



SUNDAY COLLAB

Our Story

Sunday Collab is a truly independent brand, created with the idea of sharing our passion for quality coffee and teas.

Partnering with one of the world's truly great Italian roasting houses and one of the United Kingdom's premier tea brokers, we selectively source with strict quality and environmental procedures to ensure our customers have confidence in our farm to cup process.

This philosophy underpins our desire to leave the planet a better place and is our commitment to ensuring our coffee and tea range can be enjoyed by all wherever you are in the world.

Welcome to Sunday Collab, inspired by family, friends and lifestyle.

Co Founders

Carl Wieser and Reid Pinder were raised through the global amateur and professional surfing fraternity.

Their friendship lead to a partnership based in marketing and brand building in the global board sports industry which now extends over 25 years.

They are now joined by partners, Michael Searle, Joel Parkinson and Andrew Purchase and Andrew Charlton.

The four partners bring invaluable knowledge to the Sunday Collab brand through their collective success and experience in business and sporting achievements.



Partners

Michael Searle was a former professional NRL Player, is a Certified Practising Accountant, was the founder of the NRL's 16th License when he established as the Gold Coast Titans and also founded of International Sports & Entertainment in 1995 whom has represented Joel Parkinson for over 23 years since he was 15 years of age amongst a number of other world quality athletes. His passion for working with good people on exciting projects has extended to this amazing group of people with Sunday Collab.



Joel Parkinson is the 2012 WSL World Champion but while its Joel's sublime surfing talent that has taken him around the globe hundreds of times chasing perfect waves, it's his laidback groove that has seen him build an army of friends and fans along the way. Always the lovable larrikin, Joel is simply a fun guy to hang around. Joel is also the Co Founder of one of the fastest growing brands in Australia. His passion for Coffee is not dissimilar to his passion or surfing or craft beer.



Partners

Andrew Purchase is a founder and major shareholder of St Andrews Beach Breweries in Victoria. Andrew has recently become a shareholder and director on the global Board of Sunday Collab International Limited and was first introduced to Sunday Collab through his breweries interests in Hossegor, France.



Andrew Charlton has been involved in the hospitality industry for over 25 years. Believing that successful business is always a collaborative effort between many likeminded people that share a common passion, he is excited to be part of the Sunday Collab family, sharing the values and virtues of all the partners.



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SUNDAY COLLAB

Vision

A truly independent and premium coffee, tea and lifestyle brand

Our collective focus is quality and service

A strong commitment to environmental protection and a focus to reduce our impact on the earth

Focus on sustainable, ethical farming and community practices

We believe in who we are and what we represent

We respect our partners and collaborations

SUNDAY COLLAB



COFFEE

SUNDAY COLLAB

ROASTING HOUSE

Our Italian roasting partner was established in 1919, 100 years of experience ! Unique roasting methods, meticulous research into the best origins of coffee and passion for excellence are our foundations and the continuity between past and future.

MINDFUL / SOCIAL / ENVIRONMENTAL RESPONSIBILITIES

Direct and fair trade relationships ensures better quality beans and consistency. Buying on the futures market as opposed to the auction block guarantees only the freshest green beans are purchased. Working with farms that give back as much to the land and people as they receives. Helping support the local communities and regions that supply our crops. Traceability, not just back to the country and region of origin, but back to the farm. Evaluation, of quality by our top class panel of tasters who monitor beans from farm to cup.

« Eco-sustainability, traceability, fair trade, natural resource, conservation and people »

PACKAGING








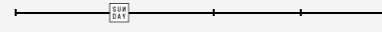
Sunday Collab makes certain that once the beans are roasted that the freshness of taste is not compromised. State of the art packaging including 3 layers composed of Polythene, Aluminium and Paper combined with the Fresh Pack one way valve system. Developing Compostable Alternatives.



ESPRESSO BLEND
Everyone loves a SUNDAY. Enjoy

The Green Room Espresso Blend

Rich and lively structure with mellow body and acidity.

 TASTE NOTES	Light Chocolate, Fresh Almonds, Toasted Hazelnuts, Dried Fruit, Marzipan
 ORIGINS	ARABICA 90% Brazil, Colombia, Guatamala, Peru ROBUSTA 10% India
 ROAST LEVEL	Medium / Full City
 BREWING TEMPERATURE	92-93°C
 WATER	PPM 70 - 180
 EXTRACTION TIME	22 - 30 seconds
 YIELD	1 : 2 ratio
DOSAGE	8 / 16 grams
PACK SIZES	1kg Net Wt. 2.2 lb & 200g Net Wt. 7.05 oz
GRIND SIZE	 Turkish Espresso Moka Filter Cafeteria
STORAGE	Room temperature; in a dry and cool place
EXPIRING DATE	24 months - Once opened : 36hrs (suggested) - Once ground : 2hrs (suggested)

*Also suitable for use in Automatic Bean to Cup Machines
Packaging details : Polythene / Aluminum / Paper
Developing compostable packaging without aluminum*








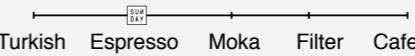




ORGANIC BLEND
 Everyone loves a SUNDAY. Enjoy

The Dawn Patrol Blend

Clean mild citrus acidity

 TASTE NOTES	Raw Almond, Orange, Fresh Tobacco
 ORIGINS	Arabica 90%, Robusta 10%
 ROAST LEVEL	Medium / Full City
 BREWING TEMPERATURE	91-93°C
 WATER	PPM 70 - 180
 EXTRACTION TIME	22 - 28 seconds
 YIELD	1: 2 ratio
DOSAGE	8 / 16 grams
PACK SIZES	1kg Net Wt. 2.2 lb & 200g Net Wt. 7.05 oz
GRIND SIZE	
STORAGE	Room temperature; in a dry and cool place
EXPIRING DATE	24 months - Once opened : 36hrs (suggested) - Once ground : 2hrs (suggested)

*Also suitable for use in Automatic Bean to Cup Machines
 Packaging details : Polythene / Aluminum / Paper
 Developing compostable packaging without aluminum*



www.info.fairtrade.net



Sunday Collab is proud to be ECOCERT Certified.



ORGANIC FILTER BLEND

Everyone loves a SUNDAY. Enjoy

Organic Filter Blend

Sweet and refined with a lingering pleasant after taste

TASTE NOTES	BREAD, CLEMENTINE, BERGAMOT
ORIGINS	ARABICA 100% Central America
ROAST LEVEL	Light / City
GRIND SIZE	Turkish Espresso Moka Filter Cafeteria
STORAGE	Room temperature; in a dry and cool place
EXTRACTION TIME	24 months

French Press
 Brewing Temperature : 92°- 93° c
 Dosage : 34g - 40g
 Water : ½ litre (500ml)
 Brew Time : 4 minutes

Mocca Master
 Brewing Temperature : 92°- 93° c
 Dosage : 64g
 Water : 1l

Chemex
 Brewing Temperature : 92°- 93° c
 Dosage : 32g - 40g
 Water : ½ litre (500ml)
 Brew Time : 4 minutes

V60
 Brewing Temperature : 92°- 93° c
 Dosage : 20g – 22g
 Water : 320ml
 Brew Time : 2-3 minutes

Also suitable for use for Mocca Pot and Aeropress
 Packaging details : Polythene / Aluminum / Paper
 Dedicated to developing compostable alternatives



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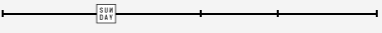


RISTRETTO BLEND

Everyone loves a SUNDAY. Enjoy

The Original Blend

Perfect balance between strength, aroma and acidity

 TASTE NOTES	Chocolate, Macadamia nuts, Toast, Spicy, Tropical fruit
 ORIGINS	Brazil, Central America and India
 ROAST LEVEL	Medium / City
GRIND SIZE	 Turkish Espresso Moka Filter Cafeteria
STORAGE	Room temperature; in a dry and cool place
EXTRACTION TIME	24 months

Contract roasting

On demand.

Price Point Driven & Volumes	Beans, 1 ton, silver 1kg bag, black Sunday Collab logo
Offer	Beans, ground, capsules, pods Above 10 ton : Collab packaging

*Also suitable for use in Automatic Bean to Cup Machines
Packaging details : Polythene / Aluminum / Paper
Developing compostable packaging without aluminum*



100% Compostable Capsule Line

Plastic & Aluminum Free compatible with Nespresso®* machines

100% Compostable Capsule Line

Compatible with Nespresso® machines : 

		100% Arabica Brazilian Alta Mogiana and Grand Crus - Colombian Supremo Huila and Honduras SHG, with a touch of fine Mexican beans - pure Arabica.
		Original Ristretto Colombian Supremo, Mexico and Brazilian Alta Mogiana, together with a touch of Indian Parchment.
		Decaf Espresso Balanced blend of Brazilian Santos and full-bodied Robusta beans produces a smooth coffee rich with malt and chocolate aromas.
		Organic Espresso A blend of the finest washed Central American Arabica and Indian Robusta coffee beans, Fairtrade and «organic-bio» certified.
		Lungo Washed Centroamericano and Brazilian Arabica with Robusta create a full-bodied flavour. Notes of tobacco and tropical spices.



THE SUSTAINABLE SOLUTION : the first self protected capsule, that can be thrown with the organic waste & can be composted. 100% COMPOSTABLE & BIODEGRADABLE.



TEA

SUNDAY COLLAB

SUN
DAY

Tea Story

The Sunrise, Midday and Sundown blends are our organic bespoke recipes, we aim to deliver the highest quality teas without compromising taste and tradition.

While respecting these traditions Sunday Collab opens the door to consumers in a sector who are sport, health, lifestyle driven.

Available in envelope, naked bag and loose leaf options.

Food service focus while developing Retail partnership strategy and packaging options.

SUNDAY COLLAB

Sundayville

our platform provides
like minded people
opportunity to engage



SUNDAY COLLAB

Communication + Collab's

- Social media focus, FB, Instagram, Twitter.
- Website is a visual catalogue communicating brand message.
- Establish brand appropriate COLLABS
- Event partnerships - client and product relevant
- "Friends of Sunday" Brand Ambassador program.
- Local and International art COLLABS
- Retail partner COLLABS
- Loyalty program
- Campaign calendar & product launches
- PR focus through trade media.

INITIATIVES



SUNDAY COLLAB

ABILITY

noun:

ABLE, skill, means to be ABLE to do something

capABILITY : To make the decision

sustainABILITY : Process of your decision to protect our resources & future

traceABILITY : To improve & record process of your decision

responsABILITY : Only you are ABLE to action

KEY WORDS : Ethics, Source, Values, Aware, Environment, Protect, Ocean, Land, Farming, People, Engage, Alliance, Certified, Footprint, Travel, Clean, Recycle, Discipline

CAMPAIGN : To launch with Compostable Sunday Collab Capsule collaboration with our associated partners.

« Sunday Collab strives to do our part for the environment. Fair trade discipline with our partner is key. Reminding the end consumer to do their part and think how they can a difference »



ACCESSORIES

SUNDAY COLLAB

Branded Accessories

Sunday Collab offers a great arrangement of consumables and accessories to assist in promoting sales and delivering a memorable experience for your customers.

- Ceramic cups and saucers
- Travelling flasks
- Merchandise including aprons tees & caps
- Point of sale postcards
- Disposable cups (4oz, 8oz, 12oz)
- Sugar sticks
- Campaign calendar & product launches
- PR focus through trade media



SERVICE AND TRAINING.

Are you a professional involved in the hotel, restaurant, catering and café industry? Looking for great coffee at home and office?

We can professionally guide you through the process.
To ensure you have the right solutions for your needs.

- All equipment requirements and installation.
- Preventive maintenance and technical repair services.

We also offer training services from certified SCA Barista's.
(Specialty Coffee Association)

- On going support for staff.
- Personalized on site and on line coffee programs, including latte art to all brewing techniques.

This will not only promise a great cup but help increase the coffee knowledge needed for a competitive market.

“OUR COLLECTIVE FOCUS IS QUALITY AND SERVICE”

Contacts Details

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