



An introduction to our

Family of Brands

Rewley's
1840

North America





North America

To Coffee Lovers and Cafe Owners,

We are coffee experts, hand roasting our beans in the Farm-to-Fork capital of California. Bewley's North America (Bewley's NA) operates five brands, in partnership with best-in-class restaurants, food-service companies, and national distributors. With over 2,000 US partners, you'll find Java City™, ecogrounds™, JCX Coffee™, Double Black™ and Grumpy Mule at your favorite cafes, universities, and on-line retailers.

We travel far and wide to source our beans, following the seasons, allowing us access to the creme of the crop. We source only the finest Arabica coffee beans from the best run farms in the best coffee locations. And to make sure of this we visit and approve every farm we source coffee from. All of which is to say that there's great skill in selecting the right beans. What we don't bring to the market is as important as what we do bring.

We've created this brochure for you to learn about our brand offerings and the personalities each brand brings. We have worked hard to provide an array of brands that meet the needs of diverse audiences and venues. Once you have decided on the brand or brands suitable for your business needs, your Sales Representative can provide you with more in-depth information on your selections, plus a personalized analysis of how the brand can bring value to your business settings and objectives. Always in partnership, Bewley's North America will work in tandem with you to achieve the ultimate success of your coffee operations.

Sincerely,

A handwritten signature in black ink, appearing to read 'Brendan McDonnell'.

Brendan McDonnell
President and CEO
Bewley's North America

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We've been around and then some.

1840



Bewley's Established

Bewley's established in Dublin, Ireland. Oriental Cafe located on Grafton Street in downtown Dublin.

1985

Java City™

Java City founded in Sacramento, California on tree-lined Capitol Avenue.



1986

Bewley's

Bewley's purchased by Campbell Group, both from Dublin, Ireland.

We help you to become your best.

Bespoke Brands

Bewley's North America provides a suite of fully supported, distinctive turnkey coffee brands and hot beverage solutions—a one stop shop to suit varying trade applications.

Unrivalled Support

All of our brands are supplemented by with training, both in-field and on-line. We provide assistance with a wide variety of business needs, from quality assurance, professional advice and consultancy, to equipment programs and in-store solutions.

Private Label

Bewley's North America is a leader in providing customized private label brand development; including comprehensive design and visual identity services.



2000



2021



Bewley's Acquires Java City

Bewley's establishes operations in North America.

Robust Sales

Providing gold standard solutions to grow our partners business throughout the U.S.

Professional Services

Your business success is in our best interests. That is why we offer commercial support and advice such as:

- ◆ Menu price benchmarking
- ◆ Product gap evaluation
- ◆ Productivity improvements
- ◆ Market developments

as a supplementary service to those customers who could benefit from additional business insight and support. We have over 175 years of experience operating cafes and selling coffee.

Digital Support

Your coffee sales do not stop at your storefront. Bewley's North America also offers digital support including:

- ◆ B2C on-line store
- ◆ B2B ordering
- ◆ On-line live support/remote troubleshooting
- ◆ Training
- ◆ Self-help digital library available 24-7.

Flexible Distribution

Bewley's North America offers flexible distribution solutions including direct-to-store distribution (including stocking of non-core lines) via UPS for independent retailers, or through central distributors such as Sysco and McLane for retailers with partnerships.

Going to Origin

We support direct trade partnerships and fund community development projects. Our green coffee buyer travels to coffee growing communities several times each year to verify that the conditions on our partners' coffee farms are beneficial to the environment and community at large. A significant consideration is the economic sustainability of our farming partners. The prices we pay reflect premium quality and positive impact.



Our coffee beans are ethically sourced exclusively from ethical farmers around the world, and our sustainability doesn't stop there. Our partnership with World Coffee Research™ is securing a sustainable supply of coffee for the future.

Always buying certified coffee beans from either Rainforest Alliance, Fair Trade or Organic Certified farms ensures that the lands, waterways, and wildlife habitats of our farmer partners are protected.

Certifications

Most coffee roasters will offer one or two third-party certified coffees to meet the consumer demand for a recognizable label. Bewley's North America understands that these labels are more than a symbol of trust for customers, these labels are

making a positive impact in the farmer communities from which we source our coffee. This is why 100% of the green coffee purchased for ecogrounds is either Fair Trade Organic, or Rainforest Alliance Certified. We will never greenwash our supply chain or attempt to sell "verification" as equivalent to certification.

Instead, we offer actual impact reports so your community will understand the value created through responsible, certified sourcing.





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Meet Mollie!

A warm welcome to Mollie Moisan— the new *Head of Coffee and Q Grader* at Bewley's North America!

Hi, I'm Mollie! As Head of Coffee at Bewley's North America, I am responsible for buying green coffee, managing coffee stocks, meeting sustainability goals, and ensuring profitability for BNA and the coffee partners we source from. I also meet regularly with our customers to ensure that their coffee needs are met.

As a QC expert and Q grader, I analyze coffee quality as well as determine the best roast profiles to suit our customer's needs.

My background includes a wide range of experiences: I have

helped build a third-tier farmer-owned coffee cooperative, and have spent the better part of three years in East Africa working with coffee cooperatives specializing in quality control and as a facilitator to help them gain market access and build their businesses.

Over the years I have donated my time on USAID-funded projects for farmer and coffee cooperatives in Senegal, Zambia, El Salvador and Peru.

I'm delighted to be joining the Bewley's NA team in Sacramento and look forward to meeting you!



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Our branded cafés reflect our expertise in coffee and highlight stories your customers connect with. Our five consumer brands appeal to diverse audiences as no single brand will meet the desire of all coffee consumers. Our portfolio provides you with variety while offering single supplier simplicity to your operations.



Our Brands



JAVA CITY COFFEE™

Our rich Sacramento heritage and unique coffee roasting principles define the Java City brand. From our branded cafe and self-serve brew programs to our wide range of Proudly Brewing wholesale programs, we're sure to have the perfect solution for you!



ECOGROUNDS

In addition to a full line-up of certified sustainable coffees, the ecogrounds™ offers a fully branded cafe and self-serve brew program constructed of sustainable materials. Program advantages include: Recycled content usage, packaging, recyclability, reduction of carbon emissions and use of rapidly renewable materials.



JCX COFFEE™

Convenient concept for those on the go. Hand roasted, smooth coffee—served quickly. Not everyone wants to wait in a long line to get a great cup of coffee.



GRUMPY MULE

With origins from the U.K., Grumpy Mule is truly a coffee brand like none-other. A favorite choice in particular with the university set, Grumpy Mule's hand crafted espresso drinks, coupled with it's whimsical messaging, is a refreshing alternative to "the pack".



DOUBLE BLACK™

Double Black energy beverages include brewed coffee, hot tea, cold brew and nitro cold brew. Sustainably sourced and made with naturally derived ingredients, Double Black is a sensible alternative to traditional, high energy beverages.



JAVA CITY COFFEE

EST. 1985

HAND ROASTED

JAVA CITY COFFEE

Our rich Sacramento heritage and unique coffee roasting principles define the Java City brand. From our branded cafe and self-serve brew programs to our wide range of Proudly Brewing wholesale programs, we're sure to have the perfect solution for you!



- < Your operations aren't one-size-fits-all, and neither are our merchandisers, which are available in two, four, and six foot configurations with servers ranging from two quarts to three gallons.
- > Our cafe systems can be ordered to fit new locations (top left) or retrofitted for store remodels (bottom left).



Whether your business is small



^ Featured above is the large Java City Coffee merchandiser set with suggested equipment

JAVA CITY STORE MERCHANDISERS

Modular Java City store merchandisers come in small, medium and large sizes to fit in a wide array of spaces. Equipment can be customized to fit your needs.

- ① **DOUBLE BLACK™ COLD BREW MERCHANDISER**
Made from sustainably sourced materials.
- ② **CRATHCO® SIMPLICITY™ BUBBLER® MINI-TWIN COLD BEVERAGE DISPENSER**
To dispense Double Black Cold brew and Creamy Cold Brew beverages
- ③ **LARGE ECOGROUNDS MERCHANDISER**
Our largest merchandiser, measuring 6' wide
- ④ **DUAL CUP/CONDIMENT HOLDER**
Houses cups, sweeteners, stirrers and straws
- ⑤ **BREWED ICED TEA DISPENSER**
This stainless steel TDON keeps cold for hours
- ⑥ **FETCO DUAL 1.5 GAL BREWER**
Brew coffee fresh throughout the day
- ⑦ **ECOGROUNDS 6X9" PRICE AND CALORIE CARD**
Easy updateable from an office printer
- ⑧ **DUAL CUP/CONDIMENT HOLDER WITH TEA**
Houses our Bewley's Fine Teas and condiments
- ⑨ **FETCO DUAL 1.5 GAL BREWER**
Brew coffee fresh throughout the day

or large, we've got you covered!



^ Featured above is a large Java City Coffee kiosk store system

JAVA CITY STORE SYSTEMS

We design Java City Coffee store systems to fit the needs of your business model, and offer comprehensive service packages to ensure that you are always up- and- running.

- ❶ **SEPARATE COFFEE CONDIMENT STATION**
Available in all kiosk sizes.
- ❷ **AMPLE BACK-OF-HOUSE STORAGE SPACE**
- ❸ **DIMENSIONAL LETTERFORM SIGNAGE**
Easy to identify from a distance.
- ❹ **MAGNETIC MENU BOARDS**
Easy to update. Digital monitors also an option.
- ❺ **FEATURE WALL**
Choice to clad in ceramic octagon tile or Corian® Designer White solid sheet with dimensional octagon relief.
- ❻ **BRASS-LOOK LED PENDANT LIGHTING**
To brightly and adequately illuminate the coffee prep areas.
- ❼ **BRANDED FEATURE WALL**
With dimensional letterforms that communicate Java City Coffee's brand messaging.
- ❽ **ACCESSIBLE ACCESS REFRIGERATED GRAB-N-GO CASE**
Speeds up lines during rush hours
- ❾ **CANVAS -WRAPPED SUPER GRAPHICS**
Function to inform and inspire guests about Java City Coffee's history and roasting process.



eco grounds

satisfying your uncompromising taste and thirst for a better world

ECOGROUNDS COFFEE

Coffee drinkers vary in their needs and appreciate choice in their daily routines. For the customer who appreciates a brand that not only serves exceptional coffee, but one that is passionate about coffee, connected to it's origins and growers, and transparent about its sources and certifications, ecogrounds is the clear choice.





PASSIONATE. CONNECTED. TRANSPARENT.

ecogrounds connects consumers to each coffee's origin, working towards a greener, cleaner, fairer coffee industry.



Ecogrounds offers a variety of solu



^ Featured above is the large ecogrounds merchandiser set with suggested equipment

ECOGROUNDS STORE MERCHANDISERS

Modular Ecogrounds store merchandisers come in small, medium and large sizes to fit in a wide array of spaces. Equipment can be customized to fit your needs.

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Made from sustainably sourced materials.
- ❷ **CRATHCO® SIMPLICITY™ BUBBLER® MINI-TWIN COLD BEVERAGE DISPENSER**
To dispense Double Black Cold brew and Creamy Cold Brew beverages
- ❸ **LARGE ECOGROUNDS MERCHANDISER**
Our largest merchandiser, measuring 6' wide
- ❹ **DUAL CUP/CONDIMENT HOLDER**
Houses cups, sweeteners, stirrers and straws
- ❺ **BREWED ICED TEA DISPENSER**
This stainless steel TDON keeps cold for hours
- ❻ **BUNN TF SERVER 1.5 GAL (W/BASE)**
Vacuum insulated to keep coffee warm for hours
- ❼ **ECOGROUNDS 6X9" PRICE AND CALORIE CARD**
Easy updateable from an office printer
- ❽ **DUAL CUP/CONDIMENT HOLDER WITH TEA**
Houses our Bewley's Fine Teas and condiments
- ❾ **FETCO DUAL 1.5 GAL BREWER**
Brew coffee fresh throughout the day
- ❿ **BUNN MHG BLACK MULTI-HOPPER COFFEE GRINDER & STORAGE SYSTEM**
Delivers fast, precise portion grinding consistently. Dual chambered for caffeinated and decaffeinated coffees

tions to address your business needs.



^ Featured above is the medium ecogrounds store system

ECOGROUNDS STORE KIOSK SYSTEMS

Ecogrounds store systems also come in small, medium and large sizes to fit in a wide array of spaces and can accommodate varying customer traffic counts.

- 1 SEPARATE COFFEE CONDIMENT STATION**
Available in all kiosk sizes.
- 2 BUILT-IN COUNTER SEATING**
Available in all kiosk sizes.
- 3 AMPLE BACK-OF-HOUSE STORAGE SPACE**
- 4 SIMULATED TILE BACKSPLASH WALL**
Made from Tekstur™ G-3 material, sustainable, lightweight, and easy to assemble
- 5 BACK-LIT SIGNAGE**
Easy to identify from a distance.
- 6 LED PENDANT LIGHTING**
To brightly and adequately illuminate the coffee prep areas.
- 7 DURABLE AND SUSTAINABLE CASEWORK**
Available in either a light or dark bamboo. Featured is Plyboo® Dark Havana Strand, a sustainable building material
- 8 DIGITAL MENUS**
Easy to update and sustainable
- 9 FEATURE WALL**
Clad in Formica Infiniti®, featuring a soft-to-the-touch super matte finish that resists fingerprints, has thermal healing capabilities and built-in antimicrobial surface protection.



JCX COFFEE™

JCX was built on the belief that everyone deserves a great cup of coffee no matter where they choose to buy it. Our program allows you to offer the hand roasted specialty coffee your customers have been asking for in an eye-catching setting that's custom fit to your environment.

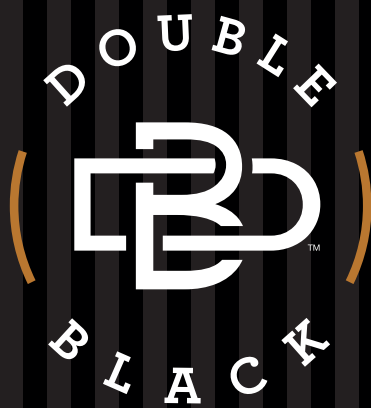




- ^ JCX Coffee offers a comprehensive product offering—from hot to cold, serving Double Black Cold Brews, Bewley's Teas, and JCX coffeehouse quality coffees.
- < Compact bean-to-cup solutions are available offering customers customizable beverages at the touch of a button. Selections can be customized on screen according to day-parts. Vending and cabinetry options available to compliment your store interiors.

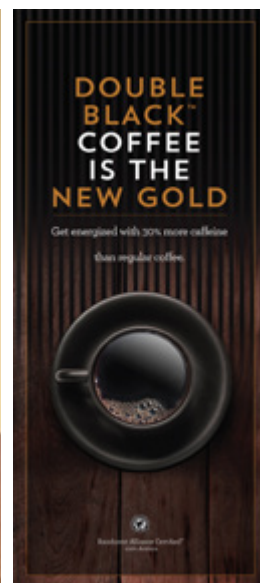
BLENDERS
of speciality teas
SINCE 1840

Bewley's
1840



DOUBLE BLACK COFFEE & TEA

Double Black's proprietary brewing process uses pressurized, cold-filtered water and tightly packed coffee grounds that result in a naturally sweet, never bitter beverage. Rainforest Alliance Certified™, 100% Arabica, small-batch, hand-roasted coffee can't get much better. A variety of dispensing systems are available to meet your operational needs.





GRUMPY MULE

Founded in 2006, UK-based Grumpy Mule coffee specializes in hand-crafted espresso drinks, latte art and hand-crafted syrups and flavorings. Grumpy Mule presents a whimsical attitude around the cafe through super-graphics and colorful decor. The brand's name derives from coffee-carrying mules who get grumpy after a long day's work. A proven success with the college crowd!



Let us assist you with your equipment selection

As experts within the industry, we've selected the best in class brewing and serving equipment. With thorough evaluation and testing, we've vetted each piece of equipment for the highest quality standards and operational efficiency. Bewley's extends to our customers our wholesale prices on all espresso machines, grinders and server equipment.

COFFEE GRINDERS



Bunn
G9-2T DBC
2 Hopper

COFFEE BREWING MACHINES

MODERATE VOLUME
AIRPOT BREWERS



Bunn
CWTF-APS DV

HIGH VOLUME
SHUTTLE BREWERS



Fetco
CBS 2152 XTS

MEDIUM VOLUME
SHUTTLE BREWERS



Fetco
CBS 2132 XTS

ESPRESSO GRINDERS



Nuova Simonelli
Mythos Clima Pro

ESPRESSO MACHINES

TRADITIONAL



Nuova Simonelli
Aurelia

SUPER-AUTOMATIC



La Marzocco
Linea Classic



Schaerer
Coffee Art Plus

A premium roast

Our beans are roasted in Italian brick-lined roasters, allowing for a slower, longer roast. This unique roasting process uses radiant heat versus direct heat. We then use air to cool our beans, making sure to never quench with water as many large scale roasters do.

This air-cooling process may take longer, but it's key to preserving freshness and creating the smoothest flavor possible.



Providing gold standard
solutions to grow
our partners
business
throughout
the U.S.



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