

FRESHLY BREWED  
100% Arabica Coffee



# Java


## CLASSICS COFFEE

*coffee • cappuccino • hot chocolate*

build destination sales • increase customer loyalty • increase frequency

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 [WWW.HENRYSFOODS.COM](http://WWW.HENRYSFOODS.COM)

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MISSION STATEMENT:

"DEDICATED TO EXCEEDING THE EXPECTATIONS OF OUR  
CUSTOMERS, VENDORS, AND TEAM MEMBERS IN ALL THAT WE DO."

Setting a whole new standard in brewed coffee programs.

*Award winning taste,  
freshness and quality guaranteed!*

### *Why Java?*

- Smooth, full bodied taste
- Top grade beans
- Roast consistency
- Proven award winner
- Longer hold times
- Equipment to minimize waste

### *Features*

- Customized packages
- Unparalleled flexibility
- High-performance graphics
- Promotional start
- Allied products packages
- Training, service, delivery
- Loyalty Program



We can design an upscale coffee bar to fit your space by using top of the line equipment & the right POS for your environment

## *The Java Classics Program is Designed to Maximize Gross Profit Dollars*

Inventory management is especially important in a high-margin category like coffee. Our patented Convection Roast System roast coffees are proven to endure longer hold times with no breakdown of taste. In addition, our flexible equipment package utilizes carefully selected components such as bulk-dispensers, glass pots & long-hold air-pots to reduce waste. This allows you to provide the wide selection that builds destination sales throughout the entire day. Our experienced coffee specialists can work with you to establish brewing & selection standards that are right for your store.



## *Sustainable Farming Practices*

- Soil testing is conducted twice each year & fertilizer formulas are developed to keep the soil in proper harmony
- 300-acre forest reserve of old growth woodlands was set aside more than 2 years ago as a nature reserve
- We pay significantly higher wages than other growers. Our employees are financially rewarded for their skilled & conscientious labor
- We have our own fully equipped dental & medical clinic & we offer child care services for children of our employees

## *Taste the Difference of Convection Roasting*

Smooth & full bodied, Java Classics coffees are blended & roasted to appeal to a wide array of taste preferences. We start with top-grade 100% Arabica beans from the world's finest growing regions, then roast them to perfection with our patented Convection Roast System.

This roasting method ensures consistent quality in every cup - your key to building destination sales.

## *Designed to Sell More Cups a Day*

- Hot beverages are the number one profit center in the store
- All major chains are moving to higher quality sets
- A high quality look matches our high quality coffee & drives customer loyalty
- Capitalize on the dramatic rise in energy drinks with our Java Classics EXTREME family of energy drinks

# Java Classics Coffee *Marketing Materials*

## *Materials Offered*

- Banners & signage
- Pump toppers
- Loyalty cards
- Nutritional facts
- Menu boards
- Labels
- Wall murals

