

COFFEE PROGRAMS

HOW TO GET STARTED



- A Farmer Brothers representative will evaluate each site location with the help of an on-site director prior to ordering equipment. During the meeting, the appropriate equipment needs will be determined based on volume demands.
- Timeline from initial approval to installation is 2- 3 weeks
- Coffee brewing equipment available on loan program- based on minimum volume of 15 lbs per week for airpot setup and 35 lbs per week for shuttle setup.
- Farmer Brothers will work with the location to determine equipment needs based on previous usage, customer counts and traffic patterns.



COFFEE TIERS

SPECIALTY COFFEE

Customer is most concerned about quality, freshness, craftsmanship and sustainability.

PREMIUM COFFEE

Customer is willing to pay more for a premium quality coffee. Origin coffee offered in this tier.

TRADITIONAL COFFEE

Customer wants a great cup of coffee but is price sensitive.

MERCHANDISING



Merchandising materials such as wraps, ID Tags and POS are available for purchase on an a la carte basis. Average cost range \$45-\$75.

PROGRAM FEES

INVOICE AMOUNT	DELIVERY CHARGE
Invoices (\$0-\$100)	\$45
Invoices (\$100-\$250)	\$30
Invoices (\$250+)	FREE

SERVICE PROGRAM

- Flat service fee of \$75.00 per service call
- Installation of equipment is no charge

OPTION 1**EQUIPMENT**

1 Single Airpot or Glass Pot Brewer
(Brand may vary based on availability)

ACCESSORIES

3 Airpots and 2 station wire rack
or 3 glass pots

REQUIRED WEEKLY VOLUME

15+ lbs of coffee per week

OPTION 2**EQUIPMENT**

Dual Thermal / Shuttle Brewer
(Brand may vary based on availability)

ACCESSORIES

4 Shuttles

REQUIRED WEEKLY VOLUME

35+ lbs of coffee per week

All brewing equipment is provided on loan, and based on minimum volumes.

Contact Gregory Atilio at (732) 620-0910 or gatilio@farmerbros.com for a program review and quote.

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