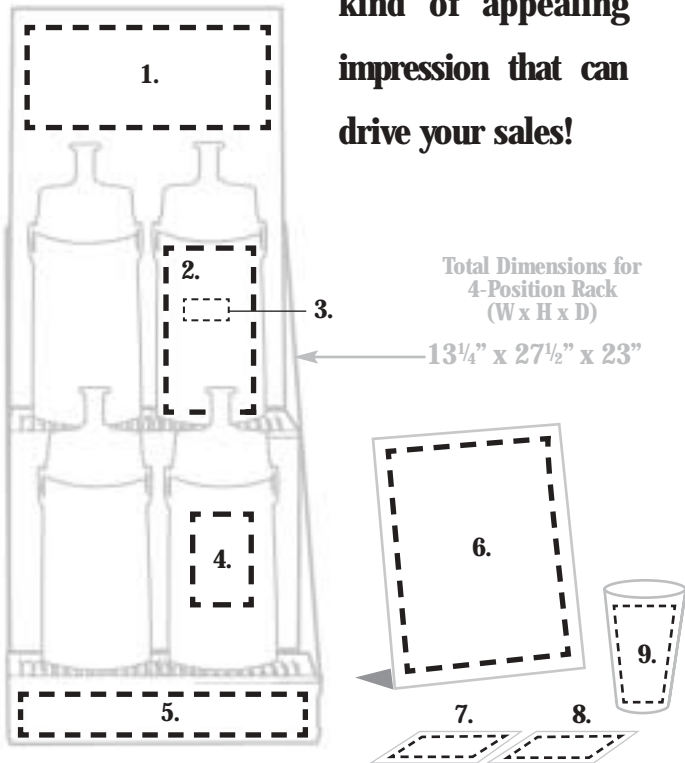


Superior Coffee

MERCHANDISING PROGRAM

Perk up your coffee business with our expanded merchandising program. You'll create an eye-catching coffee display with our dynamic merchandising—just the

kind of appealing impression that can drive your sales!



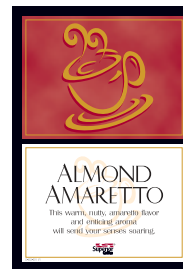
1. Header Card (13 1/16" x 5 1/32")

*Header Card mounted on 13 1/16" x 21 1/16" size board with double face tape



2. Airpot Wrap

3. Small Repositionable Label (3 1/2" x 2")
(4 labels/sheet)



4. Large Repositionable Label (4" x 6")



5. Airpot Rack Insert (13" x 3")



6. Erasable Menu Counter Card (8 1/2" x 11")



7. Coffee Club Card (5" x 3")



8. Coffee Description Bin Cards (5" x 3")



9. Superior Paper Cup

Blend/Flavor Description (AVAILABLE THROUGH MAI)	ITEM DESCRIPTION & NUMBERS					
	Small Repositionable Labels 3 1/2" x 2" (4 labels/sheet)	QTY	Large Repositionable Labels 4" x 6"	QTY	Coffee Description Bin Cards 5" x 3"	QTY
Café Royal	SCAP-450-018		N/A		N/A	
100% Colombian	SCAP-450-002		S-450-002		S-480-002	
100% Colombian Decaf	SCAP-452-002		S-452-002		S-482-002	
Colombian Supremo	SCAP-450-003		S-450-003		S-480-003	
French Roast	SCAP-450-007		S-450-007		S-480-007	
French Roast Decaf	SCAP-452-007		S-452-007		S-482-007	
Mocha Java	SCAP-450-008		S-450-008		S-480-008	
Royal Kona Blend	SCAP-450-004		S-450-004		S-480-004	
Royal Kona Blend Decaf	SCAP-452-004		S-452-004		S-482-004	
Viennese Blend	SCAP-450-006		S-450-006		S-480-006	
Blank	SCAP-450-019		S-451-001		S-481-001	
Decaf	N/A		S-452-010		S-482-010	
House Blend	SCAP-450-009		N/A		S-480-009	
House Blend Decaf	SCAP-452-009		S-452-009		S-482-009	
Regular	N/A		S-450-010		S-480-010	
Flavored Coffees						
Almond Amaretto	SCAP-453-001		S-453-001		S-483-001	
Chocolate Almond	N/A		S-453-002		S-483-002	
Chocolate Almond Decaf	N/A		S-454-002		S-484-002	
Chocolate Macadamia Nut	SCAP-453-003		S-453-003		S-483-003	
Chocolate Raspberry Swirl	SCAP-453-004		S-453-004		S-483-004	
Cinnamon	SCAP-453-005		S-453-005		S-483-005	
Cinnamon Hazelnut	N/A		S-453-006		S-483-006	
English Toffee	SCAP-453-008		S-453-008		S-483-008	
Hazelnut	SCAP-453-009		S-453-009		S-483-009	
Hazelnut Decaf	SCAP-454-009		S-454-009		N/A	
Hazelnut Cream	N/A		S-453-010		S-483-010	
Irish Cream	SCAP-453-011		S-453-011		S-483-011	
Irish Cream Decaf	SCAP-454-011		S-454-011		S-484-011	
Swiss Chocolate Almond	N/A		S-453-012		S-483-012	
Vanilla Almond Royale	N/A		N/A		S-483-013	
Vanilla Cream	SCAP-453-014		S-453-014		S-483-014	
Vanilla Cream Decaf	SCAP-454-014		S-454-014		S-484-014	
Vanilla Hazelnut	SCAP-453-015		S-453-015		S-483-015	
Vanilla Hazelnut Decaf	SCAP-454-015		S-454-015		S-484-015	
White Chocolate	N/A		S-453-016		S-483-016	
White Chocolate Mousse	N/A		S-453-017		S-483-017	

ITEM DESCRIPTION	SKU	QUANTITY
Merchandising Materials (AVAILABLE THROUGH MAI)		
Header Card - Fits 2 & 4 POS Airpot Rack, 13 1/16" x 21 3/16"	SCAP-300-080	
Airpot Rack Insert - Fits 2 & 4 POS Rack, 13" x 3"	SCAP-300-081	
Airpot Wrap - Fits Curtis CLP-1 Airpot (2.2 Liter)	SCAP-618-018	
Erasable Menu Counter Card	S-300-016	
Coffee Club Card	S-950-002	
Merchandising Materials (AVAILABLE THROUGH SLCT)		
10 oz. Superior Paper Cup	33327	
12 oz. Superior Paper Cup	46077	
16 oz. Superior Paper Cup	33325	
20 oz. Superior Paper Cup	46076	
Dome Lid-Fits All Sizes	66670	
Curtis 2 Position Airpot Rack	72157	
Curtis 4 Position Airpot Rack	72132	

SHIP TO:

Company Name: _____

Contact: _____

Address: _____

City, St. & Zip: _____

Phone: _____

Fax: _____



800-373-6705