 2014 to where it all began. Owner Mat Picone and his wife Lee moved to Mansfield and opened the 'Mansfield Coffee Merchant' cafe. It was an immediate success due to Mat's many years of experience grinding through hospitality, where his attention to quality and welcoming service immediately became the magic mix.

Merchant Coffee Roasters was born from his drive and passion for creating a range of coffee blends to suit customers' needs, tastebuds, and single-origin coffees to take their experience to the next level. Also, bring the quality of coffee and service from Melbourne to the locals and known as the people who help and listen.



## REASONS TO PARTNER WITH US

### *Personalised to your specific needs.*

We are passionate about delivering the highest quality coffee, the absolute commitment to our business partners' success, and providing dedicated customer service. To do this, we can provide regular staff training and education, coffee and equipment troubleshooting, business growth and emergency breakdown assistance.

Our tailored approach ensures we can provide you with equipment to suit your business in the way of espresso machines and grinders.

We roast a range of coffee blends to suit your customer's and your tastebuds, as well as single-origin coffees to take their experience to the next level. All our coffee is rated 80 points or above out of 100 by the Specialty Coffee Association of America, classifying it worldwide as specialty coffee. We also stock a range of coffee-related products such as our own The Mad Hatter Tea Co range of tea, fresh chai, chocolate powder, and more.



#### **SPECIALTY GRADE COFFEE**

All our coffee is 100% Arabica rated 80 points or above by the SCAA – the top 5% of coffee in the world.



#### **TRAIN AND DEVELOP**

Extensive training on-site or with us. Tasting sessions, education and business support.



#### **SERVICE AND SUPPORT**

Regular visits, on the spot training and testing. Equipment maintenance and breakdown assistance.



#### **INDUSTRY CONNECTIONS**

Access to multiple Melbourne and Australia based industry contacts as well as local business partners.



## OUR PROMISE

Delivering the best possible *product* and *service*, to ensure your business *grows* and your coffee is *delicious*.

### SERVICE

Service is what we pride ourselves on and have worked in the industry for many years from all perspectives. We understand the needs of our clients, and we work hard to deliver on these. We are approachable open and give you our all to ensure your success.

### COMMITMENT

We are fully committed to your business. We want you to speak highly of us and engage through a good faith and trust contract in the service and products we supply. We work hard to form long-lasting relationships built on coffee and meet your business needs.

### PRODUCT RANGE

As well as our delicious, specialty grade coffee, we also proudly distribute the Mad Hatter Tea Co range of loose leaf tea, tea bags, drinking chocolate, sticky chai and chai powder. As well as syrups, cups and everything you need for your coffee requirements.

### TRAINING

Our staff have worked their way up from clearing empty plates and cups to being behind the machine, roasting and then to where they are now. We know coffee, and we share this. Thorough and relevant training to your staff to make sure they can deliver.

### FUN

We strongly believe coffee should be fun as well, from training sessions to catching up and working with you to grow. Hospitality is a dynamic industry, and we feel we have a team that loves what they do and can help you and your team have a bit of fun while we do it.

### CONFIDENCE

Through our years of experience, we have faced nearly every challenge you can think of and have found solutions every time. We are here to share these experiences with you to have the confidence that we always have your back and interests in mind.

### EQUIPMENT

Working with an extensive network of trusted service suppliers, we can arrange installations, servicing and maintenance on all coffee-related equipment. We can supply you with equipment that is not just the latest trend but a practical solution tailored to your business needs.

### INDIVIDUALITY

We do not have a blueprint that we apply as a blanket solution to each customer. We tailor your training, equipment and more to suit what your business, customers, staff, and you require. Working with you and your team to build their skillset and knowledge.



## OUR TEAM

From clearing *plates & cups*, being behind the *machine* to *roasting* - we know *coffee* and want to *share* this with you.



**MATHEW PICONE**

Managing Director

0438 073 034

[mathew@merchantcoffeeroasters.com.au](mailto:mathew@merchantcoffeeroasters.com.au)



**JASON BLAKE**

Operations Manager

0447 194 971

[jblake@merchantcoffeeroasters.com.au](mailto:jblake@merchantcoffeeroasters.com.au)



**KALE WILSON**

Account Manager

0419 780 188

[kwilson@merchantcoffeeroasters.com.au](mailto:kwilson@merchantcoffeeroasters.com.au)



**JAYDE RAPOOJEE**

Account Manager

0499 357 485

[jrapoojee@merchantcoffeeroasters.com.au](mailto:jrapoojee@merchantcoffeeroasters.com.au)



**ROBERT WELLARD**

Account Manager

0499 356 315

[rwellard@merchantcoffeeroasters.com.au](mailto:rwellard@merchantcoffeeroasters.com.au)



**ROSS PICONE**

Head Roaster

03 5779 1623

[roastery@merchantcoffeeroasters.com.au](mailto:roastery@merchantcoffeeroasters.com.au)



Merchant Coffee Roasters

M A N S F I E L D

*Bold & confident with a good dose of passion.*

Boasts quality to reflect the premier support and service you can expect.  
Adventurous and artsy giving it a feel that is carefree and effortlessly cool.

Quality, loyal and fresh; while being energetic and uplifting -  
all feelings people should experience with Merchant Coffee Roasters.

## MERCHANT COFFEE ROASTERS - RANGE



### NEW KID ON THE BLOCK BLEND

Balanced and sweet.  
New Kid On The Block is a delicious well rounded coffee that is sure to keep people coming back for more. Nice upfront sweetness with toffee and vanilla flavours. Following through to a mild citrus finish with low acidity and delicious caramel notes and a hint of spice.

**Roast colour:** medium



### ORGANIC

Certified delicious.  
A combination of the best organic coffees we could find without sacrificing on taste, this combination brings to you a smooth, toffee base with delicious ripe, bursting fruit on the palette. Delicious as a black coffee or combined with milk to create a well-rounded organic option. Our organic blend changes at times due to the nature of organic processes and supply.

**Roast colour:** medium



### BUELLERS BLEND

Dark and rich.  
A full-bodied blend that is perfect for milk-based coffees and punchy enough for a delicious black coffee. A dark chocolate body combined with sweet cherry and finishing with a bold yet mild lingering acidity.

**Roast colour:** medium dark



### DECAF

Single origin Colombian.  
We have settled on what we believe to be one of the tastiest decaf coffees we have ever let pass our lips. This single origin Colombian is bursting with milk chocolate, caramel and honey and has a full, creamy body. Decaffeinated using a sugar cane EA or natural method to retain the beans characteristics in the cup.

**Roast colour:** medium dark



### HOUSE PARTY BLEND

Full bodied and smooth.  
Three beans combine in this blend with Colombian being the largest component. A syrupy bodied blend that is bursting with butterscotch, spice and an alluring citrus sweetness. Amazing as a black coffee and combined with milk to deliver a smooth yet bold coffee.

**Roast colour:** medium



### SINGLE ORIGIN COFFEES - POA

We roast a range of single origin coffees, including Cup Of Excellence varieties, to truly highlight the region and beans. Rotated regularly you will find coffees from Brazil, Colombia, Mexico, Ethiopia, Honduras and many more.

**Roast colour:** varies to maximise coffee flavours



*Designed to suit your everyday coffee drinker.*

High Ground Coffee Roasters offers a range of full-bodied coffee blends designed to suit your everyday coffee drinker. Bursting with delicious chocolate notes, sweet caramel with exceptional finishes ensures your customer wants to return again and again.



## HIGH GROUND COFFEE ROASTERS - RANGE



### LIGHT SIDE

A delicious well-rounded coffee that is perfect for a house blend that will please everyone. Nice upfront sweetness with toffee and vanilla flavours. Following through to a mild citrus finish with low acidity and lingering caramel sweetness.

**Roast colour:** medium



### ORGANIC

Certified organic green beans from two different origins combine to deliver a smooth but full-bodied and fully organic blend. Sweet berries and choc with smooth caramels and complex body with a hint of citrus.

**Roast colour:** medium



### DARK SIDE

A full-bodied blend that is perfect for milk-based coffees and punchy enough for a delicious black coffee. Sweet berry notes followed by a full mid palate of dark choc and finishing with a milk acidity and hint of spice.

**Roast colour:** medium dark



### DECAF

We treat decaf with just as much respect as we do all our other coffees. We have sourced a delicious mountain water process Guatemalan coffee that is brimming with sweet orange, chocolate notes and a smooth cacao finish.

**Roast colour:** medium dark



# MAD HATTER TEA CO

A sip of *magic*. Unlocking incredible tea  
*experiences for lovers and dreamers.*

It's whimsical, quirky and adventurous with a burst of magic.  
Inspired by Alice in Wonderland - oozing with eccentric, cool vibes.  
Playful and experimental, coupled with a fun and down-to-earth attitude.  
Mad Hatter Tea Co. is energetic yet easy-going.  
Filled with a heapful of love, a sprinkle of whimsy and a dash of madness  
- all feelings you should experience in every cup.

## MAD HATTER TEA CO. - BLACK, HERBAL & TEA RANGE

Loose Leaf & Tea Bags Available



### ENGLISH BREAKFAST

One of the most popular blends of black tea, this stimulating and aromatic blend takes on the flavours of a full English cooked breakfast.

Ingredients: Organic Black Tea  
Origin: Sri Lanka



### EARL GREY

An elegant and smooth blend featuring earthy tones that beautifully balance with floral notes of bergamot gives a unique taste.

Ingredients: Organic Black Tea,  
Natural Bergamot Oil  
Origin: Sri Lanka



### PEPPERMINT

This blend delivers the kick without the caffeine; naturally, a nice, refreshing little buzz.

Ingredients: Organic Peppermint Tea  
Origin: Egypt



### CHAMOMILE

Chamomile tea is beautiful and refreshing with a lemon-like taste and aroma. Made from the flower, it has numerous traditional advantages: to help calm nerves and a night of peaceful sleep. Enjoy sipping hot or as an iced tea.

Ingredients: Organic Chamomile  
Origin: Egypt



### LEMONGRASS & GINGER

Packed full of zest, spice and a 'bitey-ness' that only leaves you wanting more. Coarse cut so that the flavours infuse perfectly; this is a fresh take on an old favourite.

Ingredients: Organic Ginger Root,  
Organic Lemongrass  
Origin: Sri Lanka



### JASMINE GREEN

Great for a refreshing change that leaves you ready to take on anything. This blend, infused with Jasmine, is characterised by a healthy earthiness and a frisky, fresh finish.

Ingredients: Organic Green Tea,  
Jasmine (10%)  
Origin: Sri Lanka



### SENCHA GREEN

Sencha is a Japanese style green tea famous for its tanginess and fresh qualities, complimented by a leaf of high uniformity.

Ingredients: Organic Green Tea  
Origin: Sri Lanka



### MASALA CHAI

Made with a good old-fashioned mortar and pestle, the highest quality range of exotic spices combined with a delicious loose leaf aromatic tea. Finished with local honey to create a sweet, spicy and alluring wet Masala Chai.

### PYRAMID TEA BAGS 50 Pack

Available in all tea kinds  
(except Masala Chai).

**Retail options available.  
Please contact your sales rep  
for pricing.**

## POWERED CHAI, TURMERIC, SYRUPS & DRINKING CHOCOLATE



### POWDERED CHAI

A mix of natural spices resulting in a rich, creamy chai.



### TURMERIC POWDER

A spicy mix of cinnamon, cloves, cardamon, nutmeg, black pepper, star anise, ginger, raw sugar and heaps of turmeric.



### DRINKING CHOCOLATE 20% CACAO

Sweet vanilla and caramel notes, a silky creamy body lingering finish for a classic hot chocolate.



### VANILLA SYRUP 750mL

Arkadia Premium Vanilla Syrup delivers superior taste and quality.



### CARAMEL SYRUP 750mL

Arkadia Premium Caramel Syrup delivers superior taste and quality.



### HAZELNUT SYRUP 750mL

Arkadia Premium Hazelnut Syrup delivers superior taste and quality.

## PACKAGING

### BRANDED CUPS



**4 Oz.**

Single wall  
Sleeve 50 cups



**6 Oz.**

Single wall  
Box of 1000 cups



**8 Oz.**

Single wall  
Box of 1000 cups



**12 Oz.**

Single wall  
Box of 1000 cups

### LIDS



**4 Oz.**

Sleeve 50 lids



**6 Oz. / 8 Oz.**

Box of 1000 lids



**12 Oz.**

Box of 1000 lids



## TRAINING

# Thorough and relevant *training* to your *staff* make sure they can *deliver*.

We offer a range of training options for your baristas and team. We prefer to introduce you and your team to our product as soon as possible to your start/changeover date. We offer onsite training at your business or a session at our Roastery. This first session is a basic run through and is part of signing up with the Merchant Coffee Roasters.

We will provide a more in-depth session for customers who average 10kg and above per week, including latte art, grinder adjustments, and essential machine maintenance. We also offer alternative brewing classes, one on one sessions and more.

Please contact us to discuss your options and pricing for further training information.



## EQUIPMENT AND SERVICING

We provide practical *solutions*  
to suit your *coffee* needs.

We supply and sell an extensive range of equipment from brands such as CIME, La Marzocco, San Remo, Mazzer, Fiorenzato, Pugpress and more. Working with an extensive network of trusted service suppliers, we can arrange installations, servicing and maintenance on all coffee-related equipment.



CIME



LA MARZOCCO



SAN REMO



MAZZER

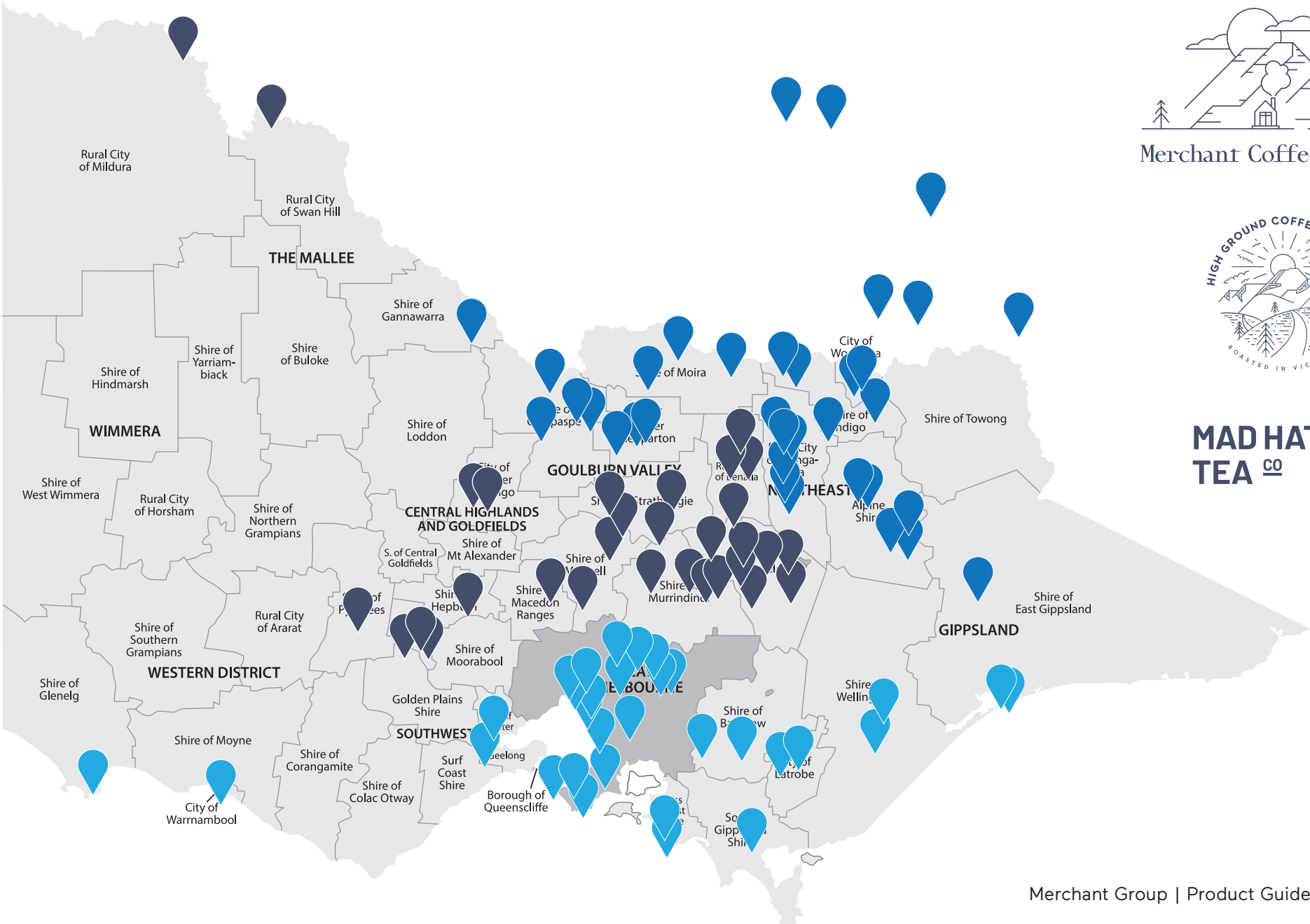


FIORENZATO



PUQPRESS

# OUR DISTRIBUTION & STOCKISTS



Merchant Coffee Roasters



**MAD HATTER  
TEA CO**





## PRICING & ORDERING

We are here to *grow*  
with you to *ensure your business succeeds.*

Our bean price reflects a structure that allows you to succeed as your order increases. We will support you through better prices through evaluation and sales forecast.

Our support extends to training options that allow you to learn more about the beans espresso and how you can get the most out of your machine. Of course, we trust you already make a great coffee, but there could be some hints or tips we have learnt along the way to push your espresso a bit further. Combined with our delicious, fresh coffee, you will see more customers through your door.

Our order schedule helps you place your order more frequently, so you'll never run out. Orders must be in by midday on Monday for delivery by Friday at the latest of the same week.

## ORDERMENTUM

Ordermentum is a wholesale online order management system we use so you can order when you want. We know you're busy during the day, and we have gone home when you finally have time for paperwork. With Ordermentum, you can order in one click, when it suits you.

## INVOICING AND PAYMENT OPTIONS

All accounts are required to fill out our Trade Agreement to obtain a 7-day account which we will action and let you know of approval and when the account can start. Credit Card Authorisation is also available.



## SUPPORTING OUR FARMERS

We source coffee from *all over the world*  
from farmers we know and trust.

|  
Ethically farmed and sourced  
Fair prices  
Quality Bean



BECOME A MERCHANT PARTNER  
[www.merchantcoffeeasters.com.au](http://www.merchantcoffeeasters.com.au)



**MAD  
HATTER  
TEA <sup>CO</sup>**