

Jasper Coffee

CAFFEINE DEALERS™

*Exploration, Adventure, Obsession
in Every Cup.*

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CASH IN ON THE SPECIALTY COFFEE BOOM !

2008 Annual Growth Rates: SPECIALTY COFFEE 23%, FAIRTRADE 40%, ORGANIC 23% *

Specialty Coffee is a fast growing foodie niche going mainstream! Following the trend of fine wine, shoppers are increasingly more discerning about quality and with the highest per capita home espresso machines in the world, more involved. For twenty years we have offered the largest range of Arabica AA grade quality beans.

Tap the Ethical Market with our Fairtrade, Organic & Carbon Neutral Certifications. In the UK, Fairtrade accounts for 25% of the ground coffee market, whilst in Australia market share is less than 2% but **growing!**

SPECIALTY BLEND RANGE



FAIRTRADE ORGANIC SINGLE ORIGIN RANGE



Benefits & Features

- ✓ Premium AA Grade Quality
- ✓ Fast Growing Specialty Coffee Market
- ✓ ALL Carbon Neutral Certified
- ✓ Squeeze Pack for Fresh Aroma
- ✓ Convenience: Tin Tie to Seal Bag
- ✓ Unique Coffee Stories & Brewing Info
- ✓ Available in Ground or Beans

* Sources: BIS Shrapnel, BT Magazine, FTAANZ