



JAVA CITY
COFFEE **EST. 1985**
HAND ROASTED

Agenda

- Brand Overview
- Retail Environments
- Menu/Product Offering
- Equipment
- Marketing/Operations Support
- Training/Quality Assurance
- Brew Sites



Brand Overview

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brand pillars

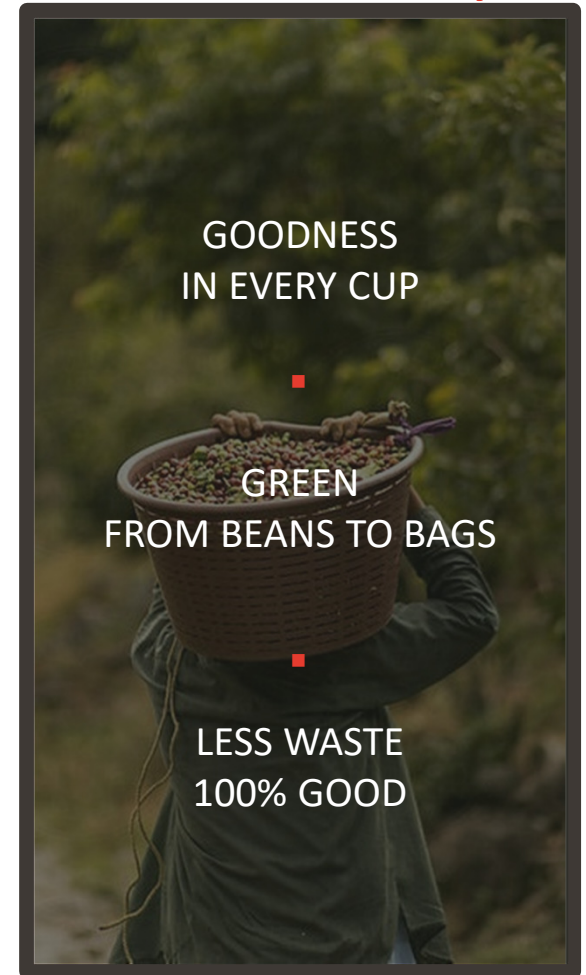
Quality



Heritage



Sustainability



Retail Environments

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REGULAR café



SHORT café



Refresh Locations- Higher Education

PRE



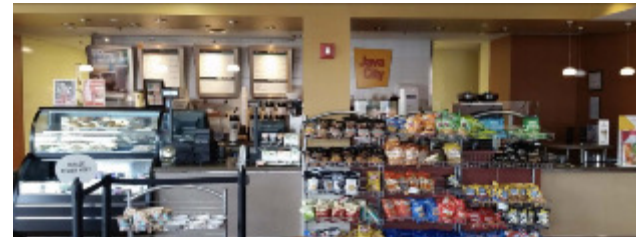
POST



Refresh Locations- Healthcare



PRE-PILOT



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Refresh Locations- Business Dining



core
CONCEPTS
www.coreconceptsinc.com

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Menu/Product Offering

menu overview

- Signature espresso beverages
- Specialty brewed coffee
- Cold brew & Nitro coffee
- Javalanche blended coffee
- Organic hot and iced tea
- 100% fruit smoothies
- Café food program



certified brewed coffee



MIDTOWN BLEND

ROAST PROFILE: **MEDIUM**
Smoky dark chocolate with caramel & citrus.

FARMED: **CENTRAL & SOUTH AMERICA**

HAND-ROASTED IN SACRAMENTO, CALIFORNIA

Signature blend; medium roast

EL SALVADOR ATAISI

ROAST PROFILE: **LIGHT**
Notes of milk chocolate, brown sugar & hints of lime.

FARMED: **EL SALVADOR**

HAND-ROASTED IN SACRAMENTO, CALIFORNIA

Seasonal light roast (six annually)

FRENCH ROAST

ROAST PROFILE: **DARK**
Very full-bodied & smoky with hints of caramel.

FARMED: **CENTRAL & SOUTH AMERICA**

HAND-ROASTED IN SACRAMENTO, CALIFORNIA

Traditional dark & Java City smooth

DECAF CAFE VERDE

ROAST PROFILE: **MEDIUM**
Full-bodied & nutty with subtle notes of chocolate.

FARMED: **CENTRAL AMERICA**

HAND-ROASTED IN SACRAMENTO, CALIFORNIA

Decaf for discerning coffee drinkers

FRENCH VANILLA

ROAST PROFILE: **LIGHT**
Delicate body & a smooth, exotic vanilla flavor.

FARMED: **CENTRAL AMERICA**

HAND-ROASTED IN SACRAMENTO, CALIFORNIA

Everyone's favorite flavored coffee

- Freshly ground from whole bean (full-serve)
- Convenient pre-ground portion packs (self-serve)
- Supports a variety of brewing equipment and volumes



espresso



- Latte
- Americano
- Cappuccino
- Caramel Macchiato
- Cinnamon Spice Latte
- Mocha
- White Mocha



Our signature espresso, Espresso Tempo, is the core ingredient in all espresso beverages. Tempo means ‘time’ in Italian and pays homage to our time signature roasting process, where we roast our coffee at lower temperatures over a longer period of time.

All Java City espresso beverages are available hot and iced.

Cold Brew & NITRO Coffee



“Authenticity and quality”

Best for espresso bars with space,
time and labor

Promotes coffee quality and
consumer authenticity



javalanche™ & smoothies



Javalanche™ is Java City's exclusive blended coffee drink. Craft made with fresh, Rainforest Alliance Certified™ espresso and blended fresh on demand.

Available flavors:

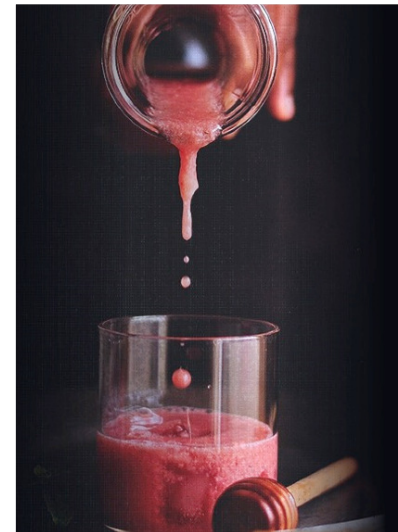
- Espresso
- Mocha
- White Mocha
- Caramel
- Vanilla
- Strawberry

Also available as decaf

Java City's smoothies are made from 100% crushed fruit with no added sugar. Preparation is easy – just add ice, water and blend.

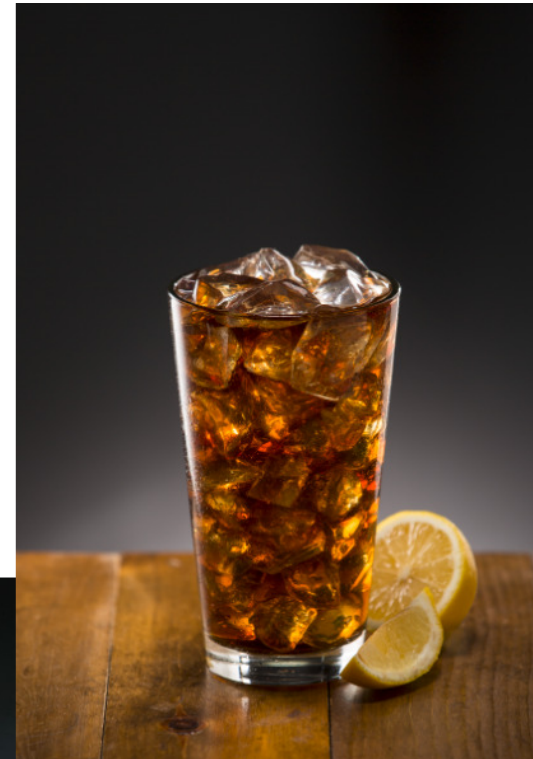
Available flavors:

- Strawberry
- Strawberry Banana
- Four Berry
- Mango



bewley's teas

- USDA organic certified line black, green, herbal and decaf hot teas
- Fair Trade and USDA Organic certified black and green iced teas
- Fair Trade Certified™ chai concentrate produces uniquely sweet and spicy beverages with ease



café fare

Java City, via Aramark, offers a high-quality, modular food offering to capture all morning and afternoon dayparts.

- Thaw and serve program (ambient)
- Premium snack program
- Prepared in-house Sandwich/Salads (chilled)
- Breakfast AP/panini in-house prep (warmed)
- All items pushed through Prima Web
- Smallwares selected through Hubert and planograms developed for 4/5' air screens



Each item complements Java City's beverage offering, and nationwide distribution and planograms make offering a food program simple and easy. For recommendations per location, see operations manual.

Baked goods, snacks, Chilled Food, Warmed Food



ancillary items

Java City offers one-stop shopping to support your café and brew bar.



- Branded paper hot cups & cup sleeves
 - 12, 16 & 20oz
- Branded plastic cold cups
 - 16, 20 & 24oz
- Hot & cold cup lids



- Branded pastry bags
- Flavored syrups & sauces
- Javalanche ingredients
- Non-dairy alternatives
- Smallwares for beverage preparation
- Filters

coffee house equipment



Bunn Grinder-
removable hoppers to
serve multiple
products

Fetco 2132-
Dual 1 gallon brewer

Fetco 2152-
Dual 1.5 Gallon

Schaerer Coffee Art Plus

Other coffee house equipment to include:

- Rack & additional hoppers for grinder
- 1.5 gallon shuttles or 1 gallon air pots
- Sauce racks, syrup racks, powder holders, cup holders

coffee house equipment



Vita-Mix - 'The Quiet One' high speed blender

Merry Chef- speed oven

60" or 48" dual temp food case for bakery, cold food and RTD beverages

Cold Brew kit for fresh cold brew extractions

Other coffee house equipment to include:

- 36" or 48" under counter refrigerator
- Ice caddy and ice maker
- Ware washer in large units
- Upright reach in refrigerator (back of house)

Marketing/Operations Support

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marketing support

- Branded environmental signage
- Integrated and easy to use labeling system focusing on information important to consumers
 - Roast level
 - Origin
 - Tasting notes
- Frequency cards to drive repeat business
- Consumer brochures
- Coffee-centric merchandise and retail coffee bags



promotional support

- Opening promotional kit includes three, two-month promotions featuring new or updated menu items:
 - Javalanche – fresh espresso shot added
 - Cold Brew – new menu item
 - Espresso Fizz – new menu item
- Kits include:
 - Menu panel
 - Vertical banner
 - Poster



promotional support

- After opening, all locations are automatically enrolled in bi-monthly promotional program featuring innovative specialty beverages and limited-edition certified coffees.

Promotion Period	Featured Beverage(s)	Featured Coffee(s)
January-February	Salted Caramel Mocha	Indonesia Green Dragon 
March-April	Iced & Hot Horchata	Peru
May-June	Mango Iced Chai Latte	Nicaragua Finca San Francisco
July-August	Iced Matcha Fizz	Ethiopia Harrar
September-October	Pumpkin Spice Latte	Uganda Mbale
November-December	Peppermint Mocha Latte	Holiday Blend/Sugar Cookie

FEATURED BEVERAGES NOV/DEC 2018

(Place this card behind your register in order to answer questions regarding the featured beverage & coffee.)

PEPPERMINT MOCHA
A delicious blend of milk chocolate, espresso and peppermint.

<p style="text-align: center; margin: 0;">HOLIDAY BLEND</p> <p style="font-size: x-small; margin: 0;">TASTING NOTES Citrus aroma and milk chocolate finish.</p> <p style="font-size: x-small; margin: 0;">FARMED Africa & Central America</p> <p style="font-size: x-small; margin: 0;">CERTIFICATION Rainforest Alliance Certified™</p>	<p style="text-align: center; margin: 0;">SUGAR COOKIE</p> <p style="font-size: x-small; margin: 0;">TASTING NOTES Freshly baked cookies with a hint of ginger spice.</p> <p style="font-size: x-small; margin: 0;">FARMED Central America</p> <p style="font-size: x-small; margin: 0;">CERTIFICATION Rainforest Alliance Certified™</p>
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UNIFORMS

- Understated butcher-style aprons featuring brand icon
- Embroidered hat
- Employees' own black shirt
- Uniform allows employees' individuality to shine, similar to local coffee houses



operations support



- Java City marketing website – Retail Solutions
- Java City on-line ordering system
- Java City linked into Ariba
- On-line and printed training tools for barista, staff and management
- Beverage recipe cards
- Training videos for entire café operation
- On-line nutritional information
- On-site retraining available

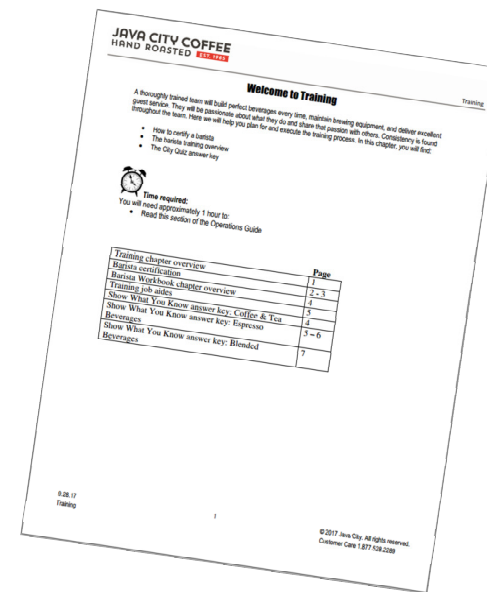
Training/Quality Assurance



training

Java City provides four days of on-site training delivered by a Java City certified trainer. Training includes:

1. General coffee knowledge and coffee brewing
2. Espresso and blended beverages
3. Equipment use, cleaning and maintenance
4. Operational tips to ensure success
5. Guest Services
6. Quality Assurance practice
7. Soft opening support



The location manager must ensure the site is ready for training, all equipment is installed and staff hired prior to training date. The Front Line Manager and all staff must participate in 100% of training sessions.

Quality Assurance

Java City conducts bi-annual consultation visits providing sales and operational support to you and your staff. Java City’s visit includes a full ‘quality assurance review’ followed by consultation meeting with the location manager.

- Java City Brand Operations Representative reviews results and findings with location manager
- Collaborative action plan development focused on continuous improvement.
- All scores and action plans retained and tracked
 - Results below 80% will have a follow up visit within 30 days funded by location.
- Location manager must conduct monthly self-guided quality assurance review to maintain brand standards and identify opportunities.
 - Monthly results are tracked and kept on file at location and aramark HQ

Brand Standards Assessment

Brand Rep	Rep Phone	Visit Date	
Account	Account Name	City	
Address 1	Address 2	State	
District Mgr	DM Email	Zip Code	
Location Mgr	LM Email	Last Score	0
Loc Phone	Sub Location	Repeat Issues	0
Start Time		Today's Score	0
End Time			

BREWED COFFEE ▲

No.	Question	Points Possible	Prior Issue?	Points Earned (Neg Points For Repeat Issue)
2	All 5lb. bags are being rotated and under 120 days old.	5		<input type="checkbox"/> N/A <input type="checkbox"/> 5 <input type="checkbox"/> 0 <input type="checkbox"/> -5
4	Coffee cambros are clean and stored in a cool, dry location.	3		<input type="checkbox"/> N/A <input type="checkbox"/> 3 <input type="checkbox"/> 0 <input type="checkbox"/> -3
5	Coffee cambros are dated with proper bean expiration date, 21 day shelf life.	1		<input type="checkbox"/> N/A <input type="checkbox"/> 1 <input type="checkbox"/> 0 <input type="checkbox"/> -1
6	Coffee is ground immediately before brewing.	2		<input type="checkbox"/> N/A <input type="checkbox"/> 2 <input type="checkbox"/> 0 <input type="checkbox"/> -2
7	Coffee is ground directly into a coffee filter (no paper bags).	1		<input type="checkbox"/> N/A <input type="checkbox"/> 1 <input type="checkbox"/> 0 <input type="checkbox"/> -1
8	Coffee is being ground using the "Onip" setting.	1		<input type="checkbox"/> N/A <input type="checkbox"/> 1 <input type="checkbox"/> 0 <input type="checkbox"/> -1
9	Amount of coffee being used is appropriate for brewer and batch size.	3		<input type="checkbox"/> N/A <input type="checkbox"/> 3 <input type="checkbox"/> 0 <input type="checkbox"/> -3
10	All Frac Packs are being rotated and under 90 days old.	5		<input type="checkbox"/> N/A <input type="checkbox"/> 5 <input type="checkbox"/> 0 <input type="checkbox"/> -5
12	Frac Packs are only opened immediately prior to brewing.	2		<input type="checkbox"/> N/A <input type="checkbox"/> 2 <input type="checkbox"/> 0 <input type="checkbox"/> -2
20	Separate cambros, scoops, grinders, brew baskets and coffee dispensers designated for Flavored and Non-Flavored coffees. (if applicable)	3		<input type="checkbox"/> N/A <input type="checkbox"/> 3 <input type="checkbox"/> 0 <input type="checkbox"/> -3
21	Coffee is being brewed only when the green "ready" light is illuminated on brewer. (if applicable)	1		<input type="checkbox"/> N/A <input type="checkbox"/> 1 <input type="checkbox"/> 0 <input type="checkbox"/> -1
22	Coffee timers are in use and set properly for 2 hours 6 minutes (or 2 hours 4 minutes) when brewing begins.	10		<input type="checkbox"/> N/A <input type="checkbox"/> 10 <input type="checkbox"/> 0 <input type="checkbox"/> -10
23	Coffee dispenser lid is closed after brewing to maintain heat. (if applicable)	1		<input type="checkbox"/> N/A <input type="checkbox"/> 1 <input type="checkbox"/> 0 <input type="checkbox"/> -1
24	All brewed coffee temperatures are between 165 - 185 degrees.	3		<input type="checkbox"/> N/A <input type="checkbox"/> 3 <input type="checkbox"/> 0 <input type="checkbox"/> -3
29	Ice coffee and/or tea is brewed properly and is available for sale on a daily basis.	1		<input type="checkbox"/> N/A <input type="checkbox"/> 1 <input type="checkbox"/> 0 <input type="checkbox"/> -1
Comments				

BEVERAGE PRODUCTION ▲

No.	Question	Points Possible	Prior Issue?	Points Earned (Neg Points For Repeat Issue)
42	Double shot is 20 to 30 seconds (optimum is 25) for traditional machines and 15 to 25 seconds (optimum is 20) for automatic machines.	5		<input type="checkbox"/> N/A <input type="checkbox"/> 5 <input type="checkbox"/> 0 <input type="checkbox"/> -5
43	Shots for espresso beverages are being used within 10 seconds of extraction.	2		<input type="checkbox"/> N/A <input type="checkbox"/> 2 <input type="checkbox"/> 0 <input type="checkbox"/> -2
180	Baristas know how to adjust the espresso grinder.	1		<input type="checkbox"/> N/A <input type="checkbox"/> 1 <input type="checkbox"/> 0 <input type="checkbox"/> -1
44	All perishable products are dated and within the proper expiration date.	1		<input type="checkbox"/> N/A <input type="checkbox"/> 1 <input type="checkbox"/> 0 <input type="checkbox"/> -1
45	Milk is being steamed properly. (aerating, 160 degree temperature, fresh milk used for each beverage)	5		<input type="checkbox"/> N/A <input type="checkbox"/> 5 <input type="checkbox"/> 0 <input type="checkbox"/> -5
46	Milk steaming will have no impact on the steam wand and steam in the	1		<input type="checkbox"/> N/A <input type="checkbox"/> 1 <input type="checkbox"/> 0 <input type="checkbox"/> -1



Brew Sites/Self serve

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self-serve brew bars



Tier 3 – High Volume- 8 Ft



Tier 1 – Small Volume- 4 Ft

Four sizes available

- Loaned equipment program with Java City
- Merchandiser program provided
- Equipment kits matched with coffee volume



Tier 2 – Mid Volume- 6 Ft



Tier 4 – Low Volume- 2 Ft

Brew Site equipment



3 Head Cappuccino



Cold Brew Bubbler-
Cold brew
concentrate and
creamy cold brew



Fetco 2131 XTS – Single 1
gallon air pot brewer



Fetco 2152 – Dual 1.5 gallon

Other brew site materials:

- Ice Tea Dispenser- 3 options available
- Hot Tea rack- 9 varieties
- Cup holder-display & organization of cups/lids
- Condiment Holder –Display of sugar & sweetners

Thank you!

Any questions?

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JAVA CITY
COFFEE 
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