

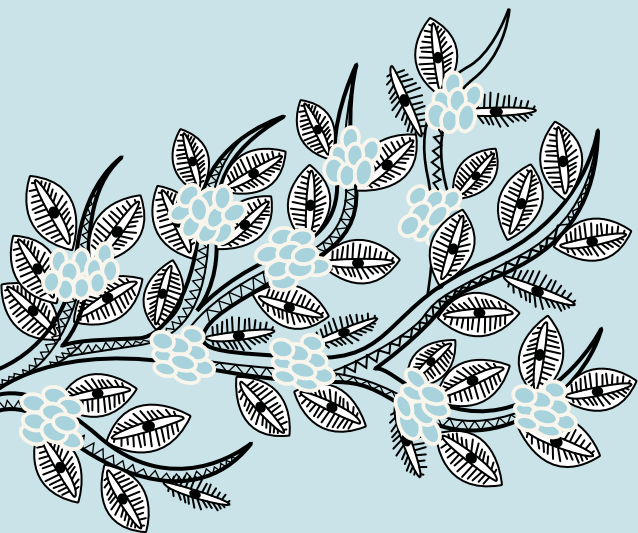


ROASTING & BREWING INDIA'S BEST COFFEE

For elevating the *hotel* experience

BLUE TOKAI COFFEE ROASTERS





agenda

About Blue Tokai
Our hotel partners
Sustainability
Partnership offerings

ABOUT BLUE TOKAI *who we are*

We are India's fastest growing and most-loved specialty coffee company with over 60 stores across 9 cities. We are proud to roast India's best coffee and offer a wide range of brewed beverages, fresh bakes, home-brewing products and merchandise for all coffee-lovers needs. We have successfully raised Series B funding and aim to open 200 additional stores in 3 years.

Our mission since we started has stayed the same: introduce our customers to the estates we directly buy our coffee from, roast the beans with care, and make high-quality coffee more accessible through our products and cafes.

4
roasteries

60+
cafes pan-India

2000+
b2b partners

1000+ TONS
coffee roasted

4 MILLION+
cups of coffee served

80%+ REPEAT
amongst customers



OUR HOTEL PARTNERS

Radisson®

The Oberoi Group

 pullman
HOTELS AND RESORTS

 ST REGIS

THE
PARK
Hotels

HYATT®


JW MARRIOTT

WESTIN®
HOTELS & RESORTS


THE GRAND DRAGON
Ladakh

LP
RESIDENCY


THE LEELA
PALACES HOTELS RESORTS

SUSTAINABILITY INITIATIVES *taken by Blue Tokai*

As a brand, we acknowledge our responsibility to value environmental resources and are inculcating sustainability as a way forward into processes and value chains across our operations. In line with our sustainability vision, we are committed to the following:

- **PYRAMID OF WASTE MANAGEMENT**
- **BIODEGRADABLE MATERIAL**
- **RECYCLING PLASTIC PACKAGING**
- **TRAINING EMPLOYEES ON SUSTAINABILITY GUIDELINES**
- **REGULAR MONITORING ENVIRONMENTAL PERFORMANCE**
- **MINDFUL BUSINESS DECISIONS**
- **TRANSPARENCY**



PARTNERSHIP OFFERINGS

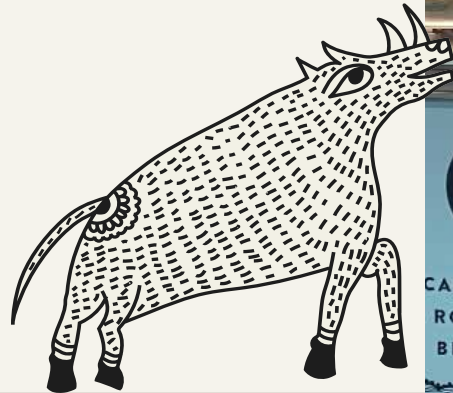
EXPERIENTIAL CAFES

- Transform your coffee shop into a coffee experience center to **drive guest engagement**
- Elevate your hotel's F&B experience by brewing with some of India's highest scoring coffees.
- We offer **machines, coffee beans, training and several branding and interactive assets** to highlight the coffee journey in the coffee shop. All deliverables are **fully customisable** to suit requirements.
- Our partners, **Novotel Kolkata**, increased their coffee sales by over 100% with the introduction of **Blue Tokai coffee** in their menu.



BANQUETING & EVENTS

- Satisfy the increasing demand for high quality coffee experience at events.
- Create a dedicated live brewing station to give the guests a unique experience at the event.
- For high volume, bulk service areas we offer economical blends as well as automatic machines.



IN-ROOM EXPERIENCE

- Delight your guests with the **highest quality in-room coffee experience**. We have a range of **ready-to-brew and ready-to-drink solutions**, ideal for in-room coffee options. These are **all customisable and can be co-branded**.
- Our **hassle-free Easy Pour sachets** fit over a **coffee cup** and the guest simply needs to pour hot water over the grounds. Our **ready-to-drink cans with cold brew coffee and iced lattes** are a coffee lover's ideal addition to the in-room mini bar.
- We recently launched **India's first specialty instant coffee** - the easiest product to offer your guests a premium experience.



SUPPORT & TRAINING

- Ensure the finest experience for guests, enabled by **intensive support and training**. Having well trained staff and well serviced machines are **key to deliver a consistently high-quality coffee experience**.
- We offer **comprehensive barista training programs** along with **auditing and refresher courses** to ensure your staff.
- We have **our own technicians** and well as a **network of third party partners** to ensure minimal downtime for all machines.
- We can also provide **brand and knowledge support with menu and recipe design, visual merchandising, vendor contacts and conceptualisation** for experiential events.



WHOLESALE

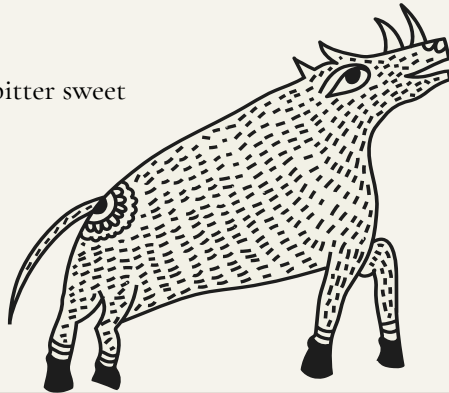
For companies looking to only source India's best coffee from us, we have multiple options available, suited to different palates and budgets.

1. MAGPIE BLEND

An 80:20 mix of Arabica and Robusta - great choice for those who prefer an old-school espresso with lots of body and a bittersweet flavour profile.

Roast Level: Medium Dark

Tasting Notes: Dark Chocolate, bitter sweet



2. MAHOGANY BLEND

This 100% arabica blend is roasted to a medium-dark roast and has a buttery medium-high body and low acidity.

Roast Level: Medium Dark

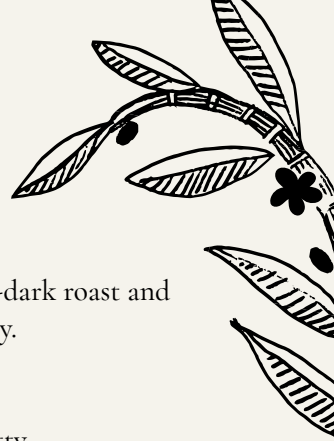
Tasting Notes: Dark Chocolat, Biscuits and Nutty

3. SILVER OAK CAFE BLEND

Our signature cafe blend used to make coffees across our cafes, this is a versatile coffee that is enjoyed by coffee lovers of varying palates.

Roast Level: Medium

Tasting Notes: Hazelnut, Honey, Grapes



AUTOMATIC



DR. COFFEE: EXPERT F11



NECTA KALEA PLUS

SEMI-AUTOMATIC



LA MARZOCCO



PROFITEC PRO 700 ESPRESSO MACHINE

THANK YOU



For wholesale queries, write to:

B2BSALES@BLUETOKAICOFFEE.COM

Follow us:

[@BLUETOKAICOFFEE](https://www.instagram.com/BLUETOKAICOFFEE)

WWW.BLUETOKAICOFFEE.COM

