

**F U L C R U M**

COFFEE

## BRAND GUIDE

*This is a guide to better understand our collection of assets, designed to enhance or support your brand and space experience.*

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## OUR BRANDS

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*We are home to three brands: Fulcrum Coffee, Urban City Coffee and Silver Cup Coffee - each with its own unique brand experience.*

*Each brand includes its own coffees, creative assets, and personality, sharing the same attention to detail and quality. Having three brands creates options, allowing our wholesale customers to select the brand that best fits their business.*

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**F U L C R U M**

**C O F F E E**

**SILVER CUP** 

**URBAN CITY COFFEE**

## FULCRUM SINGLE ORIGINS

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*When we're searching for new offerings, we don't just look for great flavor and high ratings – we also pay close attention to the stories of the people who work to produce the coffee.*

*With Fulcrum single origin coffees, you can explore the world and hone your palette. These coffees are grown in a variety of climates, picked and processed using different techniques and technology.*

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*Coffee producer Sebastião Afonso shows his son how to check quality of the new crop in Brazil*



*Fulcrum packaging features a modern triangle pattern*



*Farmers sort coffee cherries in Myanmar*



## SILVER CUP COFFEE

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*The Pacific Northwest is our idea-source. How could it not be? It surrounds us daily in grandeur. And, as early mountaineers knew, this region is a wonderland. We followed our own path through the region, seeking inspiration for our coffee blends.*

*What we found was a series of surprises.*

*Someone put a UFO on long steel legs & called it the Space Needle. An immigrant child grew up on the mean streets of a pioneer city and learned to box his way to greatness. A mysterious man boarded a plane, ordered a stiff drink, and vanished into thin air.*

*The PNW becomes us in our work. We are trying to create something you wouldn't think of, an unexpected surprise.*

*We do this by marrying diverse beans and roasts into novel forms of flavor.*

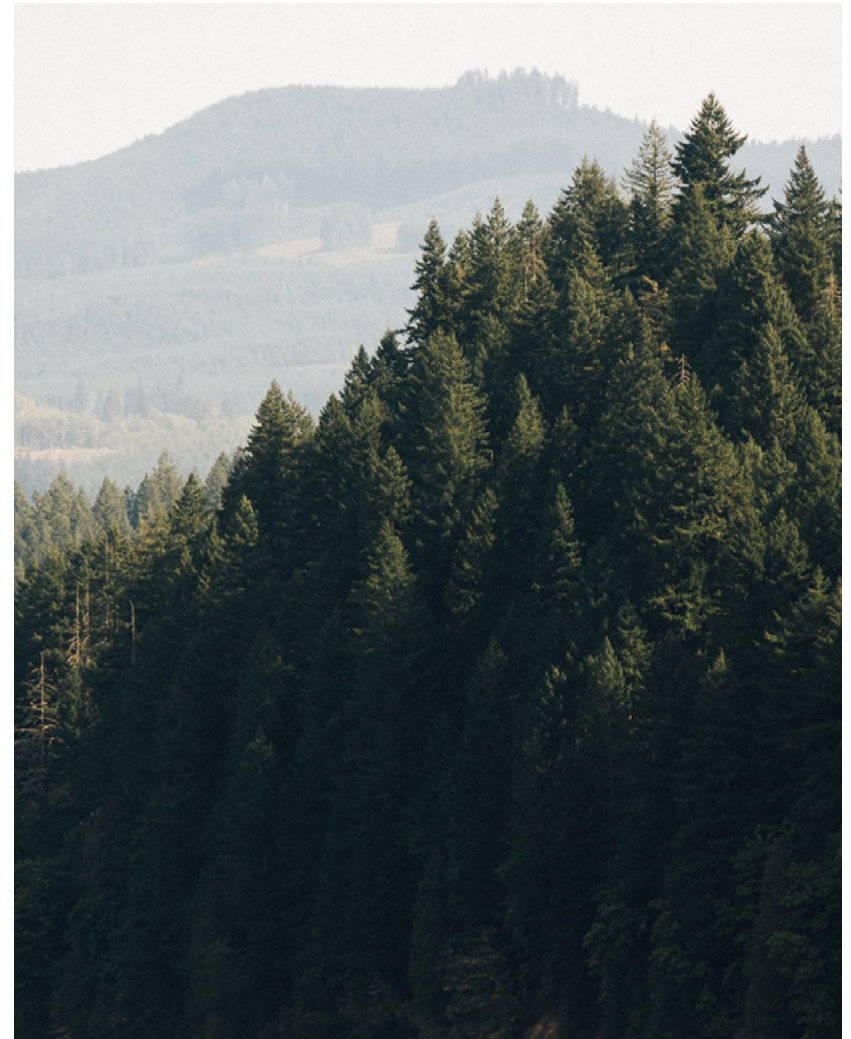
*This is Silver Cup Coffee, curated for unexpected pleasure as you navigate your trail.*

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*Silver Cup packaging features original northwest illustrations*



*A dense tree line in Ariel - potentially hiding clues to a decades old mystery*





## URBAN CITY COFFEE

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*Seattle - our freethinking city of artists -  
is part of our being.*

*Urban City blends honor the stories that surround us  
here - Left Coast jazz beatniks, eccentric espresso machine  
tinkerers, the people that once walked through the coffee  
shops and pool halls of Broadway.*

*We named our Urban City blends after those who came  
before us. People who got mixed up in the cultural blend of  
the Emerald City (once a place on the edge of nowhere, a  
strange frontier attracting the 'out there') and became part  
of something bigger than themselves.*

*Their stories became the city.*

*With these innovative city-making forebears in mind,  
we hand-selected beans from around the world. We  
experimented with roasts and curated their couplings to  
create something greater than the sum of its parts.*

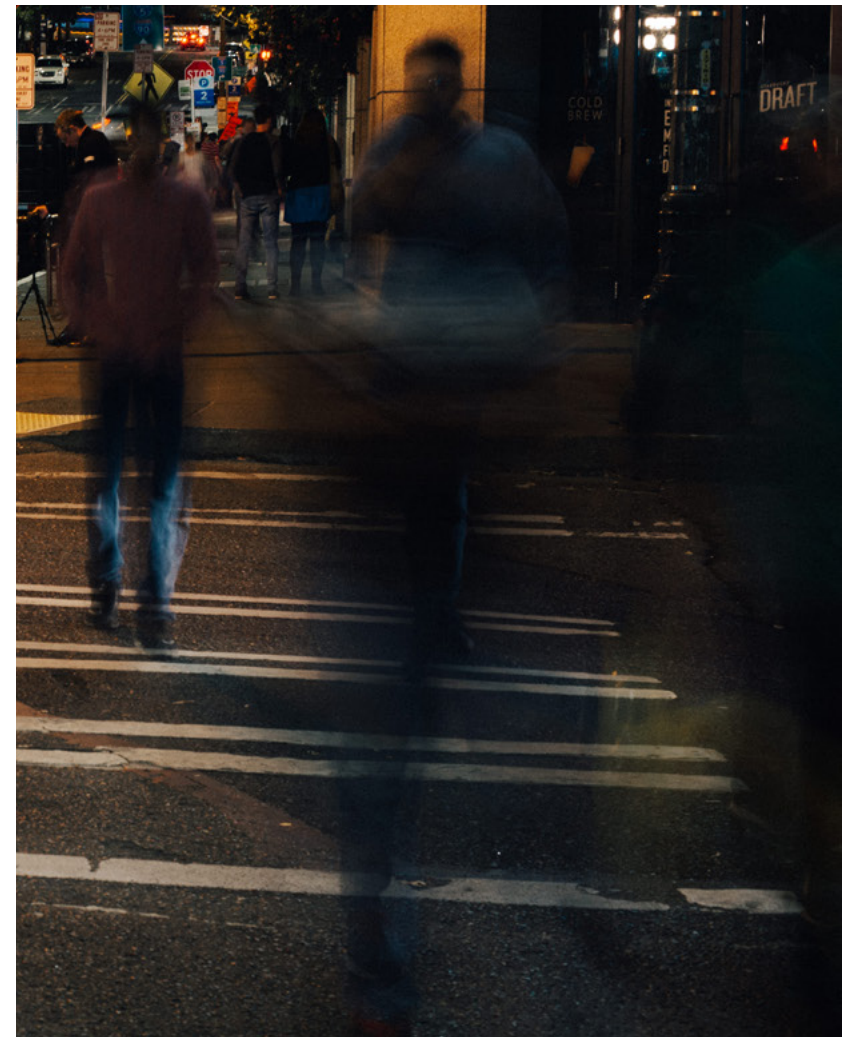
*Here are stories that you can drink.*

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*Urban City's packaging features bright original patterns*



*Pioneer Square comes alive after dark*





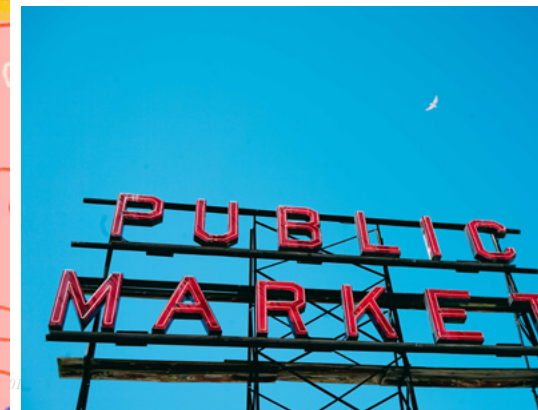
## *Storytelling*

Each of our coffees comes with a compelling story, crafted from unique context, like the one of Grace Tembo and Bukonzo Joint coffee. It is our mission to share these stories with you to cultivate more personal relationships and maintain transparency from origin to consumer.



*These stories are meant to be shared  
with staff and customers.*

*The full stories can be found on our  
website at [fulcrumcoffee.com](http://fulcrumcoffee.com).*



## Artwork

We believe in creativity and originality—it's what makes us unique. See exclusive and beautiful art pieces integrated in our retail collection.



## Packaging

We feature customized packaging that represents each of our brands' personalities and artistic expressions.

Custom labels and packaging are available. Call for details.

### Fulcrum Packaging

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*Single Origins*

### Silver Cup Packaging

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*Ursa Minor*



*Smugglers*



*Southpaw*



*Queen City*



*SnohoMojo*



*Wonderland*

### Urban City Packaging

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*Broadway*



*Sunset*



*Urban Espresso*



*Jazz Alley  
Nights*

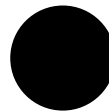


*Pike Street*

### Custom Packaging

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Custom labels are available on black, silver or kraft packaging. Call for details.



*Black*



*Silver*



*Kraft*



## Hot & Cold Cups

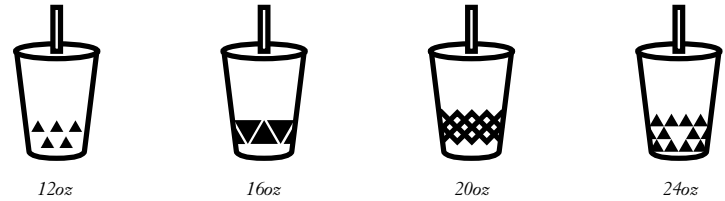
Fulcrum cups feature a simple geometric pattern. The cups have no logo - offering plenty of space to add your own.

Available in 8, 12, 16, 20, and 24oz hot / 12, 16, 20, and 24oz cold.

### Hot Cups



### Cold Cups



### Sticker Application



### Stamp Application



### Custom Printed Java Jacket



### Custom Printed Logo Cups\*



\*typically requires multi-year, 50,000 cup commitment.





## Signage

We offer an extensive selection of beautiful signage in several materials and sizes. Additionally, we can produce custom signage to fit a wide variety of styles and applications.

### Blend or Single Origin Serving Sign

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7" x 5"



17" x 11"

### Roaster Sign

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Wood



Metal



Custom

### A-Frame Sign

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Wire



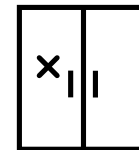
Wood



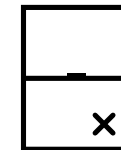
Custom

### Decal

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Doorfront



Window

Outdoor Signage, Menu Boards, and other custom signage are also available. Call for more information.

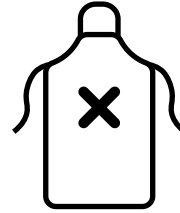


## Wares

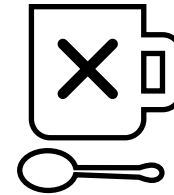
Branded wares are available for each of our three brands. Items not listed may be available, ask your sales representative for more details.

## Branded Wares

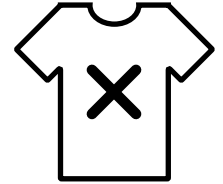
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*Aprons*



*Mugs & Demitasse Spoons*



*T-Shirts*



*Totes*



*Tampers*



*Steam Pitchers*



## *Products & Supplies*

We provide over 5,000 different items including cups, lids & straws, syrups, sauces, smoothies, dairy alternatives, leaf teas, small wares, and much more. Request a product guide for full options and pricing.



## *Training & Workshops*

We offer complimentary training programs to our customers. We have developed institutionally tailored classes including but not limited to continuing coffee education and on-boarding new hires.



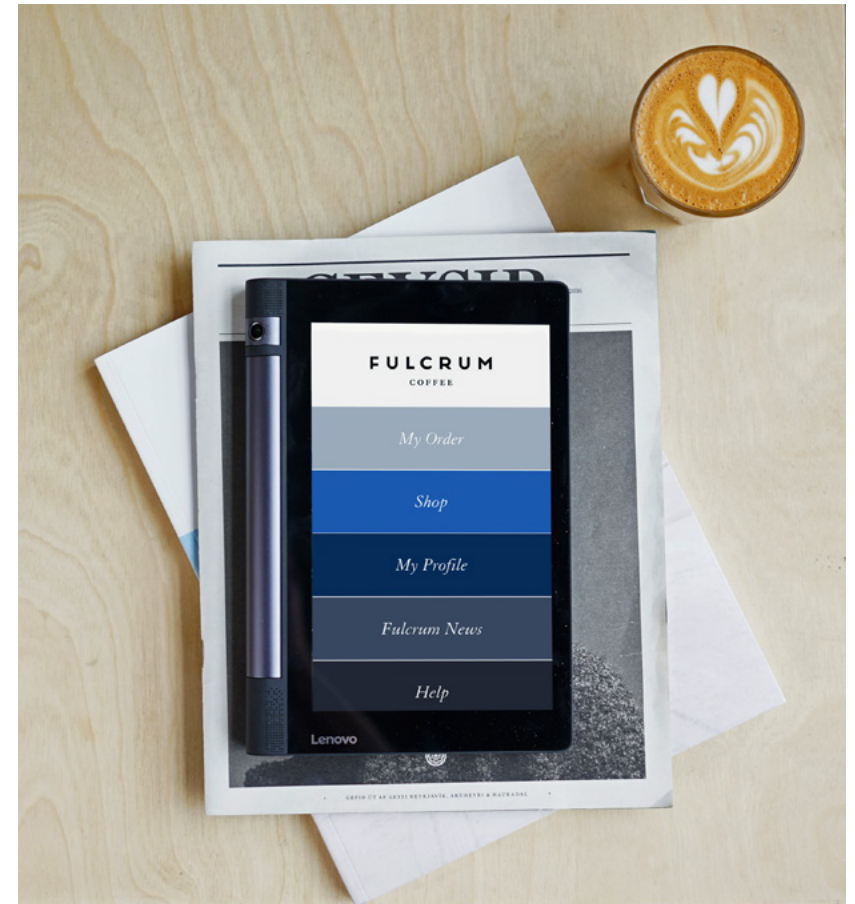


## *Events*

We host regular coffee cuppings, classes, and gatherings. Follow our Facebook page for upcoming events.

## *Ordering App*

Released for BETA testing in 2017 – the Fulcrum ordering app allows users to quickly place an order, right from the stockroom.





## *Equipment & Maintenance*

We sell a wide variety of espresso equipment and service parts for most manufacturers.

Maintenance and repair services, along with training to help our customers maintain their own equipment is also offered.

