

PREMIUM
WORLD
COFFEES



Nabob Supporting Sustainability Foodservice

NABOB



SUPPORTING SUSTAINABILITY

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WORLD
COFFEES



Why Nabob?

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Why NABOB?

“Great Coffee, Great Cause”!

1. **Foodservice Exclusive**
2. Supporting Sustainability – Point of Difference
3. Dedicated Beverage Sales Expertise / Coffee Brewing Equipment Program
4. Point of Sale Merchandising

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Why NABOB?

“Great Coffee, Great Cause”!

1. Foodservice Exclusive

- ☕ **All Nabob Foodservice blends are for sale exclusively in the Foodservice channel and not for sale in Retail grocery.**
 - ✓ 10 Nabob Rainforest Alliance blends provide a diverse range of premium coffees
 - ✓ 2 Nabob Organic blends
 - ✓ 65 sku's to accommodate various coffee brewing equipment formats
- ☕ **Coffee is slow roasted at two Canadian Foodservice production facilities: 1) Oakville; 2) Vancouver.**
 - ✓ Delicately roasted to ensure protection of coffee aromas
 - ✓ Small batches roasted slowly to ensure Foodservice quality from the 'bean to the cup'
 - ✓ In-house coffee quality technicians that ensure: a) Green coffee is within spec; b) finished product delivers against strict aroma/acidity/flavour specifications

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Why NABOB?

Partnering with Rainforest Alliance

2. Supporting Sustainability- Point of Difference

 Partnership with the *Rainforest Alliance* ensuring that more than 30% of certified coffee beans are contained in all participating blends. Supports three sustainability pillars:

- i. ENVIRONMENTAL – to give wildlife a safe and natural habitat, protect against deforestation and limit the use of chemical pesticides.
- ii. SOCIAL – to provide workers a safer and healthier work environment and better access to medical care, education and housing.
- iii. ECONOMIC – to improve farming practices, resulting in improved profitability for the farmers and wages for workers.



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Nabob Selling Proposition

'Bean to Cup'



3. Dedicated Beverage Sales Expertise/ Coffee Brewing Equipment Program

- ☛ Offer a comprehensive coffee brewing equipment loan program that is 'worry-free' to Operators (included in coffee price).
 - ✓ Kraft owns/repairs equipment so that Operators don't have to absorb these capital costs in their day to day operation.
 - ✓ Equipment can be upgraded should new technology or operation requirements change.
- ☛ Provide 24 hours/7 days per week repair and maintenance via a network of Kraft technicians and certified contractors.
- ☛ Dedicated Kraft Beverage Sales structure to ensure Operators are optimizing product, promotion and programming.
 - ✓ Beverage Specialists in each region with expertise in coffee and refreshment beverage programs.
 - ✓ CEMA's that provide quarterly brew checks for each Operator participating in Kraft CBE program.

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Nabob Selling Proposition

“Product to Complete”

4. Point of Sale/Merchandising

- ☕ Nabob POS completely redesigned to build front of house coffee executions.
- ☕ Leverage Supporting Sustainability platforms as a conduit to building patron loyalty...*more than just a great cup of coffee.*
- ☕ Enhance Nabob branded coffee executions with premium POS
 - ✓ Flexible beverage centres
 - ✓ Menu boards
 - ✓ Patron loyalty cards (frequent purchase & thank you)
 - ✓ Supporting Sustainability messaging
 - ✓ Floor signage
 - ✓ Thermal wraps
 - ✓ Blend cards
 - ✓ *Other elements...*

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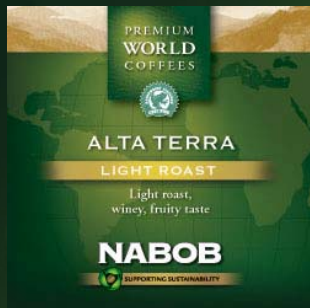


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Take a Sip in the Right Direction...

POS/Merchandising Recap

BLEND CARDS:



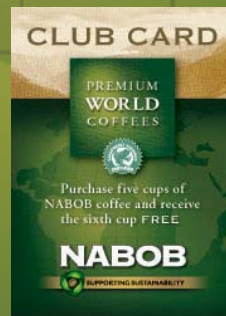
FLEXIBLE BEVERAGE CENTRES:



THERMAL WRAPS:



LOYALTY CARDS:



JAVA SLEEVES FOR CUPS:



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POS/Merchandising Recap

THANK-YOU CARDS:



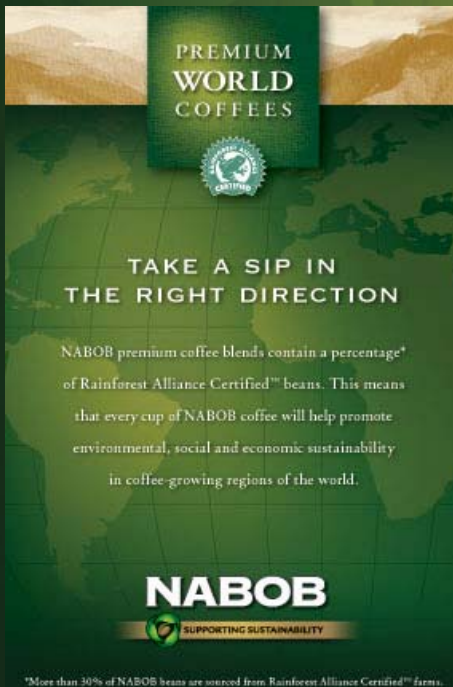
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TAKE A SIP IN THE RIGHT DIRECTION

...AND HELP CHANGE THE WORLD.
NABOB premium coffee blends contain a percentage* of Rainforest Alliance Certified™ beans. This means that every cup of coffee served by establishments like this will help promote environmental, social and economic sustainability in coffee-growing regions of the world.
That's a sip in the right direction.

*More than 30% of NABOB beans are sourced from Rainforest Alliance Certified™ farms.

TABLE TENT CARDS:



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TAKE A SIP IN
THE RIGHT DIRECTION

NABOB premium coffee blends contain a percentage* of Rainforest Alliance Certified™ beans. This means that every cup of NABOB coffee will help promote environmental, social and economic sustainability in coffee-growing regions of the world.

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CARAFE LABELS:



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MILK

NABOB RA PLAQUE MOUNTED POSTER:

JOIN US AS WE TAKE A TASTEFUL STEP TOWARDS SUSTAINABILITY

The NABOB Coffee Company is proud to announce that our premium coffee blends now contain a percentage* of Rainforest Alliance Certified™ beans. This means that every cup of coffee served by establishments like this will help promote environmental, social and economic sustainability in coffee-growing regions of the world.



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POS/Merchandising Recap

MENU BOARDS:

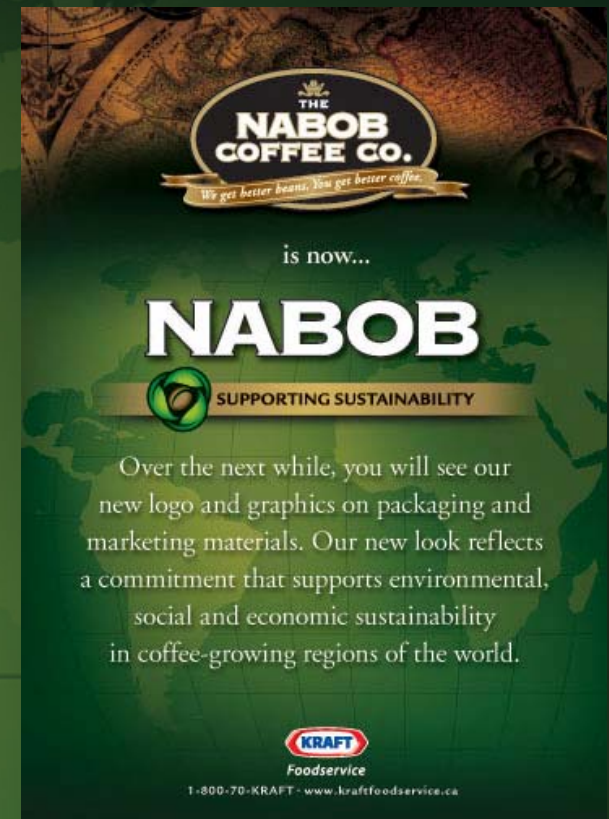


NABOB SUPPORTING SUSTAINABILITY	
Medium Coffee	\$0.00
Large Coffee	\$0.00
Coffee & Bagel	\$0.00
Espresso	\$0.00

FLOOR SIGN:



IN PACK COMMUNICATION:



BANQUET IDENTIFIERS:



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Portfolio Summary

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Nabob Portfolio Overview

Nabob Rainforest Alliance Portfolio:



Alta Terra	Light roast, winery, fruity taste
Malabar	Well-balanced with medium body
Arabica Reserve	Rich body and aroma, smooth taste
Javaco	Rich body and aroma with a smooth and pleasant taste
Full City Dark	Strong dark roast, aromatic, deep taste
Summit 100% Colombian Light Roast	Smooth, sweet, light Colombian roast
Summit 100% Colombian Medium Roast	Rich aroma with a smooth, sweet taste
Summit 100% Colombian Dark Roast	Rich, full-bodied dark roast with a heady aroma
Summit 100% Colombian Swiss Water Decaffeinated	Medium decaffeinated roast with all-natural process
Firenze Espresso	Dark, full-bodied with caramel notes, no bitterness

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