

COFFEEHOUSE QUALITY NOW CONVENIENT



20 OZ

PLEASE RECYCLE
THIS CUP

THE PERFECT CUP

We are committed to sourcing, roasting and brewing the perfect cup of coffee by implementing our pillars of quality every step of the way.



Responsibly sourced for A Better World

Our green beans come from coffee farms that use sustainable farming practices to protect the environment, create a prosperous community on their farm, and pay their workers fair wages.



Hand roasted for Uncommon Smoothness

Our roasters slowly roast each batch by hand to lock in the coffee's natural flavors and aromas, creating a brew that will delight with its uncommon smoothness.

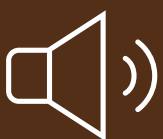


Air cooled for The Freshest Coffee

Once roasted, we let our beans cool off naturally with air—never with water—producing extraordinarily fresh coffee. We know it takes longer, but we wouldn't have it any other way.

COFFEEHOUSE QUALITY NOW CONVENIENT

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.



Coffee makes up more than 75% of hot dispensed sales in U.S. convenience stores, with more than 60% of Americans drinking coffee every day.

JCX IS THE ONE STOP SOLUTION FOR



SG4

30–45 cups coffee per day
10–15 pounds coffee per week
10–17 cups cappuccino per day



SG6

46–80 cups coffee per day
16–25 pounds coffee per week
18–25 cups cappuccino per day

BOOST STORE PROFITABILITY

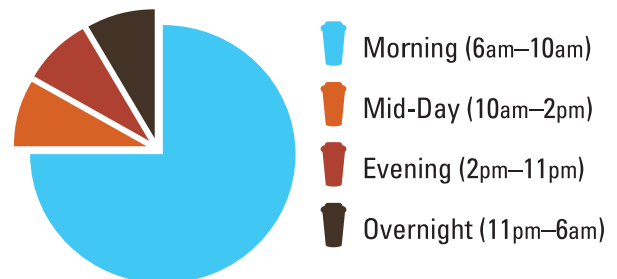
JCX PROFIT MARGINS MEAN MORE IN YOUR POCKET

Profit Margin (Per Cup)	Hot Beverages (16oz)			Cold Brew (16oz)	
	Hot Coffee	Cappuccino	Hot Tea	Creamy Coffee	Iced Tea
Estimated Cost of Product*	\$0.65	\$0.70	\$0.34	\$0.99	\$0.11
Suggested Retail Price (SRP)	\$1.49	\$1.49	\$1.49	\$2.99	\$1.99
Dollar Profit (Per Cup)	\$0.84	\$0.79	\$1.15	\$2.01	\$1.88
GROSS MARGIN (PER CUP)	56%	53%	77.2%	67%	94.5%

*Cost of product includes cup, lid, straw, jacket and product.

Brewing and Recovery Times*

Brewer Voltage	Total Brew Time (min.)	Recovery Time (min.)	Total Brew Time w/	Brews Per Hour
110v	6-9	5.5	12-14	4-5
220v	6-9	0	6-9	7-9



*Figures represent estimates for one gallon brewing systems. Results may vary by brewer and seasonality.

YOUR SPECIALTY COFFEE AND TEA*

**Both hot and cold options available.*



SGH6 81–120 cups coffee per day
26–35 pounds coffee per week
26–35 cups cappuccino per day



SGM6 120+ cups coffee per day
36+ pounds coffee per week
36+ cups cappuccino per day

MANAGED BUSINESS GROWTH

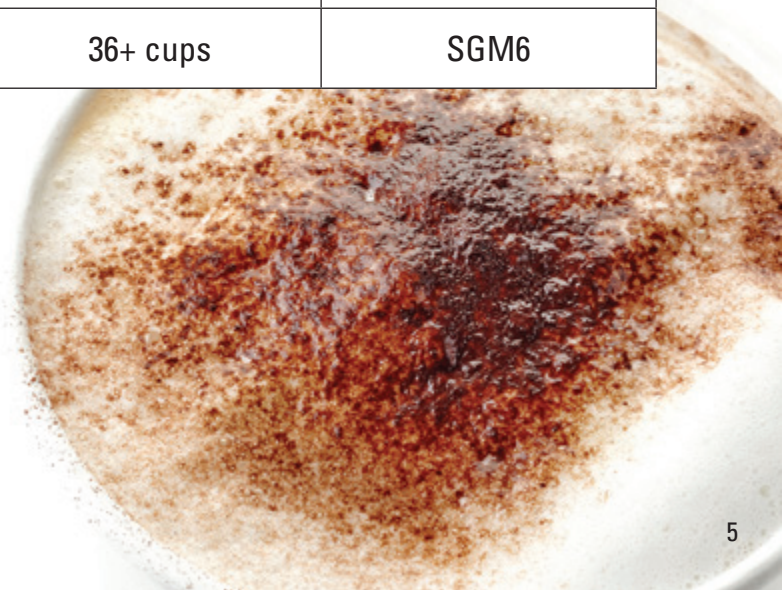
JCX SOLUTION CHART BY VOLUME PER LOCATION

Estimated Pounds Coffee Per Week*	Estimated Cups Coffee Per Day*	Estimated Cups Capp per Day*	JCX Solution
10–15 lbs	30–45 cups	10–17 cups	SG4
16–25 lbs	46–80 cups	18–25 cups	SG6
26–35 lbs	81–120 cups	26–35 cups	SGH6
36+ lbs	120+ cups	36+ cups	SGM6

* Assumptions 7 days/week / 16oz cup / 10% waste

Equipment & Brewing Optimization

Our team of experts will make sure that you have the right equipment to meet your brew demands at all times of the day.



DOUBLE BLACK PRODUCTS STRIKE GOLD!

**DOUBLE
BLACK IS THE
NEW GOLD**



**DOUBLE BLACK
HOT COFFEE & TEA
ALSO AVAILABLE!**

Consumption of
cold brew has grown
900% in 3 years.

DON'T MISS OUT

- Fast growing category in self-serve coffee
- High profit margins
- Increases late morning & afternoon daypart sales

AVAILABLE ONLY FROM JCX™!

TAP INTO HIGH PROFIT MARGINS WITH COLD BREW COFFEE

ALL THE RIGHT INGREDIENTS

Our proprietary brewing process uses pressurized, cold-filtered water and tightly packed coffee grounds resulting in a naturally sweet, never bitter beverage.

Rainforest Alliance Certified™, 100% Arabica, small-batch, hand roasted coffee.

Consumers seek out cold brew and are willing to pay a premium, resulting in higher check averages and profit margins.

Cold brew increases later-day part sales as consumers look for energizing drink alternatives.

Operator-friendly, shelf-stable concentrate. Just add water.

THREE CHOICES FOR YOUR CUSTOMERS



COLD BREW COFFEE



THE NUMBERS DON'T LIE

SIZE	PRODUCT COST	EQUIP. COST	SRP	PROFIT
16 oz. Cold Brew*	\$0.99	N/A	\$3.00	\$2.01/ 67%
16 oz. Creamy Cold Brew*	\$1.12	N/A	\$3.00	\$1.88/ 63%
16 oz. Nitro Cold Brew <i>(Equipment not shown)</i>	\$1.28	\$5,000	\$3.25	\$1.97/ 61%

* Loan program available.

TO PLACE YOUR ORDER CONTACT US AT
877.528.2289 | ORDERS@BEWLEYSNA.COM

VISIT ONLINE AT
DOUBLEBLACK.COM

ICED COFFEE & ICED TEA PROGRAM



CONSUMER TRENDS

Beyond a cold treat on a hot day

- ▶ Young coffee lovers raised on indulgent soft drinks are switching from hot to cold coffee.*
- ▶ Consumers realize that cold coffee is a tasty and refreshing treat year-round.*

HIGH PROFIT MARGINS:

75% *Iced Coffee*

65% *Creamy Iced Coffee*

89% *Iced Tea*

Percentages are approximate.



MARKETING SUPPORT AT YOUR FINGERTIPS

JCX provides multiple touchpoints to bring customers into your store.

- Sidewalk Signs
- Window View Thrus
- Counter Cards
- Customer Frequency Cards
- Wobblers



COMMUNICATE WHERE IT COUNTS

Drive sales both when and where it counts



Window View-through



Counter Card



Pricing Card



Coffee Wobbler

Items subject to change. Supplies limited.

SPECIALTY COFFEE SO GREAT YOUR CU



TASTE FOR EVERY PALATE

We hand roast each coffee to lock in the flavors and aromas. We offer a large selection of bold, full, and smooth coffees to please every palate.

TYPES OF COFFEE

Smooth

Pleasantly mild body, aromatic, and well-balanced

Full

A richer body, with pronounced aromas and flavors

Bold

A robust body, with a complex and rich flavor

Flavored

Rich tastes percolate medium-roasted, fine coffees

Decaffeinated

Same delicious taste profile, with the caffeine removed



Double Black Coffee



Sunrise Blend Coffee



Decaf House Blend Coffee

CUSTOMERS WON'T GO ANYWHERE ELSE!

JCX SOURCES PREMIUM COFFEES FROM AROUND THE WORLD

SOURCING ONLY THE BEST COFFEES

Our Roastmaster sources coffee from only the world's top crops, working with coffee farmers to find the most interesting and unique beans.

SUSTAINABLE COFFEE

JCX works with growers who meet environmental, social and economically responsible standards that are critical to sustainability.



JCX SUPPORTS RAINFOREST ALLIANCE CERTIFIED™ COFFEES

Rainforest Alliance Certified™ farms are audited regularly to verify that farmers are complying with the Standard's comprehensive requirements. Standards are built on these important principles of sustainable farming:

- Biodiversity conservation
- Improved livelihoods and human well-being
- Natural resource conservation
- Effective planning and farm management systems



HAND ROASTED. SMOOTH COFFEE.

Serving JCX™ means serving quality coffee. Our beans are roasted in brick-lined roasters, allowing for a slower, longer roast. Our distinct roasting process uses radiant heat versus direct heat, and what that means for you is coffee that's exceptionally smooth. What's more, we hand blend our beans to create unique flavor profiles that are recognized as the JCX signature. Your customers will notice the difference, and so will you.

Bewley's North America

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