



COMPANY BACKGROUNDER

MISSION: JAVAYA'S MISSION IS TO SHIP SERIOUSLY FRESH CRAFT COFFEE FROM LOCAL ROASTERS STRAIGHT TO THE CUSTOMER'S DOOR, MAKING IT EASIER TO PURCHASE AND BREW HIGH-QUALITY COFFEE AT HOME.

ABOUT: JAVAYA IS AN ONLINE CRAFT-COFFEE RETAILER, FEATURING ROASTERS FROM ALL OVER THE UNITED STATES. JAVAYA BREAKS THE MOLD OF TRADITIONAL COFFEE RETAILERS THROUGH THEIR INNOVATIVE FUTURE FRESH™ DATE; THIS UNIQUE FEATURE ALLOWS BUYERS TO SELECT THE SPECIFIC DATE THEY WANT THEIR COFFEE ROASTED. THE COFFEE IS THEN SHIPPED STRAIGHT FROM THE ROASTER TO THE CUSTOMER IN A MATTER OF DAYS, ENSURING THE CRAFT COFFEE THEY RECEIVE IS FRESH.

HISTORY: JAVAYA WAS CREATED IN 2017 BY NICK SELMAN AND JASEN HOLLEY, TWO COLLEGE FRIENDS WHO SHARED A PASSION FOR BREWING CRAFT COFFEE AT HOME. AT THE TIME, THEY ONLY HAD TWO OPTIONS FOR PURCHASING THEIR FAVORITE CRAFT COFFEE: DRIVING TO EACH INDIVIDUAL ROASTER, OR ORDERING LESS THAN FRESH BEANS ONLINE. JAVAYA WAS CREATED AS THE SOLUTION TO A PROBLEM THAT NICK AND JASEN, AND ALL OTHER CRAFT-COFFEE DRINKERS, FACED.

CORPORATE STRUCTURE: JAVAYA FEATURES COFFEE OF FOUR DIFFERENT ROAST LEVELS FROM ELEVEN DIFFERENT ORIGIN COUNTRIES. WHILE THEY STARTED WITH A FOCUS ON LOCAL CHICAGO ROASTERS, THEY HAVE SINCE EXPANDED THEIR REACH, INTRODUCING ROASTERS FROM ARKANSAS AS WELL AS MINNESOTA. SOME PROMINENT ROASTERS FEATURED ON THE SITE INCLUDE GASLIGHT COFFEE ROASTERS, HALFWIT COFFEE ROASTERS, AND METROPOLIS COFFEE COMPANY. CEO AND CO-FOUNDER OF JAVAYA, NICK SELMAN, HAS EXPERIENCE IN ALL FACETS OF THE BUSINESS INDUSTRY, INCLUDING MARKETING, MANAGEMENT, AND PRODUCT DEVELOPMENT. HE RECEIVED HIS MBA FROM THE UNIVERSITY OF NOTRE DAME MENDOZA COLLEGE OF BUSINESS IN 2016, WHERE HE MET FELLOW CO-FOUNDER JASEN HOLLEY.

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PRESS RELEASE: CRAFT COFFEE TO TROOPS OVERSEAS

JAVAYA SENDS CRAFT COFFEE TO TROOPS OVERSEAS

MAY 3RD, 2018

CHICAGO– COFFEE MARKETPLACE JAVAYA EXISTS TO SERVE COFFEE LOVERS ALL OVER THE COUNTRY AND THIS NOW INCLUDES THOSE IN THE ARMED FORCES. THROUGH THEIR COFFEE FOR COURAGE™ CHARITABLE INITIATIVE, JAVAYA IS ENCOURAGING LOCAL ROASTERS TO DONATE COFFEE TO SUPPORT THIS PROGRAM AND THE TROOPS.

"WHEN I WAS DEPLOYED, MY MORNING COFFEE WAS MY TIME TO REMEMBER HOME. IT WAS A TIME TO MENTALLY ESCAPE THE CHAOS OF WAR AND THE STRESS OF DEPLOYMENT," SAYS ANDREW, FORMER US ARMY SPECIAL FORCES. THIS INSPIRED JAVAYA CO-FOUNDERS NICK SELMAN AND JASEN HOLLEY AS THEY WONDERED HOW THEY COULD USE THEIR PLATFORM TO "DO GOOD FOR OTHERS," AND THEIR ANSWER WAS COFFEE FOR COURAGE™.

"COFFEE IS ONE OF THE SIMPLE PLEASURES THAT REMIND OUR BRAVE SOLDIERS STATIONED AROUND THE WORLD OF THE COMFORT AND RELAXATION OF HOME. IT'S ONE OF THOSE LITTLE THINGS THAT MANY AMERICANS TAKE FOR GRANTED," SELMAN EXPLAINED.

FEATURED ON ABC 7, THE INAUGURAL COFFEE FOR COURAGE™ SHIPMENT OCCURRED OVER THE HOLIDAY SEASON. THE SHIPMENT INCLUDED 130 POUNDS OF COFFEE DONATED BY METROPOLIS COFFEE COMPANY, AND 10 POUNDS OF COFFEE DONATED BY IPSENTO COFFEE. THE COFFEE WAS PACKAGED AND SHIPPED TO STRATEGIC LOCATIONS WITHIN THE U.S. ARMED FORCES NETWORK, WHERE IT WAS THEN SENT STRAIGHT TO TROOPS DIRECTLY ON THE FRONT LINES.

"HOPEFULLY THROUGH GREAT TASTING LOCAL COFFEE, JAVAYA CAN DO OUR LITTLE PART TO MAKE THEIR LIVES BETTER," SELMAN SAID. COFFEE FOR COURAGE™ WAS CREATED WITH ONE MISSION IN MIND: BRINGING THOSE SERVING OVERSEAS CLOSER TO HOME, ONE CUP AT A TIME.

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PRESS RELEASE: FUTURE FRESH DATE

COFFEE RETAILER JAVAYA REDEFINES THE COFFEE MARKET WITH FUTURE FRESH™ DATE

MAY 3RD, 2018

CHICAGO— BRAND NEW ONLINE COFFEE MARKETPLACE JAVAYA ENSURES THAT CUSTOMERS' BEANS ARE "FRESHER THAN FRESH" BY UTILIZING THEIR NEW, UNIQUE FRESHNESS GUARANTEE, THE FUTURE FRESH™ DATE.

THROUGH THIS GUARANTEE, JAVAYA ALLOWS CUSTOMERS TO SELECT THE EXACT DATE THEIR COFFEE WILL BE ROASTED WITH THE USE OF THE RECENTLY DEVELOPED FUTURE FRESH™ DATE.

"HERE AT JAVAYA, WE TAKE FRESHNESS VERY SERIOUSLY. IT'S BUILT INTO EVERYTHING WE DO. IT'S OUR OBSESSION," SAYS JAVAYA FOUNDER NICK SELMAN. "AT THE END OF THE DAY, WE SIMPLY BELIEVE THAT FRESH COFFEE IS THE BEST COFFEE."

BECAUSE CRAFT COFFEE BEANS ARE SMALL-BATCH ROASTED, WITH THE FUTURE FRESH™ DATE, CUSTOMERS ARE ESSENTIALLY PURCHASING A FUTURE BAG OF COFFEE THAT HAS YET TO BE PRODUCED. CUSTOMERS RECEIVE THEIR COFFEE FROM THE ROASTER WITHIN 3-5 DAYS OF THEIR FUTURE FRESH™ DATE, ENSURING THEIR BEANS ARE AT PEAK FRESHNESS.

ROASTERS RECOGNIZE FRESHNESS MATTERS. ACCORDING TO COUNTER CULTURE COFFEE, THE IDEAL TIME TO ENJOY COFFEE IS WITHIN 3 TO 14 DAYS OF ROASTING. TRADITIONAL RETAILERS DO NOT ADHERE TO THIS TIMELINE, KEEPING BAGS OF COFFEE ON SHELVES FOR WEEKS AT A TIME, LONG AFTER THE RECOMMENDED BREWING PERIOD. WHILE THIS COFFEE IS NOT OUT OF DATE, IT IS LIKELY NOT FRESH.

"THE AROMA AND TASTE OF A COFFEE DETERIORATE THE LONGER IT IS KEPT ON THE SHELF. BY THE TIME CONSUMERS PURCHASE COFFEE FROM A TRADITIONAL RETAILER AND BREW IT AT HOME, MOST OF THE FLAVOR HAS DEPLETED," SAYS SELMAN.

BY DEDICATING THEMSELVES TO MAKING THE CRAFT COFFEE MARKET MORE ACCESSIBLE, JAVAYA SHIPS COFFEE STRAIGHT FROM THE ROASTER TO THE CUSTOMER. JAVAYA IS ONE OF THE VERY FEW ONLINE RETAILERS TO SEND CRAFT COFFEE ON DEMAND, AS OPPOSED TO THROUGH A SUBSCRIPTION SERVICE. ADDITIONALLY, JAVAYA AIMS TO SUPPORT LOCAL COFFEE ROASTERS, WITH A CURRENT FOCUS ON CHICAGO-BASED ROASTERS.

JAVAYA IS TRANSFORMING THE CRAFT COFFEE MARKETPLACE WITH THE FUTURE FRESH™ DATE, SO CUSTOMERS CAN ENJOY COFFEE THE WAY IT WAS MEANT TO BE: FRESH.

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JAVAYA

CRAFT COFFEE: FRESH TO YOUR DOOR

PRESS RELEASE: RED ROOSTER COFFEE

JAVAYA ADDS RED ROOSTER COFFEE TO THEIR LIST OF NATIONAL ROASTERS

MAY 3RD, 2018

CHICAGO — JAVAYA HAS ADDED RED ROOSTER COFFEE TO THE OFFERINGS ON THEIR ONLINE MARKETPLACE. THERE ARE CURRENTLY FOUR CHOICES FROM THE VIRGINIA-BASED ROASTERS ON THE WEBSITE WITH PRICES RANGING FROM \$18.25 TO \$20.50. AS ALWAYS, FREE SHIPPING IS PROVIDED WITH EACH PURCHASE.

JAVAYA HAS ADDED THIS ROASTER TO THEIR CATALOG AS A PART OF THEIR GOAL TO PROVIDE BUYERS WITH CRAFT COFFEE FROM COAST TO COAST. THE COMPANY ACQUIRED FOLLY COFFEE ROASTERS FROM MINNESOTA AND ONYX COFFEE LAB FROM ARKANSAS AS A STEP TOWARD THIS GOAL AS WELL. JAVAYA, WHICH WAS ONCE MADE UP SOLELY OF CHICAGO ROASTERS, IS HOPING TO SHIP COFFEE TO EVERY STATE BY END OF 2018, AND TO HAVE THE PLANET'S BEST ASSORTMENT OF CRAFT COFFEE BY THE END OF 2019.

“WE TRY TO SELECT ROASTERS THAT BRING A LOT OF DIVERSITY TO OUR MARKETPLACE,” SAYS NICK SELMAN, CO-FOUNDER OF JAVAYA, “WE TAKE TIME TO GET TO KNOW EACH ROASTER INDIVIDUALLY, AND LEARN ABOUT THEIR STORY.”

SELMAN PAYS SPECIAL ATTENTION DURING THE HAND-SELECTION PROCESS TO ENSURE THAT ROASTERS ARE DEDICATED TO THEIR CRAFT, RESPONSIBLY SOURCING MATERIALS AND ARE ATTENTIVE TO THE QUALITY OF THEIR PRODUCT, AMONG OTHER IMPORTANT FACTORS. ALL ROASTERS EXCEL IN FACTORS OF QUALITY, ORIGINALITY, ETHICS AND PUBLIC OPINION.

RED ROOSTER COFFEE IS BASED IN FLOYD, VIRGINIA, AND HAS A FOLLOWER BASE ALONG THE EAST COAST. CO-OWNERS HADEN POLSENO-HENSLEY AND ROSE MCCUTCHAN ARE DEDICATED TO SHARING SINGLE ORIGINS, ORGANIC AND FAIR TRADE BLENDS, DIRECT TRADE COFFEES, TRANSPARENTLY TRADED COFFEES, AND SELECT MICROLOTS FROM AROUND THE WORLD. JAVAYA IS EAGER TO SHARE THESE PRIORITIES WITH THEIR AUDIENCE IN THE MIDWEST AND BEYOND.

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EXECUTIVE BIO

NICK SELMAN
CEO & FOUNDER

NICK IS PASSIONATE ABOUT HELPING SMALL, LOCAL BUSINESSES COMPETE. HE ALSO LOVES (LIKE... LOVES) SPECIALTY COFFEE. IN CO-FOUNDING JAVAYA, NICK CREATED A LARGE-SCALE E-COMMERCE SOLUTION FOR LOCAL COFFEE ROASTERS THAT STILL "RESPECTS THE CRAFT."

PRIOR TO CO-FOUNDING JAVAYA™, NICK LED MULTI-MILLION DOLLAR GLOBAL STRATEGIC CHANGE INITIATIVES FOR FORTUNE 100 COMPANIES. NICK HOLDS A MBA FROM THE UNIVERSITY OF NOTRE DAME AND A BS IN MECHANICAL ENGINEERING FROM CARNEGIE MELLON UNIVERSITY. UTILIZING HIS PROCESS-ORIENTED OPERATIONS STRATEGY BACKGROUND, HE DEVELOPED JAVAYA'S "FUTURE FRESH™" DATE CONCEPT -- A WAY TO SELL SMALL-BATCH, ARTISAN GOODS ONLINE WITHOUT SACRIFICING THE MOST IMPORTANT COMPONENT OF FLAVOR: FRESHNESS.

NICK RESIDES IN CHICAGO WITH HIS WIFE LAUREN AND HIS DOG COOPER.



JAVAYA

CRAFT COFFEE: FRESH TO YOUR DOOR

FACT SHEET

YEAR JAVAYA WAS FOUNDED

2017

WHERE IT WAS FOUNDED

CHICAGO, IL

CEO AND FOUNDER

NICK SELMAN

WHERE IT OPERATES

HQ IN CHICAGO.
SHIPS COFFEE NATION-WIDE.



NAMES OF CURRENT ROASTERS

- ABACUS COFFEE ROASTERS
- BIG SHOULDERS COFFEE
- BRIDGEPORT COFFEE CO.
- CONSCIOUS CUP COFFEE ROASTERS
- FIVE & HOEK COFFEE CO.
- FIVE STAR COFFEE ROASTERS
- FOLLY COFFEE ROASTERS
- FOUR LETTER WORD COFFEE
- GROUNDWELL COFFEE ROASTERS
- HALFWIT COFFEE ROASTERS
- HEXE COFFEE CO.
- IPSENTO COFFEE
- LITTLEFOOT COFFEE
- METROPOLIS COFFEE COMPANY
- ONYX COFFEE LAB
- PASSION HOUSE COFFEE ROASTERS
- RED ROOSTER COFFEE ROASTERS
- ROSS STREET COFFEE ROASTERS
- STACHE COFFEE CO.
- TALA COFFEE ROASTERS

A VIRTUAL BARISTA TOOL HELPS CUSTOMERS FIND A GOOD MATCH

CHOICES		PRICE
GRIND TYPE	DECAF	\$15-20 INCLUDING SHIPPING
ROAST	REGULAR	
BLEND	ROASTER	
ORIGIN	MERCHANDISE	



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