



## *Dunn Bros Coffee Wholesale Coffee Program*

**Fresh Coffee. Fresh Beans. Fresh Program.**



Dunn Bros Coffee is an award-winning specialty coffee franchise company dedicated to serving single origin coffee that is roasted fresh daily. We want to offer companies and organizations like your own an opportunity to serve the freshest coffee in the industry. We roast all of our coffees to order to ensure that you and your customers are getting the freshest, most flavorful bean in town. Whether you're serving your staff, clients, or customers, everyone will thank you for the consistent quality you are serving when you offer Dunn Bros Coffee.

# DUNN BROS COFFEE™

## Wholesale Coffee Program

## Criteria & Guidelines

We want you to get the most out of the beans that you are buying. Therefore, we do ask that you follow a few guidelines. These should guarantee that your customers walk away with the perfect cup of Dunn Bros Coffee every time.

### Wholesale Provider Criteria:

- The prospective provider does not sell espresso drinks (no coffee shops, carts, ect.)
- The prospective provider does not intend to sell whole bean coffee.
- The prospective provider must have written approval from Dunn Bros Coffee Franchising, Inc. with a completed Wholesale Account Registration Form

### Wholesale Guidelines: Assuring Dunn Bros Coffee standards

- Coffee may only be purchased as whole beans to preserve the freshness that you & your customers expect from Dunn Bros Coffee.
- Orders must be placed weekly & must consist of a least 10lbs (coffee is packaged in 5lb bags, so more than one variety may comprise the minimum order).
- All coffee must be brewed to specifications deemed acceptable by the company.
- The Dunn Bros Coffee espresso blend will NOT be available nor will flavored coffee.
- No recipes, handbooks, or logo items will be shared with wholesale customers.
- Approved signage is required. Use attached sign order form to obtain signage.
- Wholesale cups and coffee clutches are available only through the specified Dunn Bros Coffee Franchising, Inc. vendor.



*Dunn Bros Coffee wholesale cups:  
12oz, 16oz, 20oz available through  
specified vendor.*

# DUNN BROS COFFEE™

## Wholesale Coffee Program

### Criteria & Guidelines Continued

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**Equipment:** Below is the wholesale equipment list and costs to the end users. All the discounts are at 25% from list price delivered and installed within a 60-mile radius of the Twin Cities Metro area. The discount is normally 20%, so there is a real value to the account as a Dunn Brothers customer. Here are the numbers:

#### Package A - High Volume

1 Fetco 2052 Dual 1.5 gl Shuttle Brewer	\$2400
1 Fetco GR2.2 Dual Portion Grinder	\$1365
2 Fetco L3D-1.5 gl Shuttles ( \$338 ea)	\$676
1 Everpure QC7-I Filter Head	\$164.25
1 Everpure MH Water Filter	\$71.25
1 Case of 500 15x5 Coffee Filters	\$14.67
<b>Total Package</b>	<b>\$4691.17</b>

#### Package B - Standard Volume

1 Fetco 2032 Dual Airpot Brewer	\$1430
1 Bunn G9HD Dual Portion Grinder	\$1100
2 Zojirushi S/S 3 liter Airpots(85.30 ea)	\$170.60
1 Everpure QC7-I Filter Head	\$164.25
1 Everpure MH Water Filter	\$71.25
1 Case of 500 13x5 Coffee Filters	\$11.02
<b>Total Package</b>	<b>\$2947.12</b>

Pricing does not include applicable sales tax or extra charges for out of metro locations.

ESI – Espresso Services Inc.  
4806 Park Glen Road  
St. Louis Park, MN 55416  
952-924-0622

# DUNN BROS COFFEE™

## Wholesale Coffee Program

### Wholesale coffee bean pricing

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Wholesale pricing on all coffee bean orders is offered to approved wholesale providers. Prices are on-average 40% below retail and fluctuate each month based on the current market value. We value our wholesale providers and strive to offer a premium product at a fair price.

The following table is an example of the wholesale bean selection and pricing for October 2005. Shipping & Handling charges will also apply.

#### Oct-05

	<b>Wholesale Price per Pound</b>
<b>Full City Roasts</b>	
Brazil Yellow Bourbon "Cachoera Estate"	\$ 7.46
Colombia Decaffeinated Natural E.A.	\$ 6.73
Colombia FNC "Exotic Inza"	\$ 7.12
Costa Rica SHB EP Tres Rios "La Dama" Estate	\$ 6.93
Fair Trade Guatemala Decaffeinated Swiss Water	\$ 10.71
Fair Trade Organic Brazil "Poco Fundo"	\$ 8.34
Fair Trade Organic Nicaragua SHG EP Wiwilli	\$ 7.56
Fair Trade Organic Peru "Ayacucho"	\$ 7.40
Guatemala SHG EP Atitlan "San Pedro La Laguna"	\$ 8.12
Nicaragua SHG EP Jinotega "Placeres Estate"	\$ 7.00
Papua New Guinea Plantation A "Kunjun Estate"	\$ 8.09
Sumatra Decaffeinated KVV MC	\$ 9.43
Sumatra Mandheling DP "Harimau Tiger"	\$ 9.37
Zimbabwe AA Plus "Salimba Estate"	\$ 7.66
	<b>Wholesale Price per Pound</b>
<b>French Roasts</b>	
Brazil Yellow Bourbon "Cachoera Estate"	\$ 7.58
Colombia Decaffeinated Natural E.A.	\$ 6.85
Colombia FNC "Exotic Inza"	\$ 7.24
Costa Rica SHB EP Tres Rios "La Dama" Estate	\$ 7.05
Fair Trade Organic Brazil "Poco Fundo"	\$ 8.46
Fair Trade Organic Nicaragua SHG EP Wiwilli	\$ 7.68
Fair Trade Organic Peru "Ayacucho"	\$ 7.52
Guatemala SHG EP Atitlan "San Pedro La Laguna"	\$ 8.24
Papua New Guinea Plantation A "Kunjun Estate"	\$ 8.21

**DUNN BROS COFFEE™**  
**Wholesale Coffee Program**

**Account Registration**

*Please print:*

Franchise Store Owner: \_\_\_\_\_

Territory/Store Number: \_\_\_\_\_

**Wholesale Account**

Company Name: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State/Zip Code: \_\_\_\_\_

Phone Number: \_\_\_\_\_

e-mail: \_\_\_\_\_

*I have agreed to the terms described in the **Guidelines for Wholesaling**.  
I agree that this is not a binding contract, and changes to the guidelines  
may happen. I will be notified in writing.*

*Wholesale Account:* \_\_\_\_\_ *Date:* \_\_\_\_\_

*Franchisee:* \_\_\_\_\_ *Date:* \_\_\_\_\_

*Corporate Officer:* \_\_\_\_\_ *Date:* \_\_\_\_\_

**DUNN BROS COFFEE™**  
**Wholesale Coffee Program**

## Getting Started

Now that you have committed to buying only the best coffee for your business & your customers, you will want to place an order! You can place your order by phone or fax. Once your order is placed, it will be roasted & shipped to you within 48 hours or less (excluding weekends). Initial orders are placed on a credit card. Subsequent orders may be invoiced once a credit application has been submitted & approved. Orders consistently under \$100.00 will remain on a credit card.

“Proudly Serving Dunn Bros Coffee” signs are available for a one-time fee. Wholesale cups & coffee clutches will be available to you through our paper distributor.

**Contact Information:**

**Owner Name:**

**Address:**

**Phone:**

**Fax:**

**E-Mail:**