

**Nova
Coffee**



**2012
WHOLESALE
FOODSERVICE
CATALOGUE**

40 years of EXCELLENCE in 2013!



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prices subject to change without notice

Nova Coffee



Welcome To NOVA COFFEE'S 2012 Foodservice Catalogue



Great changes are taking place in the Halifax coffee scene especially with espresso coffee and espresso based beverages. At Nova Coffee we have committed ourselves to teaching and educating our customers so they can move their business forward and be a strong player in our local coffee market. We are a roaster/distributor and we roast specialty coffees for the foodservice trade. We distribute our coffee and premium café related supplies to several hundred cafes and dining rooms primarily in Nova Scotia and also to New Brunswick and P.E.I. We've been doing this for almost 40 years! Our customers believe in providing premium quality coffee and products to their customers. If you are a start up café or dining room, **no one is better equipped to get you going than we are.** We strive to be the premier roasting company in the Maritimes. We love what we do and it shows!

Our work is kind of like that of a consultant. We ask questions, make recommendations and after everything is settled on then we train our customers and their staff in the proper use of the equipment and how to make the best coffee! This is a pretty complete list of the questions we ask to get to know your business better:

- The location of your business and the hours you will be open.
- Your coffee experience and any competition located nearby.
- Your menu and whether you will do take out coffee, sit down or both.
- The type of customer you want to reach and the kind of coffee to sell them.
- Will sustainable coffee, i.e. organic, fair trade be part of your program?
- How many coffees will you need to carry?
- Will you use glass coffee pots or thermal servers?
- The number of coffee brewers and grinders you will need.
- The electrical and water requirements for the equipment, i.e. including a drain for espresso.
- Will you need an espresso machine?
- Do you have enough counter space? Correct counter height? Overhead cupboards?
- Will you sell retail coffee in addition to what you brew?
- Will you need coffee for catering?
- What other beverage products do you plan on selling?

WHAT WE REALLY SELL IS COFFEE SERVICE

1. PREMIUM QUALITY COFFEE

Our goal is a superb cup of coffee. We help you choose the coffee or coffees best suited to your operation. This is realistic and achievable if all the variables are taken into consideration. And there are many! Pre-ground portion packed coffee or fresh roasted whole bean. This can be further broken down into country of origin, blended, dark roasted, decaffeinated, flavoured and sustainable. Brewing a superb cup also requires that the right amount of coffee is used with your equipment to obtain the right coffee to water ratio. We want you to understand the difference quality makes so that each step moves you closer to that perfect cup. In addition to coffee we carry a full line of premium beverage related products as listed in this catalogue.



2. STORE-DOOR DELIVERY



Our product is delivered to your door on a set schedule or, when you call us. Within Halifax Regional Municipality deliveries are made by our own van with a 100.00 minimum order. Outside of HRM we use ground courier and our base courier rate applies. Courier orders are shipped the morning after we receive them for delivery the following day. An order received by us on Monday will be received by the customer on Wednesday.

3. THE RIGHT EQUIPMENT

Almost all of the coffee we sell is our small batch roasted coffee available only in whole bean. Typical installations will need one plumbed in high heat coffee brewer, one portion or retail coffee grinder and if

you are doing any amount of tea volume, especially teapots, a water tower, bringing your equipment total to three pieces. In addition you will need three to five thermal carafes. Restaurants and dining rooms typically do table service with 1.9 litre hand held thermal carafes. Coffee shops usually brew into 2.5 litre thermal gravity pots.



A new thermal carafe plumbed in coffee brewer with hot water faucet and 220 volt electrical is 990.00 plus HST. Grinders are 800.00 to 1400.00 plus HST. Water towers are 725.00 plus HST. A typical 100 seat dining room or busy 60 seat café will spend 3,000.00 plus HST for these three pieces of equipment. We can order the equipment in for you and install it to your water and electrical utilities. When coffee volume is large enough Nova Coffee will provide some or all of the equipment on loan. A minimum of thirty five pounds of monthly coffee volume is required.

COFFEE INTRODUCTION

HOW COFFEE GROWS

Coffee is a fruit that grows on a tree not unlike our apple trees. One big difference is that coffee trees can have blossoms, green cherries and ripe red cherries all at the same time!! This is one reason why most coffee is hand-picked rather than mass harvested. Almost all coffee in the world is one of two varieties, Arabica and Robusta. Arabica trees typically grow at 2500 feet up to 6500 feet. Kelly's Mountain in Cape Breton is less than 1000 feet high and it is very steep, yet the world's best coffees grow at elevations four to six times this high! Now you can appreciate another reason why mountain grown coffee is hand-picked. The slopes are too steep and irregular for equipment to be used. Higher altitude Arabica coffees benefit from rich volcanic soil, more sunlight and cooler air. As a result they are the better coffees to buy. Robusta trees are usually grown at elevations less than 2500 feet and are often harvested using large combine harvesters. Robusta beans do not produce a smooth cup of coffee like Arabica and are sold primarily in Europe for espresso blends and in North America as filler for popular but inexpensive retail blends. This fruit of the coffee tree is called a coffee cherry. After the flesh is removed the green beans are washed (usually), dried and packed in 130-150 pound bags for the world market. Each coffee tree produces approximately one pound of beans per year!



COFFEE QUALITY

In the marketplace today there are many price levels and they reflect the quality of the product being sold. The lowest priced coffee you can buy is typically the 1kg tin available at Wal-Mart, Costco and grocery stores. Popular brands are Folgers, Maxwell House and Nabob. These coffees are labelled as 100% pure coffee. Unfortunately a large percentage of the content is Robusta coffee that is very low quality and very cheap (see How Coffee Grows, above). We do not sell any Robusta coffee. Good quality coffee will have on the label, 100% Arabica, which are higher grown and more flavourful beans. At Nova Coffee we only sell 100% Arabica beans either pre-ground portion packaged or in whole bean form. Our highest quality is our selection of specialty roasted coffees. We roast these in Lower Sackville in small batches for optimum flavour. We control the process from the purchase of the green coffee (only high grown Arabica beans) to the roasting, blending and packaging. These coffees represent the finest quality and flavour we can provide and this is reflected in the price we charge. Our pre-ground portion packed coffees are also high grown and top quality. They are commercially prepared by roasting in large batches to take advantage of a fully automated process.

WHAT YOU SHOULD BE BUYING

The difference between the most expensive and the least expensive coffees is .10-.20 per cup. This is comparing a 4.95 per pound tin of 1kg coffee and a high quality organic, fair trade Arabica like our specialty roasted coffees averaging 10.95 per pound wholesale. The 6.00 difference divided by an average of 40 cups per pound is .15 per cup. If you want to be a leader amidst your competition you must position yourself with a higher quality coffee and focus on keeping the ten rules we outline on page 11. There are ways to keep your costs down rather than skimping on the amount of coffee you put in the brew basket. Curb your waste by not having more brewed coffee on hand than you will sell in a short time period. A smaller selection of 2-3 high quality coffees is more preferable than 4-5 coffees that are not all fresh. The advantage of buying higher quality is consistency and flavour in the cup. This means repeat business. Follow the lead of the successful franchise stores. Serve a great coffee, serve it fresh and serve it in attractive glassware or take out cups. **When you decide to make coffee a priority rather than another item on the menu, you are giving value and will begin to establish a loyal customer following.**

PRE-GROUND PORTION PACKED COFFEES FLAVOURED PRE-GROUND PORTION PACKED AND WHOLE BEAN COFFEES

PRE-GROUND PORTION PACKED COFFEES

100% Colombian Royale	64 x 57g	79.60
100% Colombian Royale	64 x 64g	89.55
100% Colombian Royale	64 x 71g	99.50
Mariner's Cove Gourmet Blend	64 x 57g	79.60
Mariner's Cove Gourmet Blend	64 x 64g	89.55
Mariner's Cove Gourmet Blend	64 x 71g	99.50
Mother Parker's Decaffeinated	42 x 57g	67.05

FLAVOURED COFFEES

Flavoured coffees are produced using natural and artificial flavour extracts. The light roasted beans are placed in a rotating drum when still warm from the roaster and then sprayed with an amount of liquid flavouring. The flavour essence is so strong that it can easily overpower other coffees. This is why you should exercise the following precautions when brewing flavoured coffees. Use a separate brew funnel for brewing flavoured coffee in your coffee brewer. Wipe the spray head area with a damp cloth after brewing so that the flavouring condensation will not mix with a brew of regular coffee. Use a dedicated glass bowl or thermal server for your flavoured coffees and do not allow this to be used with your regular coffees.

FLAVOURED PRE-GROUND PORTION PACKED COFFEES

1. Hazelnut Vanilla	16 x 71g	29.75
2. Irish Cream	16 x 71g	29.75
3. Butter Pecan	16 x 71g	29.75
4. Chocolate Caramel	16 x 71g	29.75
5. French Vanilla	16 x 71g	29.75

FLAVOURED WHOLE BEAN COFFEES

1. Hazelnut Vanilla	5lb. bag	59.75
2. Irish Cream	5lb. bag	59.75
3. Butter Pecan	5lb. bag	59.75
4. Coconut Delight	5lb. bag	59.75
5. Jamaican Rum	5lb. bag	59.75
6. Amaretto Almond	5lb. bag	59.75
7. Pralines & Cream	5lb. bag	59.75
8. Spiced Egnog (seasonal)	5lb. bag	59.75

FLAVOURED COFFEES ARE NUMBERED IN ORDER OF POPULARITY

DO NOT GRIND FLAVOURED WHOLE BEAN COFFEES IN THE SAME GRINDER YOU WILL BE GRINDING YOUR REGULAR COFFEES IN OR YOU WILL CONTAMINATE THE TASTE OF THE REGULAR COFFEE!! THIS IS VERY IMPORTANT. ALSO, USE A SECOND BREW FUNNEL RESERVED FOR FLAVOUR COFFEE BREWING TO AVOID FLAVOUR TRANSFER TO YOUR REGULAR COFFEES. YOUR CUSTOMERS WILL THANK YOU.

ROASTED COFFEE INTRODUCTION



In 1998 after training with a veteran roaster out of Montreal, Blair Slaunwhite, a twenty-year employee with our company became our very own Roastmaster. All of our coffee is 100% Arabica bean from several different countries of origin. **Colombia, Brazil, Peru, Bolivia, Costa Rica, Nicaragua, Guatemala and Mexico** from South and Central America. **Kenya and Ethiopia** from East Africa and **Sumatra** from Indonesia. These beans are high grown and each roast is monitored by Blair until completion.

All roasted non-flavoured coffee can be categorized into one or several of the following categories:

COUNTRY OF ORIGIN- This means that the coffee is from one country and usually one growing region although not necessarily from one estate. The most popular country of origin coffee sold in North America is 100% Colombian.

BLENDED- A combination of two or more coffees and sometimes, different roast colours as well. Some blends we create with green coffee and then roast together in the drum allowing for a “marriage” of flavours to take place as each coffee matures through the roast. Blends with more than one roast colour are blended after each coffee has been roasted on its own.

DARK ROASTED- Our dark roasts are full city and classic and as you’ll see on the next page we offer many coffees in these two roasts. Today, dark roasts are among the more popular coffee choices. As the roast develops and sugars caramelize, coffee oils work their way to the surface of the bean. The resulting flavour is rich and aromatic.

DECAFFEINATED- Most of our decaffeinated coffee selections are now SWISS WATER®. SWISS WATER® Process decaffeinate coffee using a pure water, 100% chemical free method. The caffeine is gently removed from the bean while preserving the coffee's distinct origin characteristics and flavor. View our link to their website on our links page, online at www.novacoffee.com.

SUSTAINABLE- The four tenets for sustainability in coffee are, organic, Fair Trade, Rainforest Alliance and shade grown or Bird Friendly®. Nova Scotia is a large farming community with more and more local chefs choosing organic foods grown closer to home. We are placing a greater emphasis on seeking out the highest quality organic coffees. We agree with the benefits of purchasing food that has not been sprayed with chemical fertilizers, pesticides and herbicides. Organic coffees will play a larger role in our future growth as we expand our business.

AVAILABLE COFFEES



TRADITIONAL (light) is a cinnamon or light brown colour, which is also known as a commercial, or donut shop roast. It has a smooth, easy flavour, sweet on the palate with a pleasant, lingering aftertaste.

FULL CITY (dark) is a medium roast. The bean is beginning to show an oily sheen as the roast develops further. It's a deep rich chestnut brown colour and the flavour is now spicy, sweet and very full.

CLASSIC (darkest) is also known as French Roast. At this point in the roast the bean is very dark and oily (black) and has a smoky, pungent flavour that is powerful and lingers long!

ORGANIC

COUNTRY OF ORIGIN AND BLENDED WHOLE BEAN COFFEES

TRADITIONAL (light)

Mexican FT
Morning Glory FT
Tucker's Twist FT
*Peruvian FT SWISS WATER® Decaf

FULL CITY (dark)

Baxter's Bite FT
100% Colombian Excelso FT
Espresso Blend FT
Ethiopian FT
Ethiopian Yirgacheffe FT
Mexican FT
Guatemalan FT
Peruvian FT
French Roast FT
Sombrero Blend FT
Sumatran FT

CLASSIC (darkest)

Bella Sera FT
Black Raven FT
Dragon's Breath FT

*SWISS WATER® Process decaffeinate coffee using a pure water, 100% chemical free method. The caffeine is gently removed from the bean while preserving the coffee's distinct origin characteristics and flavor.

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FT = FAIR TRADE

NON-ORGANIC

COUNTRY OF ORIGIN AND BLENDED WHOLE BEAN COFFEES

TRADITIONAL (light)

100% Colombian Supremo
Mariner's Cove
Royal Blend
Colombian Decaffeinated

FULL CITY (dark)

100% Colombian Supremo
Costa Rican
Guatemalan
Kenya AA

CLASSIC (darkest)

French Classic

**ALL COFFEES ARE PACKAGED IN 2kg GUSSETTED ONE-WAY VALVE BAGS
DECAFFEINATED AND ESPRESSO ARE IN 1kg BAGS
OUR COFFEES ARE PRICED ON ORIGIN, ROAST COLOUR, VOLUME AND EQUIPMENT
PLEASE CALL US FOR A QUOTATION!**

PRIVATE LABEL COFFEE PROGRAM

PREMIUM QUALITY - LOCALLY ROASTED

THE COFFEE MERCHANT OF WOLFVILLE
Specialty Coffees & Teas

Mills Mountain
Small Batch Roasted Coffees
Roasted in Nova Scotia

LOOK FOR THE LOOK

The Coffee Merchant features locally roasted Mills Mountain Small Batch Roasted Coffees. Small Batch Roasting makes the difference.

Our high grown Arabica coffees are roasted in small quantities to allow the full flavour of the bean to develop slowly.

Unlike commercial roasting, our Roast-Master Blair Shaunwhite checks the coffee manually. Time and temperature are important but aroma is the critical factor. Depending on the roast colour of each batch, Blair releases the coffee into the cooling bin when it peaks at the desired stage of sweet, spicy or smoky.

Just like the sweet spot on a golf club, small batch roasting allows for a perfect balance of flavour and aroma.

—the finest coffees for you to enjoy!!

One of the benefits of dealing with a small batch roaster like us is that we can be very flexible. Many customers like to have their own name on their coffee, especially if they are doing retail coffee sales. If you would like to consider having your own label here is what the costs are:

Customer is responsible for the cost of printing the first order of 500 labels which is about 150.00. Artwork charges may apply.

Nova Coffee will cover the cost of additional labels after the initial run is used up provided monthly coffee volume is greater than 50lbs. When volumes are less than 50lbs. of coffee per month the customer is responsible for the full cost of the label when printed. Labels are produced using a four colour process although not all labels shown below are four colour.



TEN RULES FOR GREAT COFFEE

The following ten steps are based on the premise that your coffee brewing equipment is in proper working order and suited to the type of coffee you are brewing

GOOD WATER

Put a filter on your plumbed in coffee brewer if you are uncertain of the water quality
Halifax water is very good. Outlying areas may need special attention

KEEP COFFEE FRESH AND DONT ADD SALT

Never stack ground coffee in filter papers
Coffee, once ground, must be used right away or stored in an airtight container
Never add salt (or anything else) to coffee before brewing
Whole bean coffee, once opened, should not be stored longer than 7-10 days
Whole beans are best kept in the bags we deliver them in with a "chip clip" on top

USE THE RIGHT COFFEE TO WATER RATIO

57-71g of coffee for 64oz glass bowls *Tim Horton's use 71g*
85-100g of coffee for 1.9 litre hand held thermal carafes
90-125g of coffee for 2.5 litre thermal gravity pots
These are minimum weights for quality-brewed coffee
Starbucks recommend 10g of coffee for every 6oz of water

KEEP BREWED COFFEE FRESH

20-30 minutes in glass bowls
1-2 hours in thermal servers

SERVE COFFEE IN THE RIGHT TAKE-OUT CUP

If you are doing takeout, paper is the smart choice
Use Java Jacket sleeves to avoid double cupping

OFFER 18% COFFEE CREAM

18% coffee cream is the gold standard
milk should be available for tea drinkers

CLEAN! CLEAN! CLEAN!

Keep your coffee brewing equipment clean including brew funnels and spray heads
Keep glass bowls and thermal servers clean
Keep your counter areas sparkling clean

NO PERFUME OR COLOGNE

No one wants to taste perfume with their coffee
Keep your hands washed or nix the fragrance

REMEMBER TO SMILE AND SAY THANK YOU!

INCREASE YOUR COFFEE KNOWLEDGE

Make sure that you know as much as possible about your coffee and equipment
Understand and know how to make great espresso if you serve it!
Read coffee trade journals, magazines and web sites
Study your best competition to improve your skills!

BREWING EQUIPMENT FOR A STANDARD DINING ROOM OR CAFÉ SETUP



Although the equipment shown at left is in a café it represents a basic setup that either a dining room or café will have, one or two coffee brewers, one grinder and if tea volume is large enough, a water tower. Both dining rooms and cafes benefit from having an espresso machine as well. The model shown in this picture is a pod machine which makes perfect sense in a dining room or a busy café where preparation time for espresso is limited. Below are pictures of equipment and pricing. For espresso machines see pages 16, 17 and 18.



Plumbed in brewer with either 2.5 litre gravity thermal carafe as shown (typically used in cafes) or hand held 1.9 litre thermal carafes for dining rooms. 990.00 plus HST.



This portion controlled grinder takes up little room and is great for dining rooms. The larger retail grinder shown in the photo above to the right of the coffee brewers is for cafes. 800.00 plus HST for the portion grinder at left. The retail grinder in the café photo is 1100.00 plus HST.



High tea volume in either a café or dining room and you need a water tower like this. 725.00 plus HST.



TYPICAL OPENING INVENTORY FOR A NEW CAFÉ of 60 plus seats for espresso start up inventory see page 22

Here is a complete list of what you would need to set up and serve brewed coffee, tea and related beverages in your café with an average of sixty or more seats. Dining rooms or smaller cafes can adjust this list to their own volume requirements.

COFFEE AND TEA

8 x 2kg	organic FT whole bean roasted coffees 4 of house blend and 2 each of 2 different coffees	394.10
2 x 1kg	SWISS WATER® decaffeinated organic FT whole bean roasted coffee	56.94
1 box	Mother Parker's regular tagged tea bags 125 x 2 cup	8.25
12 boxes	assorted NUMI teas	73.20

CUPS, SLEEVES, TAKE OUT DRINK CARRIERS

1 case	1000 x 12oz paper coffee cups	89.60
1 case	1000 x 14/16oz paper coffee cups	106.80
1 case	600 x 20oz paper coffee cups	83.70
2 cases	1000 lids for the above cups	103.80
1 case	1300 java jacket cup sleeves	83.25
1 case	1000 x 12oz clear plastic cups for iced drinks and smoothies	111.75
1 case	1000 lids for the plastic cups	85.00
1 case	360 take out drink carriers	43.00

EVERYTHING ELSE

5	2.5 litre thermal gravity servers @ 99.95 each	499.75
3	stands for thermal gravity servers above @ 38.95 each	116.85
2	1.3 litre creamer server with Teflon lining @ 69.95 each	139.90
3	12.5oz bottles of Clearly Coffee for cleaning thermal gravity servers	12.50
1 case	1000 organic fair trade raw sugar packages	27.99
1 case	1000 sugar twin packages	14.10
8 boxes	8 x 28g assorted Cocoa Sensations hot chocolate	34.00
1 case	1000 coffee filters	11.95
1 box	1000 x 6" coffee stirrers	4.75
1 box	400 individually wrapped fat straws for smoothies and iced drinks	11.35
1 case	Jet Smoothie 6 x 64oz	93.60
1	Vita-Mix Drink Machine MP Blender	875.00

TOTAL

3,086.88

HST not included

FT = FAIR TRADE CERTIFIED

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THE COST OF DOING ESPRESSO

Getting involved in espresso requires a significant commitment in both financial investment and training. ***It is not a program that you try to see if it works but one that you commit to and make work.***

We offer sales, support, training and follow up service. Espresso is our passion!

The espresso machine

Espresso brewers start at 4500.00 for a single group commercial machine. Eighty five percent of the machines we sell are two group traditional espresso machines. For cafes with seating capacity over 20 seats you should consider the benefits of a two group machine; a larger presence on your counter and the steam capacity to handle all the milk foaming you need for espresso based beverages plus chai lattes and hot chocolates. The single group machine does not have the milk foaming capacity but makes sense in smaller volume locations when space is limited. As well, a two group machine allows you to have both one and two cup coffee handles in use at the same time and two steam wands. These are important considerations. Pods are the ideal choice for dining rooms. Either the Phoenix Illy pod machine or the Nuova Simonelli Appia single or double group adapted to use pods. Equipped with an automatic milk foamer there is no better system for dining rooms to produce fine espresso without the fuss and mess of grinding coffee. For cafes, however, traditional machines and grinders are still the preferred way to prepare espresso based drinks. Remember to include the cost of an espresso grinder which is required if you are not using pods.

Espresso bar accessories

To properly set yourself up with the necessary espresso paraphernalia including cups, glassware, foaming and brewing pitchers etc. you should budget for up to 600.00 to 900.00. This does not include the cost of a Vita-Mix blender for frozen drinks but does include espresso coffee. See page 21 for espresso bar accessories and page 19 for blenders.

Espresso machine maintenance

Every espresso machine requires annual maintenance for softener changes, group head gaskets, screen changes and machine calibration. This is essential for the longevity of the brewer, which can easily provide 10 plus years of reliable service if you maintain it. Annual maintenance costs average 300.00 to 380.00, heaviest users will be more.

After warranty repairs

After the one or two year warranty on new equipment you can budget for 175.00 per year for parts and labour (not including the annual maintenance described above). If you do not spend this in the first five years you will likely catch up in years 5-7. After five years you should budget for 350.00 per year. These estimates are very conservative and some owners have not spent near these amounts while others have spent more. Average life expectancy of an espresso machine is 8-15 years. Very few make it to fifteen. Lack of regular maintenance and not doing softener changes are usually the reasons.

Training

New machines purchased from us include three hours of professional training. This initial training is done at your café or dining room. We review the four steps in making espresso beverages, grinding the bean, brewing the coffee, foaming the milk and making the drinks. We also cover cleaning and back flushing the machine.

illy ESPRESSO COFFEE

The reputation of Illy espresso coffee is legendary. This is premium coffee roasted with the newest and most technologically advanced equipment. For espresso extraordinaire!!



illy WHOLE BEAN COFFEE BARRELS (1 cup = 7g)

To use the illy 3000g whole bean coffee barrel in for your espresso bar you need to be serving **30 or more espresso based drinks per day** ensuring you finish the barrel within a two-week period while it remains at peak freshness. If you have less volume and want to use bean rather than pods we strongly recommend you purchase the 250g tins listed below. The Illy barrel is designed to fit on top of your espresso grinder in place of the plastic hopper. Grinder adaptors are available for mazzet grinders and cost 65.00.

Illy normale beans	3000g tin (420 cups)	142.75	.34/cup
	2 x 3000g-1cs	259.50	.31/cup

(bean key for opening the barrel included free to new customers)



illy GROUND AND WHOLE BEAN COFFEE CANS for retail or when the 3000g barrel is too big (1 cup = 7g)

				RETAIL
Illy normale beans or ground	12 x 250g-1cs	136.00	.32/cup	17.50/tin
	250g tin (35 cups)	12.50	.36/cup	
decaffeinated	6 x 250g-1cs	81.00	.39/cup	20.75/tin
	250g tin (35 cups)	14.85	.42cup	



illy PODS E.S.E.-Easy Serving Espresso (1 pod = 7g)

				RETAIL
Illy normale pods	10 x 18-1cs	96.80	.54/pod	14.90tin
	18-1tin	10.65	.59/pod	
decaffeinated	10 x 18-1cs	101.20	.56/pod	15.60/tin
	18-1tin	11.15	.62/pod	

normale is Illy's medium roasted coffee and their most popular in North America. It is the only Illy roast that we carry.

illy ESPRESSO POD MACHINES and *illy* ACCESSORIES



Phoenix-R single group espresso machine for <i>illy</i> pods	4975.00
Phoenix-R two group espresso machine for <i>illy</i> pods	7445.00
Cappuccinatore auto milk foamer	435.00
8 litre water softener (required)	345.00
Spare rubber blind filter for Phoenix machine	9.75
Spare number 2 pod handle screen	22.00



For fine dining

illy logo espresso cups with saucers	99.00/dz
illy logo cappuccino cups with saucers	105.00/dz
illy logo demitasse spoons, stainless steel	27.00/dz
illy logo glass shot glasses, 1oz each	5.25/ea

For home or collectors

illy has an assortment of glasses and collector cups and mugs which can be viewed on their website through our links page at www.novacoffee.com and by clicking on illy. These items can be ordered in on request and include:

Freddo glasses, Serse Freddo glasses, Rosenquist mugs, Schabel espresso cups, Schabel mugs, and Jan Fabre espresso cups.

ESPRESSO COFFEE MACHINES

Don't forget to include these costs, a water softener (below), grinder (if not using pods) next page, machine maintenance (pg. 14), HST



APPIA V raised groups

1 group automatic	4,550.00
1 group automatic w/smart wand	5,140.00



APPIA COMPACT V raised groups
APPIA COMPACT V raised groups
APPIA V raised groups



2 group automatic	6,600.00
2 group automatic w/smart wand	7,240.00
2 group automatic	7,800.00

The smart wand is not available on the two group Appia V, only as an option on Appia one group, Appia Compact 2 group and Aurelia 2 group



AURELIA V raised groups
AURELIA V raised groups

2 group automatic	9,500.00
2 group automatic w/smart wand	10,100.00

The Aurelia is Nuova Simonelli's flagship model with the heaviest groups in the industry for exact temperature control and perfect shots. It also has an automatic milk foaming wand that is completely fool proof. The best of the best!!

8 LITRE WATER SOFTENER (REQUIRED) WITH ALL THE ABOVE MACHINES 345.00

WHIPPED CREAM DISPENSERS AND ICE CRUSHING BLENDERS



ISI 500ml standard whip cream dispenser in black finish	64.00
great size for cafes because one charger cartridge only does 500ml, the size of this dispenser	
ISI chargers box of 10	9.00
ISI replacement decorating tip with metal thread	7.75
ISI mixing head gasket	7.95
ISI mixing head valve	15.00



Vita-Mix <u>Drink Machine ADVANCE</u> with 32oz container	875.00
programmed blending for crushing ice	
Item #5062	



Vita-Mix <u>Blending Station ADVANCE</u> with 48oz container	1825.00
programmed electronic drink mixing with special noise reduction	
model#VMO115E, Item#36006	

NOVA COFFEE CUSTOMERS PURCHASING GHIRARDELLI FRAPPE MIX, JET SMOOTHIES, MATCHA GREEN TEA, OR MONIN WILL RECEIVE 15% OFF THE PRICE OF THE BLENDER THEY PURCHASE.

32oz/48oz complete blender container with blade assembly and lid	223.00
32oz/48oz blender container with blade assembly and no lid	190.00
32oz/48oz blender container only with no blade assembly and no lid	98.00

CAUTION WITH BLENDERS!!

Taking the blender off the base before the motor finishes running or dropping a spoon into the blender while running could damage the drive socket, not to mention possible personal injury. Use caution when operating these commercial blenders.

drive socket, 2 per package with hex key	62.00
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SALES AND SERVICE POLICY

ESPRESSO MACHINES, ESPRESSO GRINDERS, PANINI GRILLS, BLENDERS

Installation is done to your existing utilities (water and/or electrical), which must be made ready before our arrival. We have the specific requirements available in printed form for your installers.

PAYMENT

Equipment is ordered in as we sell it and therefore is a special order. Most shipments take an average of 10 days to arrive at our warehouse. Espresso machines could take longer if Vancouver or Toronto are waiting for stock.

- **A DEPOSIT OF 50% IS REQUIRED AT THE TIME WE PLACE THE ORDER.**
- **Balance is due on delivery.**
- **Payment by cheque, VISA, Mastercard or American Express.**

WARRANTY

- New equipment comes with a full one year (blenders) or two year (all Nuova Simonelli) parts and labour warranty. The warranty covers “normal use” which means handling and operating as specified in the instructions and respecting the maintenance and cleaning guidelines recommended. Equipment subject to misuse, neglect, accident, fire or other casualty will not be covered under our warranty. This includes spoons dropped into blenders while running.
- The warranty will not cover any damage or lack of performance due to poor cleaning procedures or calcification or other mineral build-up due to hard water.
- Warranty will not be honoured if service is performed by someone other than a Nova Coffee authorized service representative.
- Warranties are not transferable.
- Espresso group head gaskets and O-rings are **not** covered under the warranty.
- Our staff completes all warranty work.
- **After warranty our cost for labour is 65.00 an hour. Most jobs require one to two hour's labour.**

SERVICE POLICY

Within Halifax Regional Municipality

Calls we receive for service, before lunch, will be given priority for that day. If we cannot do the work the day you call, it will be done the following business day. All HRM service calls are billed a 9.00 travel time charge.

Outside of HRM

Calls we receive for service outside of HRM will be booked with our service manager, usually within 1-2 days. All calls outside of HRM are billed a 35.00 per hour travel time charge. Customers have the option of bringing their equipment in to us to have it serviced.

Please note that sometimes we have to order in parts to complete the repair. This can take 3-5 business days unless the customer is willing to pay for overnight air.

WEEKEND ESPRESSO SERVICE

We do not provide weekend espresso service. Your call will be handled the first business day of the week according to our service policy above.

ESPRESSO BAR ACCESSORIES

essentials for handling grinds

7 gram measuring spoon for ground decaf espresso coffee	3.00
58mm aluminum espresso tamper for Nuova Simonelli machines	49.90
tamping mat to protect counter 18" x 6"	19.95
espresso grounds knock box with back splash	87.50

shot pitchers and milk foaming accessories

2oz espresso shot glasses	5.75
4oz graduated shot glasses for espresso shots or for syrup and chai	4.50
3oz s/s espresso shot pitchers, essential for layering drinks	6.50
20oz latte art milk foaming pitcher, stainless steel with pouring spout	21.90
32oz graduated milk foaming pitcher, stainless steel	27.50
5" stem milk foaming thermometer with easy read dial and standard clip	13.95
7" stem milk foaming thermometer with easy read dial and standard clip	17.95
large stainless steel spoon for scooping foam	4.50
s/s shaker for Ghirardelli sweet ground powder and/or cinnamon and nutmeg	6.25

cleaners and cleaning

espresso machine cleaner 20oz jar, powder	27.50
liquid cleaner for automatic milk foamers 32oz bottle	27.50
rubber blind filter for back flushing E.S.E. pod machine groups	9.60
steel blind filter for back flushing conventional groups Nuova Simonelli	12.50
group cleaning brush with drip guard for cleaning rubber group gasket	8.50
nylon brush for cleaning espresso diffusing screen	6.95
brass bristle brush for cleaning espresso group head above diffusing screen	6.95
grinder brush for removing coffee grounds from espresso grinder	7.95

miscellaneous

espresso cup and saucer set of six	39.95
demitasse spoons for espresso set of 12	9.90
espresso Quick Reference Guide with over 1000 recipes	34.95
David Schomer's Caffè Latte Art DVD	79.95
<i>essential steps in learning to pour the Rosetta Latte</i>	
chocolate covered espresso beans 5lb bag	39.25





ESPRESSO START UP INVENTORY

for new café opening inventory see page 13

Here is a complete list of what you would need to set up an espresso bar in your café using a two group espresso machine with an average of sixty seats and an espresso based drink volume of 30 servings per day. Dining rooms or smaller cafes can adjust this list to their own volume requirements. This list includes top selling products that complement espresso based beverages.

ESPRESSO MACHINE AND GRINDER

1	Nuova Simonelli Appia V two group espresso machine	7,800.00
1	8 litre water softener	345.00
1	Nuova Simonelli MDX espresso grinder	1,085.00
TOTAL EQUIPMENT COST		9,230.00

ESPRESSO COFFEE

4 x 1kg	organic FT espresso blend whole bean coffee	98.50
1	case of illy espresso decaf ground 6 x 250g	81.00

ESPRESSO BAR ACCESSORIES

1	7 gram measuring spoon for ground decaf espresso coffee	3.00
1	58mm aluminum espresso tamper for Nuova Simonelli machine	49.90
1	tamping mat to protect counter 18" x 6"	19.95
1	espresso grounds knock box with splash guard	87.50
2	2oz espresso shot glasses	11.50
2	3oz s/s shot pitchers for layering	13.00
2	32oz milk foaming pitchers, stainless steel	55.00
1	7" stem milk foaming thermometer with clip	17.95
2	x-large stainless steel spoons for scooping foam	9.00
1	s/s shaker for Ghirardelli sweet ground powder	6.25
1	espresso machine cleaner 20oz jar, powder	27.50
1	liquid cleaner for automatic milk foamer 32oz bottle	27.50
1	machine group cleaning brush for cleaning rubber group gasket	8.50
1	nylon brush for cleaning espresso diffusing screen	6.95
1	espresso cup and saucer set of six in white	39.95
1	demitasse spoons for espresso set of twelve	9.90
1	espresso Quick Reference Guide with over 1000 recipes	34.95
1	David Schomer's Caffe Latte Art DVD	79.95
1	chocolate covered espresso beans 5lb bag	39.25
1	30lb.box Ghirardelli sweet ground chocolate powder	93.00
1	64oz bottle of Ghirardelli white or caramel sauce	23.80
1	sauce pump for 64oz	7.95
12	assorted Monin syrups 12 x 750ml, 6 varieties, 2 bottles each	115.00
6	1/4oz Monin pumps	33.00
1	bag Green Matcha tea x 1kg	37.50
1	Oregon Chai 1 1/2 gallon bag in a box	34.80

TOTAL COFFEE AND ACCESSORIES COST

1,085.70

HST not included

FT = FAIR TRADE CERTIFIED

TEA INTRODUCTION

WHAT'S WITH TEA?

The tea we drink is usually orange pekoe black tea and is sold by major retailers under names like Red Rose, Tetley and Mother Parker's. At Nova Coffee we offer a large foodservice tea selection. We sell a lot of tea and our selections are divided between traditional orange pekoe teas and higher quality gourmet and premium teas. Many of you sell only one orange pekoe black tea blend. Others, especially dining rooms and coffee shops, are offering additional choices from the higher quality teas and are increasing their sales as a result.



TEABAGS

Good quality orange pekoe teas are available in 2 cup bags either **loose**, or **tagged and wrapped**. The tea is usually served to the customer with a pot of steaming hot water, a porcelain cup or mug and a small pitcher of milk. A loose teabag can be placed directly into the teapot of hot water or a tagged and wrapped teabag can be served on a plate alongside the teapot. More of our dining room and coffee shop accounts are buying their teabags individually wrapped. We carry Mother Parker's four star quality orange pekoe teas in loose 2 cup teabags and tagged and wrapped 2 cup teabags. As well we carry the full line of Higgins and Burke gourmet teas, and NUMI premium teas, all tagged and wrapped teabags. Higgins and Burke and Numi are higher quality teas and offer more choices including black tea, green tea, white tea and herbal blends. NUMI is our highest quality tea. The complete NUMI line is almost **100% organic with several teas Fair Trade Certified as well**. These wrapped teabags are intended for one to two cups and the preferred serving method is alongside a teapot of very hot water.

HEALTHY TEA

Green tea contains a high level of antioxidants and all herbal tea is caffeine free. Some of the herbal teas are naturopathic and report many health benefits. While these have not been endorsed by Health Canada there seems to be evidence to support them. Our new matcha green tea for lattes and frozen green tea smoothies has more antioxidants than regular green tea. So drink tea for health and don't miss out on this incredible opportunity to grow your sales by expanding your tea offerings. We will help you choose the teas you should carry and discuss the available ways to display and serve them to your customers. Because we sell in broken cases you only need to buy small inventories. So, think tea and increase your profits!

TRADITIONAL ORANGE PEKOE TEAS

*These blends represent the most popular group of teas used in retail and institutional establishments, orange pekoe black tea.
All of our Mother Parkers teabags are four-star quality.*

Loose Tea Bags with no tags \$/teabag

Mother Parker's

paper weave bags 4 star quality

200 x 2 cup bags per box	8.50	.043
case of 5 boxes	37.75	.038

Red Rose Classic

paper weave bags

216 x 2 cup bags per box	10.95	.005
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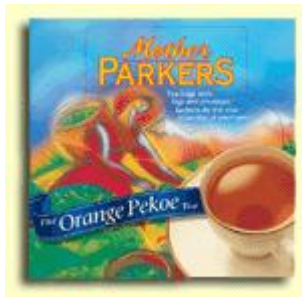
Tagged Tea Bags**

Mother Parker's

paper bags 4 star quality

125 x 2 cup bags per box	8.25	.066
Case of 8 boxes	58.55	.059

**Our top selling tea is...



Mother Parker's 125 x 2 cup tagged teabags is our best selling tea. Each bag is individually wrapped and tagged. AND it's four-star quality as rated by the Tea Council of Canada!

HIGGINS & BURKE GOURMET TEAS



individually packaged in flow through teabags with
a tag
20 teabags per box for **3.95** (.20 per teabag)
OR
case of six boxes **one flavour or assorted**
16.25 (.14 per teabag)

Traditional Teas

black based teas that contain caffeine

English Breakfast	<i>A full-bodied blend, perfect anytime.</i>
Earl Grey	<i>Mild and aromatic, scented with bergamot flavour.</i>
Lemon Flavour	<i>Delightfully refreshing.</i>

traditional tea without the caffeine

Decaf Orange Pekoe	<i>A traditional tea without caffeine</i>
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Herbal Teas (Caffeine Free)

Caffeine free - made from the leaf and/or root of various plants

Chamomile	<i>Naturally relaxing.</i>
Peppermint	<i>Refreshingly soothing.</i>
Apple Cinnamon	<i>The perfect blend of apple and spices.</i>
Raspberry Delight	<i>Luscious raspberry with a hint of spice</i>
Blackcurrant	<i>Soothing and aromatic blackcurrant.</i>
Honey Lemon	<i>Relaxing Lemon with a hint of honey.</i>
Ginseng	<i>Our ginseng will stimulate your senses. Our caffeine free ginseng is blended using only natural ingredients.</i>
Cranberry	<i>A refreshing caffeine free herbal tea. Enjoy this wonderful blend of herbs with a splash of cranberry.</i>
Echinacea	<i>This caffeine free herbal tea combines the soothing effects of echinacea with the best of Mother Nature.</i>

Green Teas

Not oxidized like traditional teas, but steamed and dried over low heat

Green	<i>Enjoy this wonderful tea straight from the Orient.</i>
Green Pear	<i>Enjoy this wonderful blend of pear and green tea. A delightful taste experience accented by the taste of pear.</i>
Green Lemon Lime	<i>Enjoy this wonderful blend of lemon/lime and green tea. A refreshing drink for any time of day.</i>
Green Peach	<i>Enjoy this wonderful blend of peach and green tea. A taste sensation you won't soon forget.</i>
Green Exotic Fruit	<i>Enjoy this wonderful blend of exotic fruit and green tea. Our passionate fruit flavours complement this blend.</i>

NUMI
ORGANIC TEAS AND TEASANS
certified organic and kosher
some selections fair trade certified

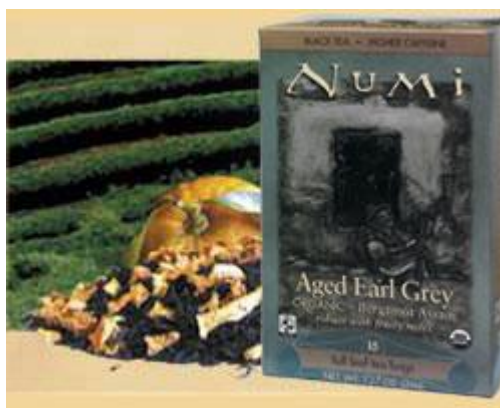


black tea
green and white tea
herbal teasans

individually packaged in flow through teabags with a tag
7.75 per box of 16/18 (.48/.43 per teabag)

case of six boxes of one flavour or assorted for 38.40 (.40/.36 per teabag)
2 cases of six boxes of one flavour or assorted for 73.20 (.38/.34 per teabag)

Numi's difference is steeped in every cup. All of our organic teas and teasans offer the real taste of tea by hand-blending organic whole leaf teas, fresh pure herbs, and real fruits without using oils, flavorings or tea dust. The artistry celebrated in each blend enlivens the subtle complexities of each ingredient, while creating a balanced, rich, and magnificent cup of tea.



numi black teas

BLACK TEAS

Decaf Black Vanilla

Indian Night (packed 16 per box) ORGANIC, FAIR TRADE

Naturally decaffeinated black tea blended with real whole vanilla beans for a rich, creamy and satisfying cup.

Breakfast Blend

Morning Rise (packed 18 per box) ORGANIC, FAIR TRADE

Four of the most extraordinary black teas, Ceylon, Assam, Keemun and Darjeeling compose this hearty, complex and exciting morning cup. This rich, bold black tea blend has an unrivalled smoothness and a magnificent aroma.

Aged Earl Grey

Bergamot Black (packed 18 per box) ORGANIC, FAIR TRADE

Numi's special Earl Grey naturally scents full leaf, premium Assam black tea with real bergamot oranges. Robust with fruity notes.

Berry Black

Raspberry Darjeeling Black Tea (packed 16 per box) ORGANIC, FAIR TRADE

The first of its kind, Berry Black uses real North American forest fruits, creating an authentic berry tea. Luscious strawberries and raspberries, freeze dried at the peak of ripeness, are blended with hibiscus, rosehips and golden-tipped Darjeeling.

Golden Chai

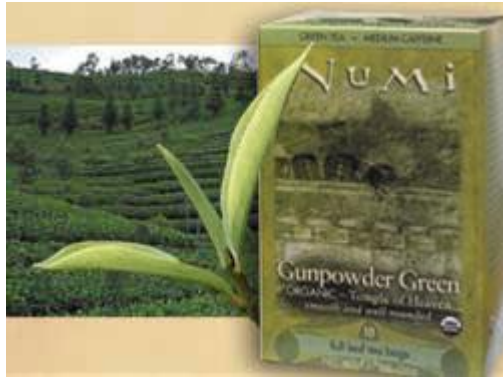
Spiced Assam Black Tea (packed 18 per box) ORGANIC, FAIR TRADE

Our chai delight blends Assam tea with worldly spices. This rich infusion has a complex hearty flavour evoking a warm balance.

Chinese Breakfast

Yunnan Black Tea (packed 18 per box) ORGANIC

This noble black tea is perfectly balanced and full-bodied with subtle floral notes.



numi green and white teas

GREEN TEAS

Toasted Rice Green

Gen Mai Cha (packed 16 per box) ORGANIC

This traditional Japanese green tea with toasted rice is often served in restaurants. Robust, nutty and savoury.

Ginger Sun

Lemon Decaf Green (packed 16 per box) ORGANIC, FAIR TRADE

Ginger Sun blends lemongrass and ginger with naturally decaffeinated green tea, for a warm and invigorating flavour.

Gunpowder Green Tea

Temple of Heaven (packed 18 per box) ORGANIC

This green tea is gently steamed, then hand-rolled into small pearls. When brewed, the leaves unfurl, releasing a well-rounded smooth flavour.

Jasmine Green Tea

Monkey King (packed 18 per box) ORGANIC, FAIR TRADE

From Hunnan Province, this light and fragrant green tea is scented with delicate jasmine flowers, imparting a floral sweetness to the tea.

Mate Lemon Green Tea

Rainforest Green (packed 18 per box) ORGANIC, FAIR TRADE

This infusion of Yerba Mate with Australian rainforest's Lemon Myrtle and China's Chun Mee green tea has a delightful lemon taste. It is an energizing blend that uplifts the senses.

WHITE TEAS

White Rose

Velvet Garden (packed 16 per box) ORGANIC, FAIR TRADE

The real rose petals in Velvet Garden add a provocative sweet taste to fresh spring white tea.

White Nectar

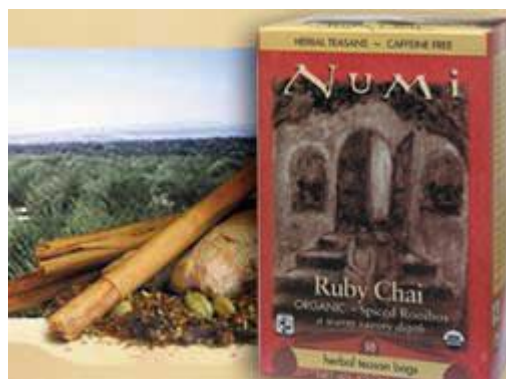
Osmanthus Spring (packed 16 per box) ORGANIC, FAIR TRADE

Combining anti-oxidant rich Osmanthus flowers and spring white tea, this blend has abundant health benefits and divine taste.

White Orange Spice

Moonlight Spice (packed 16 per box) ORGANIC, FAIR TRADE

Smooth and delicate, our white tea balances citrus notes of orange, schizandra berries, Dry Desert Lime and luxurious spice for a divine cup.



numi herbal teasans

TEASANS™ (Numi's term for brewed herbal beverages)

Chamomile Lemon

Sweet Meadows (packed 18 per box) ORGANIC, CAFFEINE-FREE

A sweet and calming infusion of Egyptian chamomile flowers and bright, tangy lemon myrtle, an indigenous herb from the rainforests of Australia.

Moroccan Mint

Simply Mint (packed 18 per box) ORGANIC, CAFFEINE-FREE

Our Moroccan mint has a bright vibrant flavour that tastes like a fresh picked leaf. A refreshing and soothing all-day or after-dinner delight.

Rooibos

Red Mellow Bush (packed 18 per box) ORGANIC, CAFFEINE-FREE

Rooibos is a soothing South African herb rich in antioxidants and soothing to the nerves. Its deep, earthy taste makes it a perfect caffeine-free alternative to black tea.

Ruby Chai

Spiced Rooibos (packed 18 per box) ORGANIC, FAIR TRADE, CAFFEINE-FREE

Earthy, vanilla Rooibos and a sultry blend of cloves, nutmeg, cinnamon, ginger and cardamom come together from around the world in Numi's caffeine-free chai. It is full-bodied like black tea, yet soothing any time of day – a fabulous alternative to Numi's Golden Chai.

Green Rooibos

Sweet African Red (packed 18 per box) ORGANIC, CAFFEINE-FREE

Numi pioneers Green Rooibos, another well kept South African secret. From the same plant as Rooibos, yet un-oxidized, Green Rooibos surpasses even the anti-oxidant level of green tea. Its light, smooth woody taste is sweetly accented by healthy Honeybush.

Honeybush

Bushmen's Brew (packed 18 per box) ORGANIC, CAFFEINE-FREE

This wild honey-scented flowering bush creates an enticing rich brew with sweet honey over-tones. Rich in phytoestrogens, this new African herbal is both delicious and healthy.

Dry Desert Lime

Lime (packed 18 per box) CAFFEINE-FREE

This rare and exotic Middle Eastern desert lime is sun dried. It has a pleasing tart taste and provides a hearty dose of vitamin C.

SOLO PREMIUM PAPER CUPS



BISTRO PAPER CUP (pictured above) AVAILABLE SIZES AND PRICING

10oz/304ml paper cup case of 1000	75.25	.08/cup
12oz/350ml paper cup case of 1000	85.69	.09/cup
16oz/473ml paper cup case of 1000	104.45	.10/cup
20oz/600ml paper cup case of 600	87.15	.15/cup

BISTRO PAPER CUPS LISTED ABOVE all use this one size lid

black plastic domed lid case of 1000	46.75	.05/lid
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PLAIN WHITE PAPER CUP AVAILABLE SIZES AND PRICING

10oz/304ml paper cup case of 1000	75.25	.08/cup
12oz/350ml paper cup case of 1000	85.69	.09/cup
16oz/473ml paper cup case of 1000	104.45	.10/cup
20oz/600ml paper cup case of 600	87.15	.15/cup

PLAIN WHITE PAPER CUPS LISTED ABOVE all use this one size lid

black plastic domed lid case of 1000	46.75	.05/lid
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JAVA JACKET for 10oz -20oz cups case of 1300 84.00 .06/jacket

TAKE OUT DRINK CARRIER four cup case of 360 43.00 .12/carrier



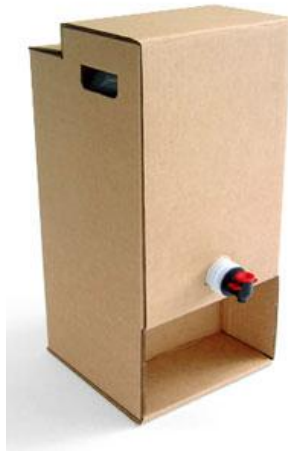
**CONTAINERS FOR CATERED
COFFEE
NEVER LOSE A COFFEE
THERMOS AGAIN!!**



96 oz Beverage on the Move in Coffee Bean Print

- *Keeps coffee hot for up to 3 hours.
- *Never lose or break a thermos again!
- *Disposable so you don't have to go back and pick it up!
- *Stores flat and assembles in seconds.
- *Brew directly into the carton for convenience if you have a thermal brewer or use a funnel if you have a glass bowl brewer.

case of 25	116.50	4.65 each
quantity of 5	28.25	5.65 each
individually		5.95 each



3 Gallon Beverage on the Move in Kraft Brown

*For larger catering jobs with all the benefits of the 96 oz Beverage on the Move above.

case of 10	131.75	13.20 each
individually		16.45 each

PREMIUM CLEAR PLASTIC CUPS FOR ICED AND FROZEN DRINKS



by SOLO
*for European Sodas, Jet Smoothies,
and iced Chai*

12oz/355ml plastic cup <i>case of 1000</i>	122.95	.12/cup
<i>sleeve of 50 cups</i>	6.75	.14/cup
16oz/473ml plastic cup <i>case of 1000</i>	166.20	.17/cup
<i>sleeve of 50 cups</i>	9.85	.20/cup
Domed lid with straw hole for 12oz and 16oz cups only		
<i>case of 1000</i>	88.10	.09/lid
<i>sleeve of 100 lids</i>	10.45	.10/lid
Flat lid with straw hole for 12oz and 16oz cups only		
<i>case of 1000</i>	88.10	.09/lid
<i>sleeve of 100 lids</i>	10.45	.10/lid
Flexible fat 8" milkshake straw for cold drinks and smoothies		
<i>individually wrapped box of 400</i>	11.35	.03/straw

THERMAL CARAFES, GRAVITY SERVERS, CLEARLY COFFEE THERMOS CLEANER

COFFEE THERMOSES AND THERMOS CLEANER

short thermal carafe with handle <i>for table service</i>	chrome finish 1.9 litre	69.95
tall thermal carafe with handle <i>for table service</i>	chrome finish 1.9 litre	69.95
thermal gravity server (requires stand) <i>for cafes</i>	black plastic finish 2.5 litre	99.95
stand for above thermal gravity server	injection moulded plastic	38.95
dual stand for above thermal gravity server	injection moulded plastic	50.95
tall thermal gravity server (catering)	black plastic finish 2.5 litre	103.95
creamer server with Teflon lining <i>SH-EB12 for cafes</i>	chrome finish 1.3 litre	69.95
CLEARLY COFFEE thermos cleaner	12.5oz bottle	5.95
CLEARLY COFFEE thermos cleaner <i>for thermal carafes, gravity servers and coffee pots</i>	3 x 12.5oz bottles	12.50

INSTRUCTIONS

FOR CLEANING THERMAL CARAFES AND GRAVITY SERVERS USING CLEARLY COFFEE thermos cleaner

Thermal Gravity Server with Sight Gauge Tube

- Remove lid and completely empty thermal server by turning it upside down.
- Hold thermal server upright and press dispense lever to remove any remaining liquid.
- Pour in approx. one to two tablespoons (15ml - 30ml) of Clearly Coffee.
- Place lid back on thermal server (only if it is a brew thru lid) and position the server in your coffee brewer under an **empty** brew funnel.
- Press brew button to fill thermal server with hot water. After brew cycle has finished, top up thermal server with additional hot water from the coffee brewer's hot water faucet. The sight gauge tube needs to be completely filled with hot water.
- After thermal server is filled, press dispense lever for one second to allow cleaner into the dispense cavity.
- Let thermal server stand overnight and completely empty in the morning.
- To rinse, place empty thermal server back into brewer and fill with hot water from machine by activating the brew cycle.
- Dispense some of this water through the dispense lever to flush it out and then dump the rest out by turning the thermal server upside down into your sink. Repeat one more time.
- It is important to follow these instructions completely in order to allow cleaning solution to get into the dispense cavity and up the sight gauge tube. The dispense cavity and the sight gauge can both be removed for a more complete cleaning. If this cleaning procedure does not stop a thermal server from leaking call us to have the dispense valve replaced.

Hand Held Thermal Carafe

- Pour approx. one tablespoon of Clearly Coffee into empty thermal carafe and fill the carafe from your coffee brewer by brewing into it as explained above.
- Let sit overnight, in the morning, empty and brew two pots through to completely rinse. For a badly stained carafe you may have to repeat this procedure twice. Frequent cleaning will prevent bad stains from accumulating.

SUGAR, HOT CHOCOLATE AND MORE

White Sugar and Sugar Substitute

white sugar envelopes	case of 2000	21.60
Sugar Twin sugar substitute	bag of 1000	14.10

Cocoa Sensations single serve Hot Chocolate

box of 8 envelopes	4.25
case of 12 x 8	44.00

Chocolate Embrace *This is our best seller with chocolate overdose flavour!!*

Chocolate Mint *If you like chocolate and mint then try this delectable combination*

Hazelnut Passion *A favourite with chocolate lovers who enjoy the taste of Hazelnut*

Irish Cream *Reminiscent of the hills of Ireland with a luscious creamy taste*

White Hot Chocolate **NEW!** *Made with only the finest European ingredients*

Carnation "Rich Chocolate" Hot Chocolate

50 x 28g envelopes per box	13.30
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Filters, stix, straws, retail coffee bags

coffee filters basket style <i>fits most commercial 1/2 gallon brewers</i>	box of 1000	11.95
coffee filters basket style <i>fits most home brewers</i>	box of 1000	11.95
Brew Rite Urn Filters <i>for 1.5 gallon brewers</i>	box of 500	30.95
plastic stir stix 6"	box of 1000	4.75
flexible fat 8" milkshake straw individually wrapped <i>for cold drinks and smoothies</i>	box of 400	11.35
brown kraft tin tie retail coffee bags 1/2lb size	per bag	.27
1lb size	per bag	.35



CHOCOLATE SAUCE



For cafe mochas, white chocolate mochas and caramel lattes mix the syrup with the shot of espresso in the cup before adding the foamed milk. For regular and white hot chocolate we recommend adding the syrup to the milk and foaming together. The pump dispenses 1/2oz of syrup. Standard serving size is 1 1/2oz or 3 pumps for a 12oz drink. Adjust according to cup size.*

DO NOT REFRIGERATE SAUCES ONCE OPENED. THREE WEEK SHELF LIFE IF STORED IN A COOL, DRY PLACE.

64oz plastic bottle	black label chocolate sauce	19.50	.46/serving
	classic white flavoured sauce	23.80	.56/serving
	creamy caramel flavoured sauce	23.80	.56/serving
case of six bottles	black label chocolate sauce	108.00	.42/serving
	classic white flavoured sauce	132.00	.52/serving
	creamy caramel flavoured sauce	132.00	.52/serving
pump for 64oz bottle (1/2oz increments)		7.95	

CHOCOLATE POWDER



For cafe mochas and white chocolate mochas mix the powder with the shot of espresso in the cup before adding the foamed milk. A whisk works well for this. For regular and white hot chocolate we recommend adding a little hot milk to the powder to make a paste and then add the rest of the hot milk or foam the powder together with the milk in the foaming pitcher. Standard serving size is 3 tbsp. for a 12oz drink. Adjust according to cup size*. Costing below is based on a 12oz serving.

3lb tin sweet ground chocolate & cocoa	19.05
<i>57 servings per tin when used as a powder, serving size 3tbsp (24g)</i>	.33/serving
<i>54 servings per tin when made into syrup, serving size is 1 1/2oz**</i>	.35/serving
3.12lb tin sweet ground white chocolate flavour	19.05
<i>57 servings per tin, serving size 3tbsp (25g)</i>	.33/serving
<u>white chocolate powder cannot be made into syrup</u>	
30lb box sweet ground chocolate & cocoa	93.00
<i>567 servings per box when used as a powder, serving size 3tbsp (24g)</i>	.164/serving
<i>540 servings per box when made into syrup, serving size is 1 1/2oz**</i>	.172/serving
2 x 30lb boxes sweet ground chocolate & cocoa	178.00
<i>567 servings per box when used as a powder, serving size 3tbsp (24g)</i>	.157/serving
<i>540 servings per box when made into syrup, serving size is 1 1/2oz**</i>	.165/serving

*Our per-serving costs above are based on Ghirardelli's suggested serving sizes. You may find you can use up to one third less.

**The most economical way to use the sweet ground chocolate and cocoa powder is to mix it with water to make a syrup (regular chocolate only, not white). The recipe is 1 cup of water mixed with 1lb. of powder until smooth. Use a wire whisk for maximum smoothness. One pound of powder makes 27oz of syrup. Make only enough to use that day. The leftover can be refrigerated overnight.



FRAPPE CLASSICO



Capitalize on the fast growing popularity of cold blended ice drinks with Ghirardelli's Frappé Classico. Designed to dissolve quickly in cold milk (or water) with gourmet espresso for a great frozen drink.

This is a fantastic drink and is a best seller every summer!

<p>3.12lb tin Frappe Classico double chocolate or classic white <i>32 servings per tin, serving size 1/4cup (45g)</i></p>	<p>26.05 .82/1/4cup serving</p>
<p>case of six tins Frappe Classico double chocolate or classic white <i>192 servings per case, serving size 1/4cup (45g)</i></p>	<p>139.00 .72/1/4cup serving</p>

Recipe and Costing for a 12oz Frappe Classico

- 1 cup of ice
- 1/2 cup of water
- 1/4 cup of Frappe Classico
- 1 shot of espresso

Pour ice, water, Ghirardelli Frappe Classico beverage mix and espresso into a Vita-Mix blender and blend for 20-25 seconds or until smooth. Pour into a 12oz clear plastic cup with a domed lid and serve with a fat straw. *For Frappe with a twist add 3/4oz Monin syrup. Choose Raspberry, Peach or Almond*

The following costs for frappe drinks are based on a single shot of organic fair trade espresso (our coffee) and 7.5g of espresso per shot rounding for waste.

Profit per drink

A.	selling price for a 12oz serving	3.95
B.	cost analysis	
	1/4 cup of Frappe Classico	.82 based on 3lb. tin price
	Shot of organic fair trade espresso	.15
	12oz Polar clear plastic cup, lid and straw	.25
	Total cost per beverage	1.22
C.	Total Profit per beverage	2.73

Profit per case

A.	dollar sales per case/based on 192 servings	758.40
B.	cost analysis/based on 192 servings	
	1/4 cup of Frappe Classico	139.00
	Shot of organic fair trade espresso	28.80
	12oz Polar clear plastic cup, lid and straw	48.00
	Total cost per case	215.80
C.	Total profit per case	542.60

You will need a commercial ice-crushing blender to make these drinks. See page 18.

MONIN

FLAVORS THE WORLD



Looking for the highest quality in syrups? Choose Monin. All natural and no preservatives. Choose nut and spice for coffee beverages or fruit flavours for sodas, granitas and smoothies. This is the best quality you can buy and at a reasonable price. You will use 3/4 oz (three pumps at 1/4oz-sold below) for flavouring a 12oz cappuccino or latte. Adjust your quantity for different cup sizes based on that.

Almond
Banana
Blueberry
11. Cherry
Coconut
Gingerbread
Irish Cream
Lemon Iced Tea
10. Mango
Mojito Mint
Peanut Butter
9. Raspberry
5. Strawberry
Toasted Marshmallow
2. Sugar Free Vanilla

Amaretto
7. Blackberry
3. Caramel
Chocolate Chip Cookie
Cranberry
4. Hazelnut
Kiwi
8. Lime
Mango Iced Tea
Passion Fruit
Peppermint
Sugar Free Raspberry
6. Swiss Chocolate
Toffee Nut
Watermelon

Apple
Black Currant
Sugar Free Caramel
Chocolate Mint
Frosted Mint
Sugar Free Hazelnut
Lemon
Mandarin
Maple Spice
Peach
12. Pumpkin Spice
Raspberry Iced Tea
Toasted Almond Mocha
1. Vanilla

MONIN SYRUP

	PRICE	COST
750ml bottle	12.25	.48/oz
750ml bottle sugar free	12.95	.51/oz
CASE PRICE 12 bottles	115.00	.38/oz
BUY 2 CASES price for 12 bottles	109.00	.36/oz
CASE PRICE 12 bottles sugar free	123.00	.40/oz
BUY 2 CASES price for 12 bottles sugar free	115.00	.38/oz
1/4oz pump	5.50 ea	

ALL MONIN SHIPPED BY COURIER HAS TO BE PACKAGED IN A SPECIAL STYROFOAM SHIPPING CONTAINER IN UNITS OF 6 BOTTLES. COST IS CASE PRICING PER BOTTLE, 9.60 (or 9.08) for regular / 10.25 (or 9.58) for Sugar Free, PLUS 10.00 PER CASE OF SIX BOTTLES PACKAGING COST, PLUS COURIER FEES.

Case pricing is determined based on whether you buy one case or two or more cases.

MATCHA GREEN TEA FOR LATTES AND SMOOTHIES



The beautiful green colour of these tea leaves is what you get when you make delicious lattes and smoothies with Matcha Green Tea. Matcha is one of the newest “wellness” beverages hitting cafes and dining rooms across North America and it is a beverage worth having on your menu.

All true teas come from the plant *Camellia sinensis*. Matcha is the cream of the crop. It is made from the first harvest of the tea plant. Our Muzi Matcha is made from the most delicate part of the tencha tea leaf. The tea leaves are only harvested once a year in early spring when the softest, youngest and sweetest tea leaves are grown. Four weeks before this annual harvest, the young tea leaves are covered with tarp shading to eliminate up to 90% of the light reaching the tea leaf. The tea plants compensate for the loss of light by increasing chlorophyll in their leaves making the tea greener.

The best hand-picked tea leaves are then steamed, dried and cut to remove veins and stems. The dried leaves are frozen to ensure consistent quality throughout the year. Muzi Matcha is ground using hand-crafted granite grinding wheels. Used since the 17th century, these wheels are scientifically still the best way to prepare matcha. It's purposely a slow process, protecting the tea leaves from the burn of a fast grind which destroys the natural chlorophyll, amino acids and vitamins making the tea yellow and tasteless. Taking time is best for the tea! When you drink matcha you are benefiting from all the nutrition of the tea plant because you are drinking the whole leaf and not just the liquor from steeping it.

To make a 12oz green tea latte:

Mix 1 tbsp. green matcha with 2oz of hot water in the take out cup or mug you will serve it in.
Foam milk as you would for a latte.
Add the hot milk and foam to the tea in the serving cup.

To make a 12oz green tea smoothie:

Measure one cup of ice and one cup of milk or milk substitute into a bar blender.
Add 1 tbsp. of green matcha and 1/2oz of Monin syrup such as blackberry or raspberry.
Serve in a 12oz clear latte glass or a 12oz Polar clear plastic take out cup with a fat straw.

Muzi Matcha in 1kg re-sealable stand up bag

one case of 8 x 1kg bag	255.00	.48/serving
one 1kg bag (67 tbsp. per bag)	37.50	.56/serving

Charge .25-.50 more than you do for a 12oz latte plus what you would charge for the syrup shot.

Following the latte and smoothie recipes above:

1 tbsp serving of matcha	.56 (based on 1kg price)
8oz serving of milk	.48 (4 servings per litre @ 1.90/litre)
1/2oz Monin syrup	.24
12oz Polar clear plastic cup, lid and straw	.25
Total drink cost	1.53

Selling price range 3.75 – 4.50 as prepared above

You will need a commercial ice-crushing blender to make the smoothie. See page 18.

OREGON CHAI



This is where it all started! Oregon Chai is an “all-natural, intoxicating potion of black tea, honey, vanilla bean, fresh ginger, tempting spices and wild abandon, the thinking person’s beverage.” One of Oregon Chai’s best features is its versatility. ***It is delicious piping hot or icy cold. It is also delicious with a shot of espresso or Ghirardelli chocolate, mmmm good!!***



To serve hot:

Steam equal parts Oregon Chai and milk (or milk substitute).
For a 12oz serving use 4oz Oregon Chai & 4oz milk.
Serve in the same cup you would use for a latte.

To serve cold:

Just pour equal parts Oregon Chai and milk over ice and serve.
For a 12oz serving use 4oz Oregon Chai & 4oz milk.
Serve in a 12oz clear latte glass or a 12oz Polar clear plastic take out cup with a fat straw.

Vegan Original organic in 32oz tetra containers

case of six - 32oz tetra containers (192oz)	37.92	.79/4oz serving
one 32oz tetra container	8.15	1.02/4oz serving
8 - 4oz servings per container		
48 - 4oz servings per case		

The Original organic in 1 1/2 gallon bag in a box for foodservice

one bag in a box 1.5 gallon (192oz)	34.80	.73/4oz serving
48 - 4oz servings per box		

Following the hot and cold recipes above:

4oz serving of Chai	.79 (based on 32oz case price)
4oz serving of milk	.24
8 servings per litre @ 1.90/litre	
12oz Polar clear plastic cup, lid and straw	.25
Total drink cost	1.28
Selling price at 3.75	2.47 gross profit



OUR PREMIUM FROZEN SMOOTHIE MIX

Jet delivers intense, mind blowing flavour. We like to call our smoothies, "fresh fruit with a straw™". With Jet's flavour the possibilities are limitless!

1. STRAWBERRY/BANANA
3. ANTIOX APB**
5. WILDBERRY BLAST

2. MANGO MANIA
4. STRAWBERRY BOMB
6. MANDARIN ORANGE PASSION FRUIT

one 64oz carton	19.50	.30/oz
one case of 6 x 64oz	93.60	.24/oz
two cases plus of 6 x 64oz	89.95 per case	.23/oz
one Antiox** 64oz carton	21.55	.34/oz
one case Antiox 6 x 64oz	103.30	.27/oz
two cases plus of 6 x 64oz	99.30 per case	.26/oz

!!CASES CAN BE MIXED!!

**Antiox APB is a premium flavour made with Acai, Pomegranate and Blueberry in a Yerba Mate base. It is Jet's "wellness" drink and is very high in antioxidants. It is the only flavour to sell at a higher price because of its more expensive ingredients.

Jet also makes Caribbean Colada, Extreme Peach, Intense Green Apple and Razz Cranberry. We do not stock these four because they are slower moving flavours but we will bring them in on special order in full cases only.

RECIPE AND COSTING FOR A 12OZ JET SMOOTHIE

Fill a 12oz Polar plastic cup with ice and pour in liquid Jet concentrate until the cup is brim filled. This will be approximately 6oz of concentrate. We have measured the syrup quantity many times and this is an accurate amount. **OR** You can measure the concentrate separately in a measuring cup at 6oz. Pour the ice and concentrate into a Vita-Mix blender and blend for 20-25 seconds or until smooth. If the consistency is too thick add a small amount of water so it will blend easier. Pour back into the 12oz Polar clear plastic cup and serve with a fat straw.



selling price for a 12oz serving	4.50**
6oz concentrate	1.80 (based on .30/oz)
12oz Polar clear plastic cup, lid and straw	.25
total cost per beverage	2.05
Total Profit per beverage	2.45

**3.95 is the minimum Cafes are charging for a 12oz Jet, 4.85 is the highest, plus HST. We recommend charging 4.50. Remember, this is a super premium product. We allow mixed cases. Buy two cases of six for additional savings.

You will need a commercial ice-crushing blender to make these drinks. See page 18.