



By the Cup – Brand Presentation

Create a coffee destination with a high-impact branded presentation. Below is the ideal setup to help you sell more coffee in a food service environment.



- 1. 2 Luxus Servers (1.0 Gallon, (only 1 shown)): INV63326
- 2. 6-Airpot rack w/footer: (# 68326)
- 3. ID Cards: FTO, Seasonal, Decaf, Flavored: (# Varies)
- 4. Condiment Center: (# 68098)
- 5. Dairy Carafes: (# 45009)

- 6. Dairy Carafe Stickers: (# 69411)
- 7. Cup Rack: (# 68318)
- 8. 2-Sided Sign: (# 67541)
- 9. Wallpaper: (# 69287)
- 10. Poster- Seasonal: (# Varies)



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ADDITIONAL POINT-OF-POINT PURCHASE AND PROGRAM SUPPORT ITEMS



- **Counter Mat:** (# 67614)
- **-Seasonal Insert:** (# 67589)
- **-FTO Insert:** (# 67616)
- **FTO Table Tent:** (10-pack, # 67504)
- **Cup \$ Sign:** (# 67136)
- **Travel Mug:** 16-oz. (# 46590)
- **Join the Club Counter Sign:** (# 69838)
- **Club Cards:** (6-cup, # 69839), (10-cup, # 69278)
- **Iced Coffee Server Wrap:** (# 69274)
- **Iced Coffee Poster:** (# 67603)
- **revv™ Airpot:** (# 48382)
- **revv Poster:** (# 67531)

MERCHANDISING TIPS

1. **Create a coffee destination.** Let your customers know you serve high-quality coffee with an attractive, branded coffee center. Keep your coffee center clean.
2. **Brand recognition is important.** A cohesive, clean brand presentation will help you sell more coffee. Keep your point-of-purchase materials up-to-date to promote a message of quality and freshness.
3. **Set your coffee center up from left to right.** Keep your customers moving by setting your items up in logical order: cups, coffee, condiments, cash register.
4. **Merchandise your coffee offering from light roast to dark roast.**
5. **Offer a variety of coffee.** To satisfy the varied tastes of your customers. Offer one light, medium, and dark roast. Offer a decaf and a flavored coffee to create variety. Seasonal coffees are a great addition as well.
6. **Keep your coffee fresh-brewed.** Open fracs right before you brew them. Pour coffee into a pre-heated airpot immediately after brewing.
7. **Brew a new pot of coffee every hour.** Pour out coffee that's more than one hour old.
8. **Clean your airpots at the end of each day.** Using Urnex®, which can be purchased from your specialty coffee business representative.
9. **Coffee is 98–99% water.** Invest in a filtration system if you do not have high-quality water.



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