



WHOLESALE

ALPHA COFFEE PRODUCT CATALOG

2024



VETERAN
CO-OWNED * OPERATED



WOMAN
CO-OWNED * OPERATED

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ABOUT US

We are a veteran and woman co-owned company dedicated to offering our customers amazing coffee, promoting the warrior lifestyle, providing the highest levels of service, and giving back to our military and veterans.

From the start, Carl and Lori wanted to create a different kind of company guided by the principles they lived by.



GROUNDS FOR GOOD



ALPHA COFFEE WAS FOUNDED OUT OF SERVICE.

Giving back will always be a big part of our mission. Through our Grounds for Good program, over 10% of our profits are donated to organizations supporting our **Veterans, Planet, and Community.**

THE ALPHA COFFEE COLLECTION

Our coffee beans are sourced from some of the best coffee farms and cooperatives around the world. We pride ourselves on providing our customers with awesome coffee in a variety of blends and single-origin all designed to maximize your coffee experience.



BLENDS



DAWN PATROL


BREAKFAST BLEND

SKU:WCOBLDWN1WB

ROAST: Medium-Light



PROFILE:

Almond 

Milk Chocolate 

SOURCE: Central & South America, Papua New Guinea

WARRIOR SELECT


ADVENTURE BLEND

SKU:WCOBLWRS1WB

ROAST: Medium-Dark



PROFILE:

Dark Chocolate 

Walnut 

SOURCE: Central America, Brazil, & Papua New Guinea



BLENDS



SMOOTH OPERATOR

ESPRESSO BLEND

SKU:WCOBLSMO1WB

ROAST: Medium



PROFILE:

Chocolate



Hazelnut Aroma



Full-Body



SOURCE: Brazil, Pacific Islands, & Central America

DOUBLE BARREL BLACK

FRENCH ROAST

SKU:WCOBLDBB1WB

ROAST: Dark/French



PROFILE:

Smokey Toasted Oak



SOURCE: Nicaragua, Papua New Guinea,
& South America



CHARLIE DON'T SURF

KONA BLEND

SKU:WCOBLCDS1WB

ROAST: Medium



PROFILE:

Cocoa



Buttery Light Caramel



SOURCE: Kona, Pacific Islands, & Central America



BLENDS



TASK FORCE ZULU

ORGANIC BLEND

SKU:WCOBLTFZ1WB



ROAST: Medium



PROFILE:

- Floral 
- Honey 
- Cocoa 

SOURCE: Costa Rica, Guatemala, & Honduras

TASK FORCE VICTORY

ORGANIC BLEND

SKU:WCOBLTFV1WB



ROAST: Dark



PROFILE:

- Dark Chocolate 
- Spice 

SOURCE: Central America and Ethiopia



SUNDOWN DECAF

SWISS WATER ORGANIC

SKU:WCOBLSDD1WB



ROAST: Medium



PROFILE:

- Full-Body 
- Toast 
- Nuts 

SOURCE: Peru

WORLD ORIGINS



HONDURAS



PACAYAL GROWERS COOPERATIVE
SKU:WCOSOHON120WB

ROAST: Light



PROCESSING: Honey Process, Sun-Dried

PROFILE: Notes of honey, caramel, and molasses. A buttery texture and a floral aroma.

ETHIOPIA



FERO COOPERATIVE
SKU:WCOSOETH120WB

ROAST: Medium-Light




PROCESSING: Natural, Sun-Dried

PROFILE: Sweet and fruity, layers of berries, chocolate, and a citrus finish.



WORLD ORIGINS



GUATEMALA  
COOPERATIVA GUAY-B
SKU:WCOSOGUA12OWB

ROAST: Medium-Light



PROCESSING: Washed

PROFILE: Rich cocoa, faint dried mango sweetness, smooth texture, gentle finish, citrus aroma.

PAPUA NEW GUINEA

KUTA PLANTATION
SKU:WCOSOPNG12OWB

ROAST: Medium-Light



PROCESSING: Fully Washed, Sun-Dried

PROFILE: Deep, earthy, subtle notes of dried fruit, and a fig finish, velvet texture.



PERU  
LA FAMILIA GUZMAN
SKU:WCOSOPER12OWB

ROAST: Medium



PROCESSING: Washed

PROFILE: Chocolate aroma, light acidity, sweet finish, smooth buttery texture.



KILO-CUPS



OUR TOP SELLING BLENDS IN CONVENIENT COFFEE PODS!

- ⚡ Available as Dawn Patrol, Warrior Select, and Double Barrel Black.
- ⚡ 24 single serve kilo-cups per box.
- ⚡ 11 grams of coffee per pod.
- ⚡ Keurig 2.0 Compatible.
- ⚡ Sold in case packs of four.



INSTANT COFFEE



SEVEN SUMMITS - INSTANT COFFEE 12 ON-THE-MOVE INSTANT STICKS

SKU:RCOBLSSMB12IN

ROAST: Medium



PROFILE: Balanced notes of bright honey sweetness, hops, and chocolate.

SOURCE: Honduras

Sold in case packs of 12.

LIFE'S TOO SHORT FOR BAD COFFEE

Experience a coffee conquest with Seven Summits Instant Coffee! This instant coffee, crafted from the finest Honduran beans, is perfect for outdoor adventures or everyday convenience.

Simply add and stir, or shake, one of our convenient packets into 8-10oz of hot or cold water, and enjoy a cup of coffee with robust flavors. Try Seven Summits today for the confident on-the-move choice of coffee connoisseurs everywhere and elevate your brew to new heights of perfection!

Each box contains 12 On-the-Move Instant Coffee sticks (3.6g)



FRAC-PACKS



ECONOMY PACKS

5 OZ. FRACK-PACKS

SKU:WCOBLDWN215DG / WCOBLWRS215DG

Our Frac-Packs are individual packages of ground coffee perfectly portioned to yield 13-16 cups (about 1 gallon of brewed coffee).

All you have to do is tear the pack open, pour the coffee into your brewer, and get ready to taste the Alpha difference.

- ⚡ Available in Dawn Patrol or Warrior Select.
- ⚡ Pre-Ground as Drip.
- ⚡ 1:26 coffee to water ratio
- ⚡ Sold in case packs of 21.

GOLDEN RATIO PACKS

7 OZ. FRACK-PACKS

SKU:WCOBLWRS217DG

Our Frac-Packs are individual packages of ground coffee perfectly portioned to yield 13-16 cups (about 1 gallon of brewed coffee).

All you have to do is tear the pack open, pour the coffee into your brewer, and get ready to taste the Alpha difference.

- ⚡ Available in Warrior Select.
- ⚡ Pre-Ground as Drip.
- ⚡ 1:19 coffee to water ratio
- ⚡ Sold in case packs of 21.



RED THUNDER HOT COCOA



PREMIUM COCOA + MOCHA MIX AFRICAN SINGLE ORIGIN

SKU:RGRRTCOA

Our non-alkalized premium cocoa is harvested, fermented, cured and roasted in Ghana.

Sold in case packs of 4.



ALL NATURAL
NO PRESERVATIVES



GLUTEN FREE



NO ARTIFICIAL COLORS
OR FLAVORS



VEGAN

TASTE THE ALPHA DIFFERENCE

The rich, smooth, chocolate taste you're craving without being overly sweet. Single Origin sourced through direct trade, our amazing all natural cocoa mix is made with only two premium ingredients:

GROUND COCOA + PURE CANE SUGAR

The entire process from tree to cocoa powder takes place in Ghana, maximizing the economic value chain for the benefit of the country, its family farms, and its cocoa industry.

We consider this a more enlightened and more culturally respectful approach that we believe is "Beyond Fair Trade".



NEW CUSTOMERS

New customers can apply for wholesale by filling out the application [HERE](#), or by emailing us directly at wholesale@alpha.coffee.

ORDERING & FULFILLMENT

- All wholesale orders are processed on Thursday each week. Your order will roast on Friday and ship Monday.
- We ship from Washington state and transit times vary but typically are 2-4 business days. We will provide tracking information when your order ships. Shipping occurs via UPS, Monday through Friday (excluding holidays).
- All wholesale orders must be \$200 or more in order to process.
- Orders of \$350 or more will receive free shipping! Orders under \$350 will be charged a flat shipping fee of \$18.95.
- Tax Exempt customers will need to provide a valid resale exemption certificate.

LEAD TIMES

- **1-1,000 Units:** Order will process the Thursday of that week. These orders are roasted and shipped within 2 business days of the process date.
- **1,001-2,000 Units:** Order will process on the same day it was placed. These orders are roasted and shipped within 10 business days of the process date.
- **2,001+ Units:** Order will process on the same day it was placed. These orders are roasted and shipped within 15 business days of the process date.

PAYMENTS

- Payment is typically due at checkout unless other terms have been discussed.
- Clicking "Continue to Checkout" will direct you to the payment page where you can save your payment information for future orders.

ALPHA ★ COFFEE




Contact


Ship to

Method Orders Under \$350 - \$18.95


Payment


All transactions are secure and encrypted.

Credit card VISA    and more...

Card number 

Name on card

Expiration date (MM / YY) Security code 



Billing address


Select the address that matches your card or payment method.

Same as shipping address

Use a different billing address



Remember me

Save my information for a faster checkout



 Charlie Don't Surf - Kona Blend - 16 oz Whole Bean \$209.50	\$146.65
📍 WHOLESALE (-\$62.85)	
Subtotal	\$146.65
Shipping	\$18.95
Amount to pay	USD \$165.60

Checking this box
will create a
shop Pay
account where you can
pay securely with
just one click.

Save my information for a faster checkout

 Mobile phone number  +1

Next time you check out here or on other stores powered by Shopify, you'll receive a code by text message to securely purchase with Shop Pay.

By continuing, you agree to Shop Pay's [Privacy Policy](#)  and [Terms of Service](#) .

CONTACT INFORMATION



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STAY CONNECTED WITH ALPHA

