



Branded Café Licensing Program



HAIL TO THE MULE

Mules were once the great unsung heroes of the coffee trade. Today we use trucks for transport, but back in the day it was the trusty mules that made the journey; trekking up to the highest altitudes all over the world to be loaded up with the freshest coffee cherries and bringing 'em back down.

And yet, what do people say about them? They say they are stubborn. They say they are stupid. They say they are *grumpy*.

People who know coffee know that only one of those is true – and that's why we're called what we are.

Here's to grumpy-ness in the cause of great coffee.

Here's to the MULE!



OUR STORY

Founded in the U.K. in 2006 and branching into the U.S. in 2017, our mission from the beginning has been to “fight the blight of bad coffee.” Coffee that’s throwaway, unethically sourced and tastes like toxic waste.

We source fairly and sustainably, making sure that our growers share in our success.

We roast with precision and care, making sure that we get the very best flavor from each and every bean that our growers work so hard to produce.

We work closely with top-tier café operators, making sure Grumpy Mule fans receive the highest quality experience.

Because great coffees, truly great coffees, depend on every stage of the process being just right.

Meticulously sourced.

Ethically traded.

Deliciously Grumpy.

That’s what drives Grumpy Mule.



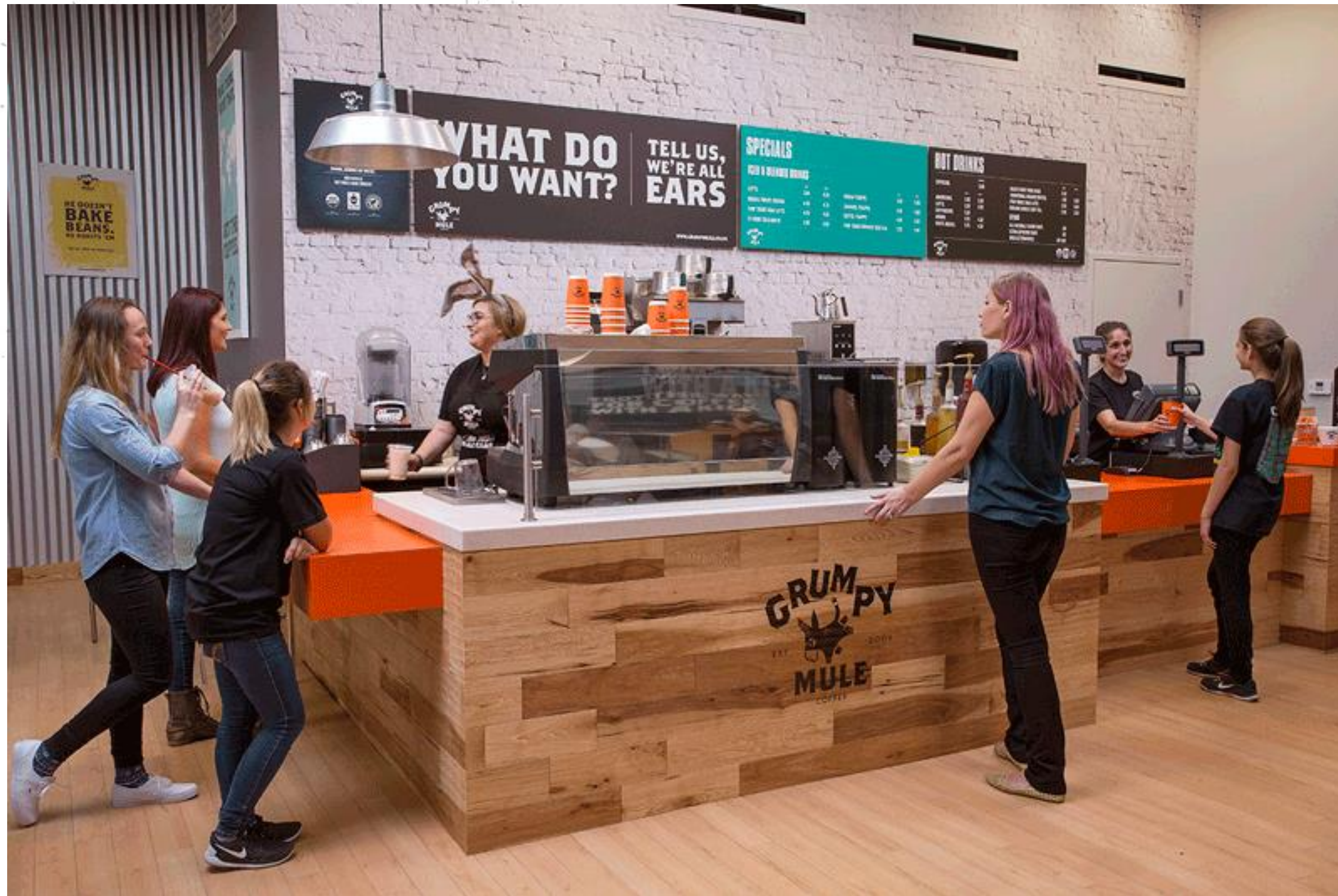
THE BRAND

Grumpy Mule is more than just coffee. It's coffee with character. A brand that delivers the ethical and quality metrics your guests seek, with a healthy dose of humor and irreverence.

A brand with a big heart, all Grumpy Mule coffees are sourced fairly and sustainably and hand roasted in our Sacramento roastery. Grumpy Mule offers 100% Arabica, certified espresso blends and single origin coffees.

Grumpy Mule is an ideal brand for university cafés looking for a true craft experience. Espresso based drinks are made with traditional espresso machines, and baristas will delight your guests with latte art creations.

Guaranteed to grab attention and stand out against national chains, the program comes with a supporting suite of quirky branding, and the ability to purchase and sell branded merchandise and 12 oz. bags of coffee beans.



LICENSED COFFEE PROGRAM

Grumpy Mule does not charge licensing fees or royalties, but we are selective when choosing café operators. Simply put, we want coffee-loving partners to join us in our quest to “fight the blight of bad coffee.”

The Mule Provides:

- Loaned equipment (excluding Espresso machines) and service support.
- Merchandising, retail bags, point of sale and promotional programs available for purchase.
- Bewley's North America expert operational support system, including Barista training and auditing.

The Mules Rules:

- Espresso Bar needs to conform with coffee and brand requirements.
- Exceptional standards of drink preparation is a must. Including Latte Art.
- Only traditional Espresso machines. Super Automatics are not permitted.
- Must utilize branded cups, lids, etc., and only at Grumpy Mule locations.
- Follow quality standards, including use of specified coffee equipment.
- Staff wears our fun Grumpy Mule branded t-shirts and aprons.
- Use of Grumpy Mule branded menuboard, either printed or digital.





IMAGES FOR REVIEW AND DISCUSSION





HOT DRINKS

	SML	CAL	MED	CAL
COFFEE.	2.10	5	2.40	10
AMERICANO.	2.90	10	3.30	15
LATTE.	3.50	215	4.20	270
CAPPUCCINO.	3.50	140	4.20	175
CARAMEL MACCHIATO.	4.20	335	5.10	445
MOCHA./WHITE MOCHA.	4.10	295	4.60	390

	SML	CAL	MED	CAL
HOT CHOCOLATE.	3.30	310	3.40	425
HOT TEA.	2.40	0	2.60	0
FAIR TRADE CHAI LATTE.	3.90	290	4.50	375

EXTRAS

EXTRA ESPRESSO SHOT (ADDS 5 CAL)	.80
EXTRA FLAVOR SHOT (ADDS 20 CAL/PUMP)	.80
SOY MILK/ALMOND MILK/ OAT MILK	1.00
WHIPPED CREAM (ADDS 60 CAL)	N/C

DAIRY ALTERNATIVES AND SUGAR-FREE CHOCOLATE AVAILABLE.

2000 CALORIES A DAY IS USED FOR GENERAL NUTRITION ADVICE, BUT CALORIE NEEDS VARY. ADDITIONAL NUTRITION INFORMATION AVAILABLE UPON REQUEST.



COLD DRINKS

COLD BREW, ESPRESSO DRINKS & TEA

	MED	CAL	LRG	CAL
COLD BREW COFFEE.	3.80	5	4.00	5
NITRO COLD BREW COFFEE.	4.45	5	4.80	5
LATTE.	3.40	160	4.10	210
CARAMEL MACCHIATO.	4.10	275	4.50	380
MOCHA./WHITE MOCHA.	4.00	300	4.50	370
FAIR TRADE ICED TEA.	2.70	0	3.10	0
FAIR TRADE CHAI LATTE.	3.90	375	4.50	470

FRAPPES

	MED	CAL	LRG	CAL
COFFEE FRAPPE.	4.30	475	5.00	480
CARAMEL FRAPPE.	4.30	600	5.00	665
MOCHA FRAPPE.	4.30	565	5.00	615
WHITE MOCHA FRAPPE.	4.30	575	5.00	630

REFRESHERS

	MED	CAL	LRG	CAL
STRAWBERRY AÇAÍ. WITH BLACK CURRANT ICED TEA	3.29	100	3.69	120
WILDBERRY HIBISCUS. WITH BLACK CURRANT ICED TEA	3.29	67	3.69	80
WATERMELON, CUCUMBER, MINT. WITH APRICOT GREEN TEA	3.29	117	3.69	140





GRUMPY MULE CUPS

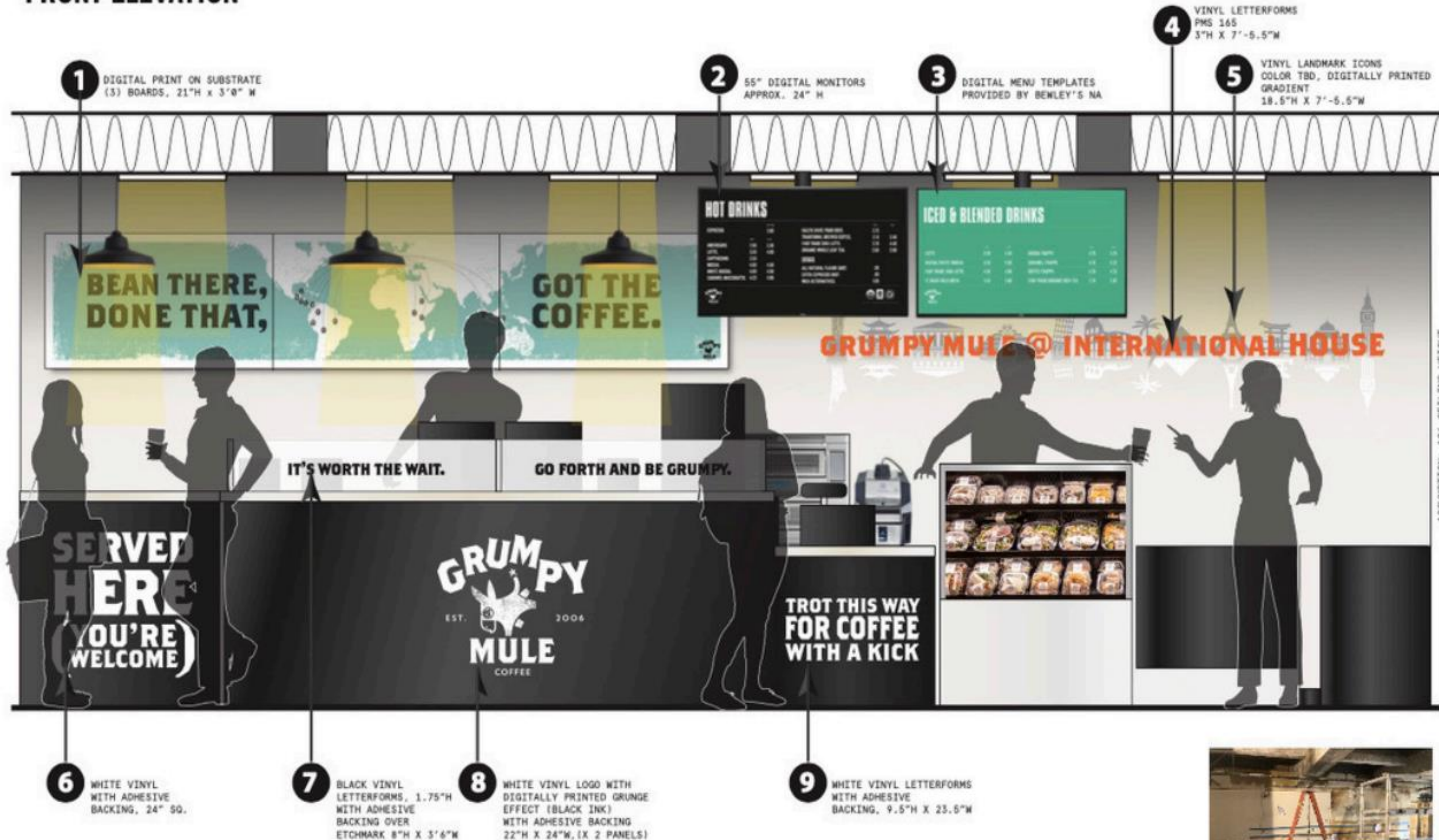
HOLD ME.

It's a cold world out there, which means a small cup of steaming Grumpy goes a long way.*

Which makes sense, because it's come a long way too. From partner co-ops and small holdings to social enterprise schemes and community initiatives, the coffee you're drinking's had quite a journey.

* um, depending on how fast you drink it.

FRONT ELEVATION



Bewley's North America
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BRAND
Grumpy Mule

PROJECT TITLE
UC Berkeley
International
House
Grumpy Mule
Decor
Concept

QUANTITY: N/A
SCALE: N/A
DESIGNERS: CS



GRUMPY
EST.  2006
MULE
COFFEE
SERVED HERE

TROT THIS WAY
FOR COFFEE
WITH A KICK

WHAT DO YOU WANT?

TELL US WE'RE ALL EARS





GRUMPY MULE COFFEE & TEA

Espresso	£1.75	£2.00
*with 50% less sugar than most espressos		
Fairtrade Tea	£1.40	£1.70
*a cup of organic Fairtrade tea		
Speciality Teas	£1.50	£1.80
*a selection of both organic & Fairtrade		

www.grumpymule.co.uk



**TOO GRUMPY TO
ASK YOUR NAME**





Small text above menu: Small text above menu

Espresso	£1.75	£2.00
Fairtrade Tea	£1.40	£1.70
Speciality Teas	£1.50	£1.80

www.grumpy-mule.co.uk

JUST

GRUMPY MULE





GRUMPY MULE
SNAPSHOT ESPRESSO.
 0000

WE ONLY SOURCE THE BEST BEANS FROM A LIMITED SELECTION OF SPECIALTY COFFEE ROASTERS. WE BLEND, WE GRIND, WE SERVE.

NO SUGAR
 NO MILK & NO SWEETENERS

WHAT DO YOU WANT?

GRUMPY MULE

TELL US, WE'RE ALL EARS

www.grumpymule.co.uk

HOT DRINKS

ESPRESSO	---	1.00	SALEN HAVE POUR OVER	---	1.75
AMERICANO	2.00	2.25	TRADITIONAL BLEND COFFEE	1.50	1.40
LETTE	2.00	4.00	FAB TRADE OAK LATTE	2.75	4.40
CAPPUCINO	2.00	---	ORGANIC WHOLE LEAF TEA	2.00	2.00
MOCHA	4.00	4.50	EXTENS		
WHITE MOCHA	4.00	4.50	ALL NATURAL FLAVOR SWEET	.00	
CARAMEL MACCHIATO	4.25	4.80	EXTRA ESPRESSO SHOT	.00	
			MILK ALTERNATIVES	1.00	

ICED & BLENDED DRINKS

LATTE	4.00	4.50	MEDIA FRAPPE	
MOCHA/WHITE MOCHA	4.50	5.00	CARAMEL FRAPPE	
FAB TRADE OAK LATTE	4.40	4.80	SAVORY FRAPPE	
COLD BREW	3.40	3.80	FAB TRADE OAK	
MIXED COLD BREW	4.40	4.80		

IT'S WORTH THE WAIT

GRUMPY
 EST. 2006
MULE
 COFFEE

WE DON'T DO CREAM.

WE DON'T DO ESSAYS.

WE DON'T DO BAKE BEANS.

GET THE COFFEE.



COFFEE BAR

GRUMPY BLEND	2.50	3.00
ESPRESSO	2.00	2.50
CAFFÈ LATTE	2.50	3.00
FLAT WHITE	2.50	3.00
ESPRESSO	2.00	2.50
MACCHIATO	2.50	3.00
HOT CHOCOLATE	2.50	3.00
FRAPPE	2.50	3.00

MILESTONE



TAPPED & → 2.85
berry water drink



Spare Change? Go on be a good soul! Fruit & Nut Smoothies 2.00 - 3.00

Opening Times 8am - 4pm

Sugar free Syrups Available! Try it!

IT'S WORTH THE WAIT



**WE'VE SEEN
THAT LOOK BEFORE**

STEP THIS WAY



FOLLOW YOUR NOSE, PILGRIM

STEP THIS WAY



**YOU HAVE A
LOVELY MUG.
LET'S GET SOME GRUMPY IN IT.**



**AIN'T NOTHING WRONG
WITH A LITTLE
BUMP AND GRIND.**



**FURROWING BROWS
SINCE 2006.**



(Specifically targeted at
Student / University sites)

**I COFFEE,
THEREFORE
I AM.***

***IT'S WHAT DESCARTES WOULD HAVE WANTED**





**SEE YOU
TOMORROW**

EXIT

FROM HERE






**SMELL US
LATER**

EXIT

FROM HERE






HE DOESN'T HAVE
MEET-INGS.
HE ROASTS

YOU DO THAT. HE DOES THIS.

WWW.GRUMPYMULE.CO.UK



HE DOESN'T
TYPE.
HE HARVESTS

YOU DO THAT. HE DOES THIS.

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HE DOESN'T
EMAIL.
HE BLENDS



HE DOES THIS.

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WALKING THE WALK

Pull Up Banners

**SERVED
HERE**
(YOU'RE WELCOME)

GRUMPY MULE
FIRST, COMPLEX CHARACTER

WWW.GRUMPYMULE.CO.UK

**MORALS MAKETH
THE MULE**

TOUCHABLE
HE REMEMBERS
THEIR BIRTHDAYS

WWW.GRUMPYMULE.CO.UK

**BARISTA
COMPETITION
HERE TODAY**

IN COLLABORATION WITH

WWW.GRUMPYMULE.CO.UK

**WHY SO
GRUMPY?**

PLACE YOUR FACE HERE.

WANT TO GET YOUR HANDS ON A LOAD OF GRUMPY MULE? OF COURSE YOU DO! TO BE IN WITH A CHANCE TO WIN COFFEE, T-SHIRTS, MUGS AND MORE SEND US YOUR #GRUMPYFACE TO TWITTER OR FACEBOOK AND WE'LL SEND THE GRUMPYEST ONE A COOZY BAG.

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ilk



**TOO
GRUMPY
TO ASK
YOUR
NAME**



**KEEP GRUMPY
AND CARRY OFF.**



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**TOTE BAGS,
NOT DOUCHEBAGS.**



WWW.GRUMPMULE.CO.UK

BE A COFFEE MULE.*

*LESS RISKY AND MORE TASTY THAN THE OTHER TYPE.



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**GO FORTH
AND BE
GRUMPY**

Crack on, lad.