



Single Cup – Brand Presentation

Please everyone in the office with our wide variety of coffee, teas, and specialty drinks available in K-Cup® portion packs.



LARGE OFFICE (30+ employees)

- 1. B3000 Keurig® Brewer
- 2. 8 K-Cup Rack: (comes with strip pre-attached) (# 67595)
- 3. Cup Rack: (# 68318)
- 4. Counter Mat: (with inserts, see reverse side for detail)
15" w x 10" h (# 67507)

MEDIUM OFFICE (15–30 employees)

- 5. B200 Keurig Brewer
- 6. 4 K-Cup Rack: (comes with strip pre-attached) (# 67596)
- 3. Cup Rack: (# 68318)
- 4. Counter Mat: (with inserts, see reverse side for details)
15" w x 10" h (# 67507)

SMALL OFFICE (1–15 employees)

- B140 Keurig Brewer (not shown)
- Same components as medium office



Green Mountain Coffee • 33 Coffee Lane • Waterbury, VT 05676 • www.GreenMountainCoffee.com • NASDAQ: GMCR
 Supporting Fair Trade. Reducing our carbon footprint. Donating at least 5% of pre-tax profit.
 See what else we're doing, and how you can join us in creating positive change, at www.BrewingABetterWorld.com



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PROGRAM SUPPORT ITEMS



- **Counter Mat:** (with inserts) 15”w x 10”h (# 67507)
- **Condiment Center:** 21”w x 12”h x 4.75”d (# 68098)

COFFEE PRESENTATION TIPS

1. Keep your coffee center **clean and well-maintained**.
2. **Brand recognition is important.** Keep your merchandising materials up-to-date to promote a message of quality and freshness.
3. **Brewing instructions are important.** The counter mat with brewing instructions is a great way to introduce new users to single-cup brewing, as well as communicate on-going brand updates, promotions, or new products.
4. **Offer a variety** of coffee, tea, hot cocoa, and other specialty drinks. Talk to your sales representative to determine the best product mix for your business.
5. Set up your coffee offerings from **light roast to dark roast**.

CHOOSE FROM OVER 60 VARIETIES OF COFFEE, TEA, AND OTHER SPECIALTY DRINKS.



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