



# JAVA MASTER

ROASTING CONCEPT  
CONCEPT DE TORRÉFACTION





What do we do!

Import the finest coffee from all over the world

Expertly Roast and Blend

Distribute and promote throughout North America

Design Signature Blends

Develop Private Coffee Brands





Cordoba Coffee is proud to be a market leader in Canada in the production, promotion and distribution of Certified Fair Trade and Organic Coffee, Packaged in 100% biodegradable materials.





## Cordoba Coffee In Store Coffee Roasting

### ***“Roast coffee beans in-store”***

*In Plain View ... Fresh daily*

*Customers will appreciate the alluring aroma*

*The unsurpassed taste will create consumer loyalty*

Lower inventory requirements, Green Bean shelf life stays fresh more than one year

Offer custom roasting to customers even as they shop your store !





## Cordoba Coffee In Store Coffee Roasting

- Designed for in-store Coffee Roasting
  - Simple operation of equipment, no specialized staff required
  - Fully automated roasting process
  - During roast cycle staff is free to perform other duties
- Roast 3.5 lbs of coffee in under 7 minutes





## Cordoba Coffee In Store Coffee Roasting

A proven successful system that increases traffic,  
sales and profits!





## Cordoba Offers

- A coffee Roaster capable of producing product with ease and consistency
- Complete equipment installation support
- LCD Screen displaying Coffee information and other Media strategies
- Sophisticated and detailed product and equipment training
- Packaging and labels at competitive prices
- Posters and other POP material
- Complete maintenance program
- Menu, blend and recipe development
- Brand support through marketing initiatives planned on a quarterly basis





## Cordoba Coffee In Store Coffee Roasting

- Client commitment:
  - Minimum space requirement; 100 sq. ft.
  - Equipment and kiosk auxiliaries
  - All bulk coffee sales transferred to your new roasting program Specified Brand TBA
  - 5 yr exclusive term (financial obligation and maintenance schedule dictates term)
  - Energetic Staff available to be trained for success.



Simple Designs



Functional Elegance



[www.cordobacoffee.ca](http://www.cordobacoffee.ca)

Please contact us for more information

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