

### Why a Coffee/Tea Fundraiser?

Coffee is the modern luxury that can be afforded by all, and it's not just a trend. Totalling \$12.27 billion in 2006, U.S. coffee sales were the second most valuable traded commodity, second only to oil. And because people use coffee or tea every day, it's also a product that holds high likelihood that people will reorder if they are pleased with the quality, and these products are second to none.

Artisan coffees and teas sell themselves and continue selling themselves long after the initial push to raise funds. This campaign can be easily added as an adjunct effort to your existing fundraising campaign, or can replace an idea that is tired with a new and refreshing approach that appeals to virtually all households. With the help of our fundraising consultants, it's easy to exceed your sales expectations with this high-profit, high quality lineup.

### Ideal For:

- Schools
- Non-Profits
- Church Groups
- Libraries
- Sports Leagues
- Civic Groups
- Others

Contact the Fundraising Coordinator for your Coupon Code:  
sandy@emeraldcoastcoffee.com

# EMERALD COAST

## COFFEE & GRILLE

### Emerald Coast Coffee & Grille® Self-Perpetuating Fundraiser

Featuring Gourmet Coffees, Teas and Merchandise--so easy, the products sell themselves!

Tired of bake sales and car washes? Overwhelmed by trying to sell over-priced wrapping paper, popcorn and magazines? Emerald Coast Coffee & Grille® offers you an exciting and easy way to raise funds for your organization or group by selling gourmet coffees, teas and merchandise online. Your family, friends, neighbors, and coworkers will jump at the chance to support your worthy cause, and they'll be excited to be purchasing something they actually want and will use~100% Arabica micro-roasted coffees and specialty teas from around the world, all selected for their uncompromising quality.



Emerald Coast Coffee & Grille scanned the world for the best and has brought it here for you

### It's The Simplest Fundraiser You've Ever Done

Your sales force simply distributes Buzz Cards containing your group's coupon ID code, ordering instructions, and the cause you're supporting. All the coffee orders and reorders take place online. There is no money to be handled or deliveries to be made, and order payments are made directly and securely. This allows family and friends from out-of-town to support your cause as well.

Your group receives 25% credit

(that's about \$3.10 per 1 lb bag of coffee) for any online orders [excluding sales tax and delivery charges] specifying your group's special ID code, with no expiration on this fundraising time. Therefore, your fundraiser takes on a life of its own... it self-perpetuates as long as family and friends reorder their favorite products. Periodically, reminder cards containing your group's ID can be sent out by your sales force, simply reminding prior and new customers to continue supporting

your cause. A check arrives to the designated charity in the mail each month as long as your code has been designated at the time of an order. It's as simple as that. Your fundraiser will be a monumental success.

Please trust that all information provided by your customers will be maintained by our organization only. Their information will not be shared with other companies for marketing purposes. We respect our customers.

[www.emeraldcoastcoffee.com](http://www.emeraldcoastcoffee.com)

... served with distinction



Micro-roasted to flavor perfection to bring the most the coffee has to offer



Origin of Emerald Coast Coffee & Grille® heavenly beans



Exquisite loose leaf teas twisted and rolled to retain their outstanding bouquet and freshness

[www.emeraldcoastcoffee.com](http://www.emeraldcoastcoffee.com) — Buy Online

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**The Coffees:** Small-batch micro-roasting emphasizes long time roasts at lower temperatures that roast to flavor rather than color. The difference in taste between small-batch hand-roasted beans and commercial roasting is comparable to that of a pig slow roasted over coals and a pork roast thrown in the microwave. Granted, both may be edible, and both are cooked, but one clearly surpasses in flavor, quality and value.

In fact, Emerald Coast Coffee & Grille roasts 15 kilograms (30 lbs) maximum in any one batch, as compared to the 300 lbs typical of the larger roasters. In addition, all of the blends are blended postroasting and contain only 100% Arabica beans (no Robusta or low terrain coffee ever!). The beans arrive green at the Roastery located in a beautiful 110-year-old renovated church in Coffee County, Alabama, of all places. As soon as the roasted beans have "rested" and reached optimal flavor stability (up to 3 days post-roasting), they'll ship the beans to your doorstep...that's true freshness!

Offered are 100% Arabica Single Origin, Blends, Organic, water processed Decaffeinated, and Decaffeinated Organic Blends from Brazil, Ethiopia (Sidamo), Guatemala, India, the Indonesian Isles (Sulawesi, Sumatra), Nicaragua, Peru, and more. To ensure fine flavor nuances of the coffee are not lost by pre-grinding, only whole beans are sold. A modestly priced home coffee grinder system is also available, because Emerald Coast Coffee & Grille feels confident that once you experience what true craft coffee tastes like, you'll never be able to go back. And the double wall glass mugs keep liquid hot while still permitting you to see the beauty of the drink.

**The Teas:** Enjoy the perfect cup of tea using loose leaf, hand twisted and rolled Orange Pekoe Black Tea breakfast blend, Exclusive Silver Tips White Tea, Ceylon Green Gunpowder Tea, or the naturally decaf Red Rooibos Tea. To heighten the whole experience, the ultimate glass teapot that perfectly steeps the leaves and infuses uncompromising flavor into every cup is also available. All but the South African Red Rooibos loose leaf tea comes directly from the Estate in Ceylon (Sri Lanka). Boasting unsurpassed quality, the teas are first flush, hand plucked leaves selected from gardens nestled high in the mountains of the Boga wantalawa Valley (the Valley of the Saints).

The tea estate in Ceylon is extremely progressive in regards to the quality of life it provides its plantation workers, providing 6 hospitals, maternity wards, 10 board certified schools, 27 day care centers, educational scholarships, and banking and savings plans, while ensuring absolutely no child labor. Fair Trade Coffees and Organic selections also reflect Emerald Coast Coffee & Grille's commitment to social and environmental responsibility.

### Operation Support Your Troops

This is an outreach program which allows you to thank deployed soldiers for the freedom which they so selflessly defend. When designating where you would like to have your coffee, tea or merchandise shipped, simply specify **YES** when asked if you want to send coffee to the troops. Emerald Coast Coffee will forward your purchase to deployed units in your name. They'll even provide access to grinders and French presses, so that our soldiers can enjoy a taste of home. At the same time, your 25% donation can still be earmarked for the local cause of your choice. This is the true definition of a Two-Fer!!!

**APO orders to friends or family stationed overseas are also possible.**