



THINK OF IT AS **THE ULTIMATE** COFFEE FIX...

...FOR YOUR BUSINESS





A FRESH-ROAST COFFEE REVOLUTION IS SWEEPING THE COUNTRY.



YOUR CUSTOMERS ARE GETTING FRESH

A freshness revolution is sweeping across America, and coffee is no exception. Customers are becoming increasingly demanding regarding freshness, especially for perishable products. Coffee has long been ignored as such, but it most definitely is perishable. While unroasted green coffee beans have a long shelf life, once they've been roasted, they lose much of their flavor and aroma after just a few days. This means that most roasted coffee is already stale by the time it reaches your store. Let's face it, consumers love the rich taste and aroma of fresh roasted coffee and they'll pay a premium to get it. The revolutionary new Fresh Roast System is helping coffee retailers just like you throughout the country deliver the highest quality coffee to their customers just the way they like it – fresh.

“With the **FRESH ROAST SYSTEM**,
we didn't need anything more than an electrical outlet.”

Jeff Schneider, Texas Roast





THE TECHNOLOGY OF FRESH ROAST COFFEE.

The Fresh Roast System is fully automated allowing anyone with little or no training to achieve roast master quality results. Utilizing a patented computer controlled “roasting eye” reflectometer that monitors color development throughout the roasting process, the Fresh Roast System guarantees incredibly precise results, consistency and repeatability. Using Silicon Valley technology, the Fresh Roast System combines advanced catalysis and “clean room” style HEPA air scrubbers to filter exhaust air resulting in clean, environmentally friendly operation. The system also recycles heat, maximizing energy efficiency and conservation. All of this clean, green state of the art technology is monitored via wireless internet connection through the Fresh Roast Systems Network twenty four hours a day, seven days a week. Rest assured, you’ll get true artisan coffee roasting with a degree of precision and consistency never seen before and the peace of mind of having our systems and staff supporting your efforts with every pound of fresh roasted coffee you produce.





YOUR PROFITS

PROVEN BY RETAILERS JUST LIKE YOU

Combining all this high tech automation with the age old traditional artisan drum roasting was no small task. Over ten years of research, development and testing went into the creation of the Fresh Roast System, but in the end, there's no research facility in the world as demanding as the locations where it's proving its value – coffee retailers just like you. Now, with the push of a button, retailers just like you are seeing sales balloon by 300% and profits jumping by leaps and bounds. The Fresh Roast System eliminates the middleman, cutting your wholesale costs by as much as 60% or more, while at the same time, allowing you to deliver only the freshest coffee to your customers. As an added bonus, the machine itself is a marketing tool and a true attention-getter. With freshness, seeing is believing and the Fresh Roast System is coffee theatre! We'll provide all of the training and tools you'll need to make the most of it and become a purveyor of the finest and freshest roasted coffee in your town.





“ Our coffee **SALES HAVE INCREASED TEN-FOLD –**
and our profit margin has doubled ”

Greg King, El Rancho Market

ARE PERCOLATING ALREADY

NO INVESTMENT

The advantages of the Fresh Roast System are exceptional and you'll see a big increase in your bottom line from the moment you start using it. One of the most remarkable aspects of the program is that there are no equipment costs, gas lines, venting, ducting or other costly site modifications required. Plug it in and you're ready to go! There's no purchase or lease commitment either. Just a flexible operating agreement in which we provide the equipment and maintenance for the life of the machine and earn a modest share of your new found profits through a roasting fee for the coffee you roast with the Fresh Roast System. You only pay for what you actually roast and sell. The program includes automated accounting, billing, on line monitoring, data backup and personalized technical support removing the operating burdens associated with traditional roasting and allowing you to concentrate on your customers and your very own fresh roasted private label coffee.





HOW TO ROAST YOUR COMPETITION



“ I’ve always heard roasting systems had to be vented and were very costly.
The **FRESH ROAST SYSTEM ELIMINATES ALL OF THAT** ”

Ken Silvera, Pacific Markets

FRESHEN UP YOUR BOTTOM LINE

When it comes to the coffee you offer, you’re only as good as your last cup. The Fresh Roast System is the world’s first and only fully automated, ventless in-store coffee roaster. Fresh roasted coffee gives you a significant competitive advantage, product differentiation and the opportunity to build loyalty with existing customers while attracting new ones with something your competition doesn’t have, fresh coffee roasted right in your store! You’ll sell more coffee and make more money doing it. So, catch the latest wave sweeping the retail coffee industry and get fresh!



Call **408-550-2860** or visit **WWW.FRESHROASTSYSTEMS.COM**
And roast your competition while you’re at it.