

WHOLESALE

ALPHA COFFEE PRODUCT CATALOG

2024



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ABOUT US

We are a veteran and woman coowned 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.















DAWN PATROL

BREAKFAST BLEND SKU:WCOBLDWN1WB

ROAST: Medium-Light



PROFILE:

Almond M



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 A



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:



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



ROAST: Dark



PROFILE:

Dark Chocolate



SOURCE: Central America and Ethiopia







SUNDOWN DECAF





SWISS WATER ORGANIC SKU:WCOBLSDD1WB

ROAST: Medium



PROFILE:

Full-Body
Toast
Nuts

SOURCE: Peru

WORLD ORIGINS



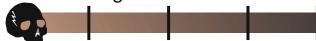


HONDURAS USDA ORGANIC



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.



ROAST: Medium-Light

SKU:WCOSOETH12OWB



PROCESSING: Natural, Sun-Dried

PROFILE: Sweet and fruity, layers of berries,

chocolate, and a citrus finish.



WORLD ORIGINS





ROAST: Medium-Light



PROCESSING: Washed

PROFILE: Rich cocoa, faint dried mango sweetness,

smooth texture, gentle finish, citrus aroma.

PAPUA NEW GUINEA

KUTA PLANTATION SKU:WCOSOPNG120WB

ROAST: Medium-Light



PROCESSING: Fully Washed, Sun-Dried

PROFILE: Deep, earthy, subtle notes of dried fruit, and

a fig finish, velvet texture.







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

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:RGRRDTCOA

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

Sold in case packs of 4.









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

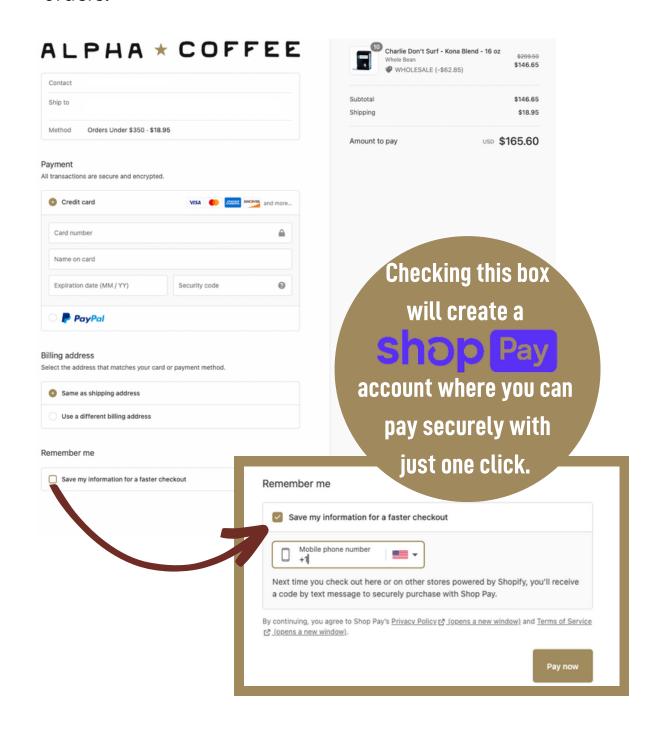
- All wholesale orders are processed on Thursday each week. Your order will roast on Friday and ship Monday.
- We ship from Washington state and transit times vary but typically are 2-4 business days. We will provide tracking information when your order ships. Shipping occurs via UPS, Monday through 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.



CONTACT INFORMATION

Q OUR ADDRESS:

Alpha Coffee 7260 Racquet Club Dr. Cottonwood Heights, UT 84121 US

OUR WEBSITE:

www.alpha.coffee

O PHONE:

801-841-0117

M EMAIL:

support@alpha.coffee wholesale@alpha.coffee

STAY CONNECTED WITH ALPHA











