

the
Victor Allen Coffee Look



Coming to you from:



Contact your DSC or
Craig Knispel

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Become a Coffee Destination

Let us help you become the coffee destination for customers looking for a mild coffee that appeals to the traditional customer or a delicious dark roast that is fit for the elite coffee drinkers. At Victor Allen we offer sophisticated coffee programs to grow your sales and through our branded and private label programs in order to create a successful coffee program. We offer:

- Full production lines of numerous coffee and cappuccino varieties
- Short run production times
- Point of Sales marketing materials to reach all customers
- On going training and coffee knowledge to ensure excellence and result in customer loyalty

In order to achieve a coffee house and coffee house flavor, we offer high-quality signage packages for each program featuring: menu boards, coffee club cards, image decals, window signs, cups and lids

www.VictorAllen.com

Hot Java Cafe



The Hot Java Cafe program includes a custom menu board.

The "Hot Java" Look – The simplest of the 3 types of looks. You receive at no charge (1) menu board to display your coffee prices. The only requirement is that you use Victor Allen or Reflections brand coffee. Pretty Simple.



THE ROASTERS ALLEY CUSTOM IMAGE PACKAGE INCLUDES:

(A) MENU BOARD SYSTEM - Kit includes: Custom Menu Board, Chain and Ceiling Clips.

(B) COUNTERTOP COFFEE CLUB EASEL - Promotes awareness of the Roasters Alley Coffee Club; the attached card holder puts the Club Cards within your customers' reach.

(C) COFFEE CLUB CARDS - Kit includes 500 Coffee Club Cards... "Buy 10 Cups and Get 11th FREE!"

(D) CAPPUCCINO TRANSLITE AND IMAGE DECALS -

These are provided to transform your existing equipment into the Roasters Alley image.

(E) AIRPOT BACK - Airpot backboard for display. Airpot wraps are available upon request.

(F) PLASTIC TRAVEL MUGS

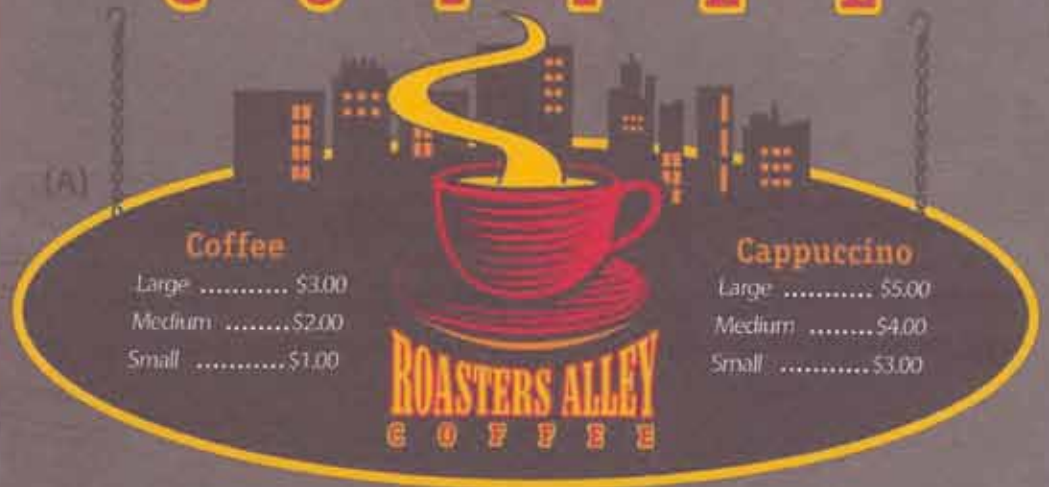
(G) 20 oz. SWEETHEART CUP

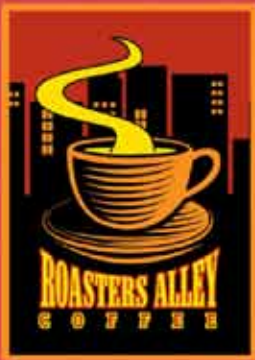
(H) 16 oz. SWEETHEART CUP

(I) 12 oz. SWEETHEART CUP

ROASTERS ALLEY

C O F F E E





The “Roasters Alley” Look

You receive at no cost to you:

- Roasters Alley Menu Board
- Roasters Alley Coffee Club Cards and Easel (first 250)
- Roasters Alley Window Sign
- Roasters Alley Airpot Rack Header
- Roasters Alley Airpot Wraps
- Roasters Alley Corner Clings
- Roasters Alley Translite for Cappuccino Machine

Items available for purchase:

- Roasters Alley 2.2 liter pre-wrapped Airpot
- Airpot Rack 4 or 6 size
- Roasters Alley Backdrop
- Roasters Alley 12, 16, 20oz cups
- Roasters Alley 20oz Travel Mugs
- Roasters Alley Flavor of the Day Board

To be a part of the “Roasters Alley look you muse use:

Victor Allen “Gourmet Roast” Coffee and Victor Allen Cappuccino along with the Roasters Alley cups for a 12 month period.

Contact your DSC to find out how to set this up for you



THE BEAN BOULEVARD
CUSTOM IMAGE PACKAGE
INCLUDES:

(A) MENU BOARD SYSTEM -
Kit includes: Custom Menu
Board, Frame, Chain and
Ceiling Clips.

**(B) COUNTERTOP COFFEE
CLUB EASEL -** Promotes aware-
ness of the Bean Boulevard
Coffee Club; the attached card
holder puts the Club Cards
within your customers reach.

(C) COFFEE CLUB CARDS -
Kit includes 500 Coffee Club
Cards... "Buy 10 Cups and Get
11th FREE!"

**(D) CAPPUCCINO TRANSLITE
AND IMAGE DECALS -**
These are provided to transform
your existing equipment into the
Bean Boulevard image.

(E) CORNER COOLER CLINGS -
Includes 2 corner clings to
promote the Bean Boulevard
program.

(F) AIRPOT BACK - Airpot
backboard for display. Airpot
wraps are available upon
request.

(G) WINDOW SIGN - Use to
promote the Bean Boulevard
Coffee Club.

BEAN BOULEVARD

COFFEE

Your Road To Great Taste

(A)

COFFEE	CAPPUCCINO	HOT CHOCOLATE
Small - 12 oz.99	Small - 12 oz.99	Small - 12 oz.99
Medium - 16 oz.1.19	Medium - 16 oz.1.19	Medium - 16 oz.1.19
Large - 20 oz.1.39	Large - 20 oz.1.39	Large - 20 oz.1.39

(B)

BEAN BOULEVARD COFFEE
Coffee Club Card
Buy 10 Cups of Coffee or Cappuccino
and Get the 11th Cup FREE!
Year Road To Great Taste

(C)

BEAN BOULEVARD COFFEE
Coffee Club Card
Buy 10 and get the 11th cup FREE!

(D) (E)

BEAN BOULEVARD COFFEE
CAPPUCCINO

(F)

BEAN BOULEVARD COFFEE

(G)

Buy 10 Cups of
Coffee or Cappuccino
and Get the 11th Cup
FREE!
Join Our Coffee Club



The “Bean Boulevard” Look

You receive at no cost to you:

- Bean Boulevard Menu Board
- Bean Boulevard Coffee Club Cards and Easel (first 250)
- Bean Boulevard Window Sign
- Bean Boulevard Airpot Rack Header
- Bean Boulevard Airpot Wraps
- Bean Boulevard Corner Clings
- Bean Boulevard Translite for Cappuccino Machine

Items available for purchase:

- Bean Boulevard 2.2 liter pre-wrapped Airpot
- Airpot Rack 4 or 6 size
- Bean Boulevard Backdrop
- Bean Boulevard 12, 16, 20oz cups
- Bean Boulevard 20oz Travel Mugs
- Bean Boulevard Flavor of the Day Board

To be a part of the “Roasters Alley look you muse use:

Victor Allen “Gourmet Roast” Coffee and Victor Allen Cappuccino along with the Bean Boulevard cups for a 12 month period.

Contact your DSC to find out how to set this up for you



Victor Allen Coffee & Cappuccino

Gourmet Coffee & Hot Chocolate

(A) Denotes Aberdeen Item Only

Item #	Product Description	PK/Size
72515	Classic Blend	48/1.75oz
72514	Classic Blend Decaf	48/2.25oz
72572	French Roast (This is a Dark Roast Coffee)	10/3oz
72526	Classic Decaf (A)	48/1.5oz
72558	Hazelnut (A)	24/2.25oz
72509	Carmel Cream (A)	24/3oz
72559	Vanilla Cream (A)	24/2.25oz
72532	Breakfast Blend (A)	48/1.5oz
72533	Classic Blend (A) small	48/1.5oz
72534	Classic Dark (A)	48/1.5oz
72511	Columbian Supreme (A)	48/2.25oz
72516	Columbian Supreme (A)	48/1.75oz
72531	Columbian Supreme (A)	48/1.5oz
72528	Caramel Gourmet (A)	48/1.5oz
72600	Highlander Grog (A) (This a blend of Hazel Nut and Butterscotch Coffee)	48/2.0oz
72613	Hot Chocolate Gourmet (A)	12/2lb

Cappuccino

(A) Denotes Aberdeen Item Only

Item #	Product Description	PK/Size
72518	French Vanilla Capp (A)	6/2lb
72519	English Toffee Capp (A)	6/2lb
72521	White Choc Carmel Capp	6/2lb
72556	Irish Cream Capp	6/2lb
72564	Hazelnut Capp (A)	6/2lb
72565	Smores Capp(A)	6/2lb
72520	FF French Vanilla Capp (A)	6/2lb
72566	Cinnamon Bunn Capp (A)	6/2lb
72567	Amaretto Capp (A)	6/2lb
72563	Pumpkin Spice Capp (A)	6/2lb



Victor Allen Coffee & Cappuccino

Roasters Alley Supplies

Item #	Product Description	Solo #
85386	Roaster's Alley 12oz cup	X12
85387	Roaster's Alley 16oz cup	X16N
85388	Roaster's Alley 20oz cup	X20N

Bean Boulevard Supplies

(A) Denotes Aberdeen Item Only

Item #	Product Description	Solo #
85592	Bean Blvd 12oz cup (A)	X12
85591	Bean Blvd 16oz cup (A)	X16N
85589	Bean Blvd 20oz cup (A)	X20N

Lids

Item #	Product Description	Solo #
89016	Gourmet Dome Lid Black	LGXBK2-0004
89016	Gourmet Dome Lid White	LGXW2-0007
85220	Lift&Lock Tab Lid w/straw slot	LX2SBR-00100

Unwrapped Airpot

Item #	Product Description
141187	Airpot 2.4L S/S Grindmaster There are 33.8oz to a liter

Don't forget to order straws/stirrers, napkins, creamers, sugar packets, and sweeteners

Roasters Alley Display Examples



Bean Boulevard Before & After

