

PURA VIDA COFFEE

Great coffee. Great cause.

***BRINGING GREAT COFFEE, GREAT SERVICE,
AND GREAT CAUSE TO YOUR WORKPLACE***



Since 1998, Coffee on a Mission!



Pura Vida Seattle Management Team

On behalf of the Team at **Pura Vida Coffee** and our **Create Good Foundation**, we want to thank you for your support of our business. Since 1998, organizations of all sizes have served **Pura Vida Fair Trade Organic Coffees** to their customers and employees. Why? We source premium Fair Trade Arabica beans which are delivered fresh to your office shortly after they are roasted in Burlington, WA, and install and maintain high performance brewing systems that provide first time visitors, valued customers, and hard-working employees an awesome cup of coffee.

The “**Great Cause**” of our brand story comes from our coffees being **Fair Trade** – which has generated \$16 million, and counting, of proceeds to our coffee growers above commodity prices since we have been in business. In addition, most of the net proceeds of our business have been, and continue to be, donated to our 501(c)(3) public charity called **The Create Good Foundation**, that helps at-risk children throughout the world.

We would be pleased to provide complimentary samples of our Fair Trade Organic Coffees and Teas, (coupon on back page) or meet with you in-person to engage about how we may bring, “**Great Coffee Great Cause**” to your workplace. Thank you for your consideration.

The Path a Pura Vida Bean travels:

Fresh from our Roaster



Directly to your Breakroom



Our pricing is very competitive because we roast our beans; many of our competitors buy coffee that has been roasted by others and then marked-up in price as it travels through multiple warehouses. Further, coffee is perishable – it is meant to be enjoyed shortly after it is roasted and that is what you receive when you order **Pura Vida Coffee**.

Table of Contents

<u>Pura Vida Fair Trade Organic Coffee</u>	<u>4</u>
<u>Fidalgo Bay Signature Roast Coffee</u>	<u>7</u>
<u>Choice Tea Fair Trade Organic</u>	<u>9</u>
<u>Choice Tea Organic</u>	<u>12</u>
<u>Other Beverages</u>	<u>13</u>
<u>Coffee and Water Programs</u>	<u>14</u>
<u>Creamers & Sugars</u>	<u>16</u>
<u>Syrups & Sauces</u>	<u>18</u>
<u>Air Pot Brewers</u>	<u>21</u>
<u>Grinder; Single Serve Brewer</u>	<u>22</u>
<u>Point of Use Water Coolers</u>	<u>23</u>
<u>Service Items & Accessories</u>	<u>24</u>
<u>Merchandise</u>	<u>25</u>
<u>The Create Good Foundation</u>	<u>26</u>

Recent Customer Comments:



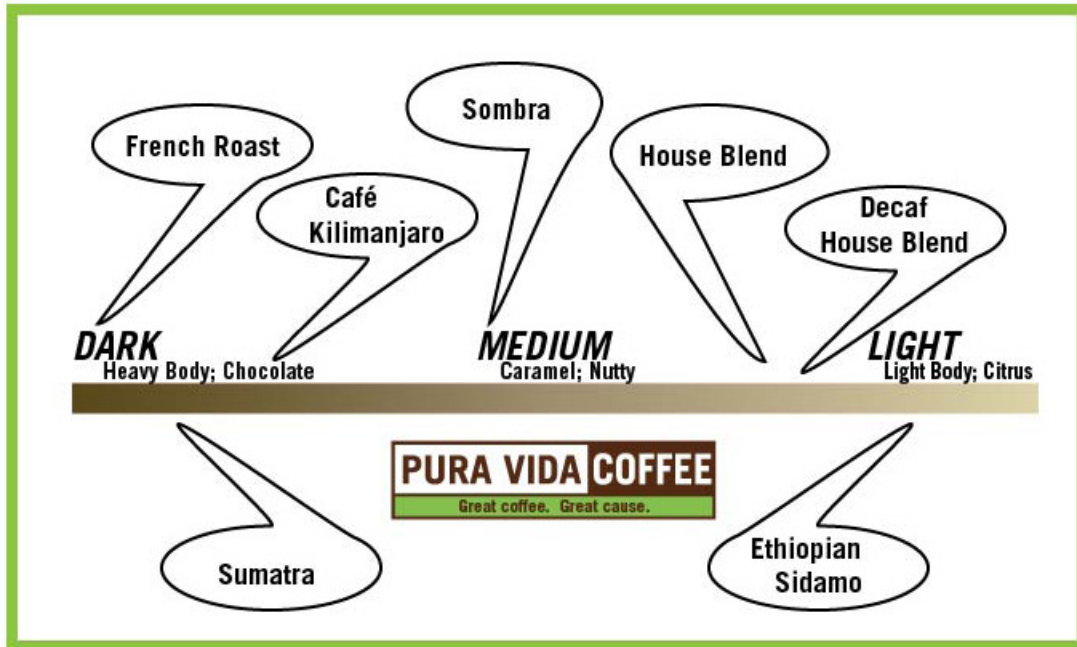
“We sampled the coffees with some of our coffee fans and they were a hit. We’d love to place an order!”

“Thanks for your speedy response Laurie. I just wanted to say that I really like doing business with your company. Always responsive, professional, and offering great products.”

“I have been very happy with the service Chris provides, his great attitude and overall support. You have a great person servicing your company and clients.”

Coffee · Pura Vida Fair Trade Organic

Roast Profile Chart for Pura Vida Coffees - Dark to Light *The Darker the Roast, The Bolder the Coffee*



General Notes:

1. Fractional packs (preportioned ground coffee in foil packages - "frac") are available in two sizes: 2.5 ounces of coffee for a standard air pot (usually 84 ounces) and then 8.0 ounces of coffee for shuttle brewers (usually 1.5 gallons).
2. Orders shipped via UPS at no charge (minimum order \$40); most orders shipped within 24 hours of placement.
3. To request price quotes, please complete the form on the inside back cover of this catalog. We roast our own coffee, (eliminating multiple distributor mark-ups) so our pricing is very competitive.

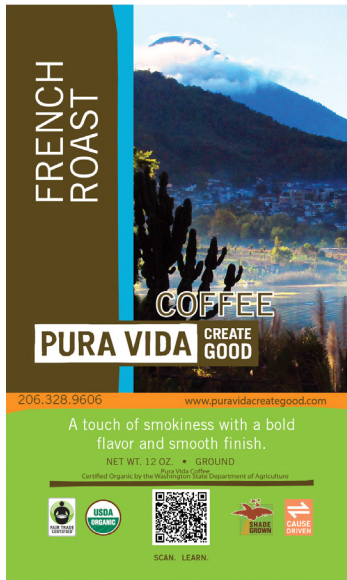
Superior Beans · Superior Roasting



Pura Vida Coffees are drum roasted in small batches locally in Burlington, WA, and delivered fresh within days of being roasted.

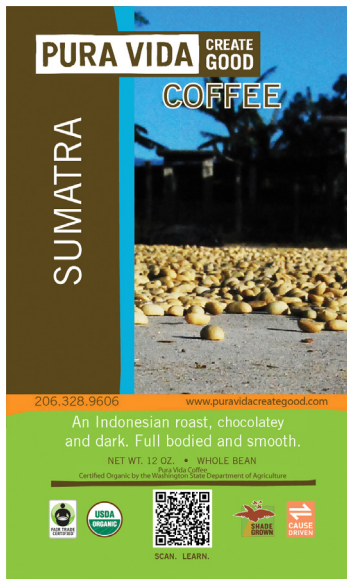
FRESHER IS BETTER!

Coffee · Pura Vida Fair Trade Organic



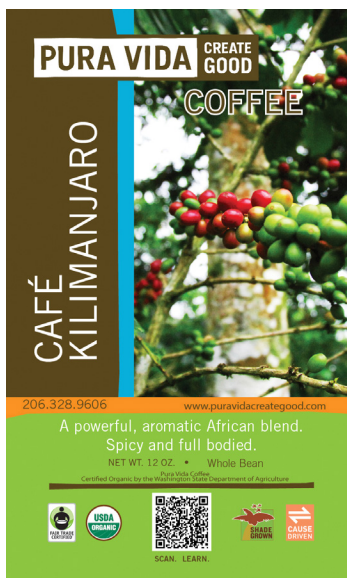
Bold roast. Full bodied. Touch of cedar smokiness with a smooth, lingering finish. Mellow sweetness, low acidity. Central or South America beans.

Item #	Pack Size	Bean
CP3G11	12oz Bag	Drip Ground
CP3W11	12oz Bag	Whole Bean
CP13G11	Case of 22/2.5oz fracs	Drip Ground
CP2G11	Case of 22/8oz fracs	Drip Ground
CP4G11	Case of 3/2lb bags	Drip Ground
CP4W11	Case of 3/2lb bags	Whole Bean



Bold roast. Full bodied. Chocolatey flavor and earthy aroma with a high sweetness and low acidity. Long and smooth aftertaste. Indonesian beans.

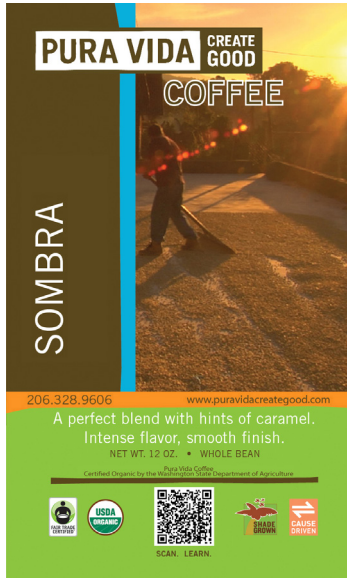
Item #	Pack Size	Bean
CP3G31	12oz Bag	Drip Ground
CP3W31	12oz Bag	Whole Bean
CP13G31	Case of 22/2.5oz fracs	Drip Ground
CP4G31	Case of 3/2lb bags	Drip Ground
CP4W31	Case of 3/2lb bags	Whole Bean



Bold/medium roast. Full bodied. African blend; spicy flavor and berry aroma. High sweetness and medium acidity. African; Central or South American beans.

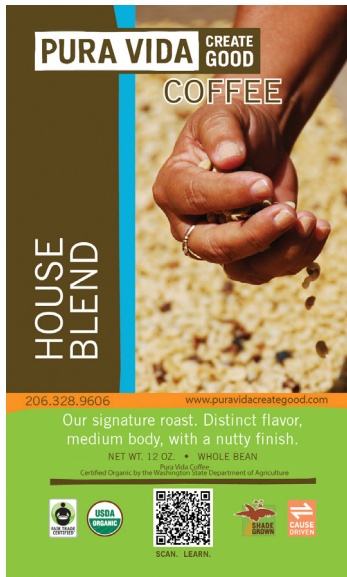
Item #	Pack Size	Bean
CP3G33	12oz Bag	Drip Ground
CP3W33	12oz Bag	Whole Bean
CP13G33	Case of 22/2.5oz fracs	Drip Ground
CP2G33	Case of 22/8oz fracs	Drip Ground
CP4G33	Case of 3/2lb bags	Drip Ground
CP4W33	Case of 3/2lb bags	Whole Bean

Coffee • Pura Vida Fair Trade Organic



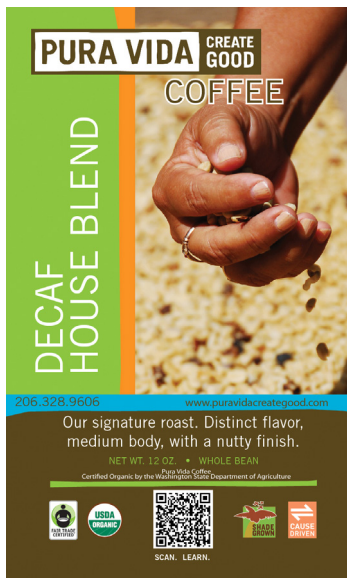
Bold/medium roast. Full bodied. Hint of caramel flavor and lemon berry aroma. Smooth finish with high sweetness and bright acidity. African; Central or South American beans.

Item #	Pack Size	Bean
CP3G32	12oz Bag	Drip Ground
CP3W32	12oz Bag	Whole Bean
CP13G32	Case of 22/2.5oz fracs	Drip Ground
CP4G32	Case of 3/2lb bags	Drip Ground
CP4W32	Case of 3/2lb bags	Whole Bean



Medium roast. Medium Bodied. Caramel, citrus flavor with a brown sugar aroma and a nutty finish. Medium sweetness and bright acidity. Central or South American beans.

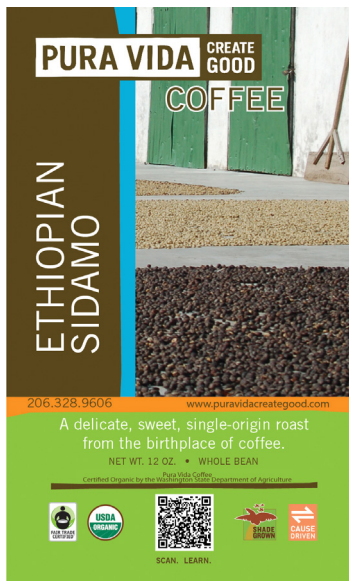
Item #	Pack Size	Bean
CP3G10	12oz Bag	Drip Ground
CP3W10	12oz Bag	Whole Bean
CP13G10	Case of 22/2.5oz fracs	Drip Ground
CP2G10	Case of 22/8oz fracs	Drip Ground
CP4G10	Case of 3/2lb bags	Drip Ground
CP4W10	Case of 3/2lb bags	Whole Bean



Medium roast. Medium bodied. Swiss Water Process decaf. Spicy flavor, bran aroma with a nutty finish. Light sweetness and medium acidity. Central or South American beans.

Item #	Pack Size	Bean
CP3G50	12oz Bag	Drip Ground
CP3W50	12oz Bag	Whole Bean
CP13G50	Case of 22/2.5oz fracs	Drip Ground
CP2G50	Case of 22/8oz fracs	Drip Ground
CP4G50	Case of 3/2lb bags	Drip Ground
CP4W50	Case of 3/2lb bags	Whole Bean

Coffee • Pura Vida Fair Trade Organic



Light roast. Full Bodied. Sweet berry flavor with hint of citrus, raisin aftertaste and currant aroma. High sweetness and medium acidity. Ethiopian beans.

Item #	Pack Size	Bean
CP3G29	12oz Bag	Drip Ground
CP3W29	12oz Bag	Whole Bean
CP4G29	Case of 3/2lb bags	Drip Ground
CP4W29	Case of 3/2lb bags	Whole Bean

Pura Vida Coffee Standard



Fresh Locally Roasted Fair Trade Organic Coffee

Typical Coffee Service



Stale Conventional Coffee From a Big Box Warehouse - Yuk!



Coffee • Fidalgo Bay Signature Roast

Fidalgo Bay Signature roasts, although not Fair Trade certified, "**Create Good**" in the following ways:

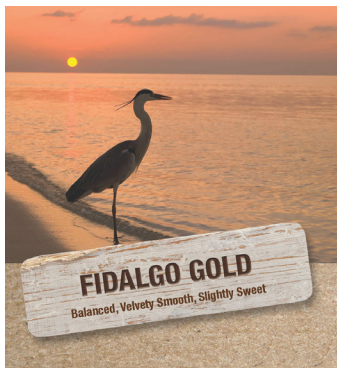
1. Coffee growers are paid **fair prices** based on quality.
2. Each month, Pura Vida **donates a portion** of the net sales proceeds from Fidalgo Bay Signature roasts to our Create Good Foundation.

Each of these coffees are **drum roasted** in small batches in seasoned cast-iron drums.



Bold and hearty roast with lively fruit tones and clean flavor. Blend of Central, South American and Indonesian beans.

Item #	Pack Size	Bean
CF7G79	2lb Bag	Drip Ground
CF7W79	2lb Bag	Whole Bean
CF5G79	Case of 42/2.5oz bags	Drip Ground



Medium, balanced roast with smooth tones and slightly sweet flavor. Blend of Central American and Indonesian beans.

Item #	Pack Size	Bean
CF7G78	2lb Bag	Drip Ground
CF7W78	2lb Bag	Whole Bean
CF5G78	Case of 42/2.5oz bags	Drip Ground



Light, mild roast with slightly sweet tones and flavors. Blend of South and Central American beans.

Item #	Pack Size	Bean
CF7G77	2lb Bag	Drip Ground
CF7W77	2lb Bag	Whole Bean
CF5G77	Case of 42/2.5oz bags	Drip Ground

Tea • Choice Fair Trade Organic



Richly flavored, robust. Touch of malt and Ceylon teas.



Rich Assam black teas of Brahmaputra Valley & cardamom.

Item #	Count	Tea
TB016BB	16	Breakfast Blend

Item #	Count	Tea
TB016CS	16	Chai Spice



Chamomile & mint infused w/ bergamot.



Nutty aroma w/ finish of lingering bittersweetness.

Item #	Count	Tea
TB016CM	16	Chamomile Mint

Item #	Count	Tea
TB016DW	16	Dragon Well



Black tea from India and Ceylon w/ bergamot & lavender blossoms.



Green tea infused with ripe peaches.

Item #	Count	Tea
TB016EG	16	Earl Grey Lavender

Item #	Count	Tea
TB016PG	16	Peach Green

Tea • Choice Fair Trade Organic



Jasmine blossoms mixed w/ green tea.



Rich in minerals & antioxidants. Leaves of South African bush w/ vanilla.

Item #	Count	Tea
TB016JG	16	Jasmine Green

Item #	Count	Tea
TB016VR	16	Vanilla Rooibos



Black Ceylon flavored w/ mango and vanilla.



Green tea and spearmint from North Africa.

Item #	Count	Tea
TB016MB	16	Mango Black

Item #	Count	Tea
TB016MG	16	Mint Green



Herbs, leaves & berries infused with blackberry.

Item #	Count	Tea
TB016BH	16	Blackberry Hibiscus

ABOUT CHOICE TEAS

Since 1989, Choice Organic Teas' mission has been to improve the world one cup of tea at a time. As the first exclusively organic tea crafter in the United States, and later, the first to offer **Fair Trade Certified™** tea, they craft the world's finest teas with conservation of the planet and its creatures in mind.

In 2000, Choice Organic Teas became the first tea crafter in the United States to offer Fair Trade Certified tea.

The Fair Trade Certified label guarantees fair wages, respectable living and working conditions, and a worker-managed premium. Now you can actively make a difference just by enjoying your favorite cup of tea!

Tea • Choice Fair Trade Organic



Basic black tea from Western Ghats of Southern India.



Clean & bright w/ deep citrus notes.

Item #	Count	Tea
TB016CB	16	Classic Black

Item #	Count	Tea
TB016DEG	16	Decaf Earl Grey



Subtle w/ fresh, floral notes, lingering sweetness & sensual body.



Earthiness w/ hints of smoke. Lingering finish & delightful aroma.

Item #	Count	Tea
TB016WP	16	White Peony

Item #	Count	Tea
TB016O	16	Oolong



Commitment to the Environment

Pura Vida's commitment to the environment extends from our work on coffee farms to help growers implement **organic farming methods**; to our business where we use "paperless" communication with our customers; and to our Roaster which is USDA certified organic.

Tea • Choice Organic



Liquorice adds sweetness to the mint leaf.

Item #	Count	Tea
TB016LP	16	Liquorice Mint



Item #	Product	Details
ED-7346	Tea Rack	Holds 6 boxes



Blend ginger, aroma of lemon, fennel & sweet licorice root.

Item #	Count	Tea
TB016G	16	Ginger



Aromatic, slightly spicy flavor from volcanic hillsides in Pacific NW.

Item #	Count	Tea
TB016P	16	Peppermint

Beverages • Other



Item #	Product	Details
ANES1	Hot Chocolate	50 count
ANES2	Sugar Free Hot Choc	30 count
ALIP1	Lipton Hot Tea	100 count
ALIP2	Lipton Decaf Hot Tea	72 count
ACON1	Spiced Apple Cider	48 count



Item #	Product	Details
AKRA1	Crystal Light Iced Tea	30 count
AKRA2	Crystal Light Lemonade	30 count
AKRA4	Crystal Light Fruit Punch	30 count
AKRA3	Crystal Light Raspberry Ice	30 count

Coffee and Water Programs

Program Service Levels

Customer relationships at Pura Vida begin with us asking the question ***“what are your goals for your coffee and water program?”*** Standard programs that have evolved as a result include:

1. **Product only.** You may order fresh roasted coffee, teas and allied products on-line, by email, by phone or fax and they are shipped within 24 hours from our Roastery in Burlington, WA.

2. **Product only with equipment.** Same as #1, except we loan and maintain brewing equipment and point-of-use water coolers.

3. **Full break room outsourcing.** Same as #2 except a friendly and professional Pura Vida team member will restock break room(s) based on mutually developed par levels. Service also includes cleaning and maintenance of brewing equipment. This level of service is required where we place Single Serve Brewers (see page 21).



Examples of our Work



Break Room Coffee and Water Service

MG2 is one of the largest architecture firms in the nation and one of the top retail design firms in the world.

MG2's Seattle office serves a dual function – it is a wonderful place for team members to work and collaborate and also a showcase of design excellence to prospects and customers.

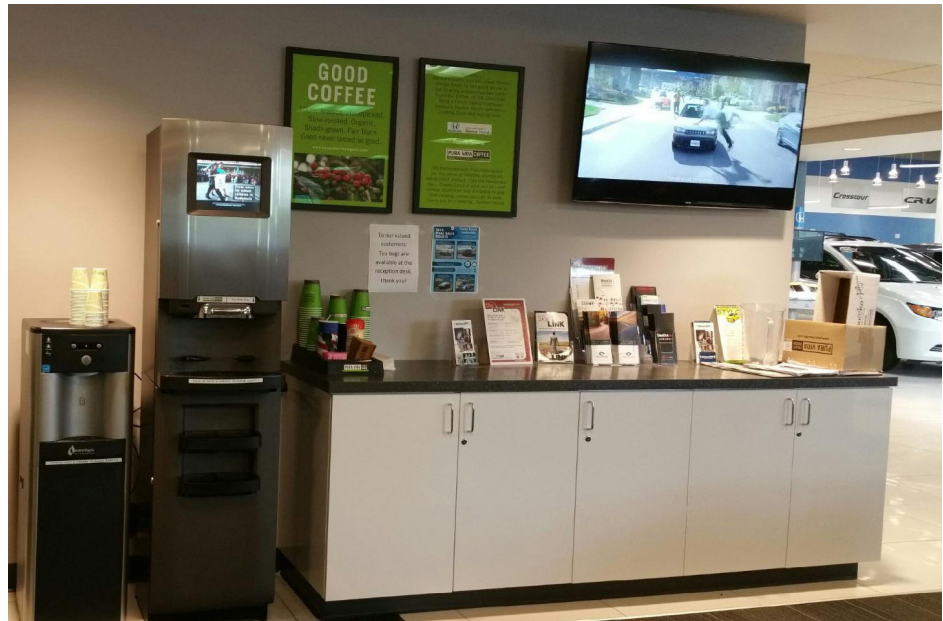
Pura Vida single serve, air pot brewers, and point-of-use water coolers (all represented in the picture at left) provide the MG2 team with great coffee and healthy purified water all while complementing the overall design of this world class facility.

Coffee and Water Programs

Coffee and Water Service for Customers and Employees

Many businesses offer a complimentary cup of Pura Vida coffee to customers as well as employees.

Pictured right is a single serve brewer and point-of-use water cooler installed by Pura Vida at an auto dealer. Serving a high quality Fair Trade Organic cup of coffee is a terrific way to greet customers and thank them for visiting your store.



Great People, the Key to Great Service



There is no substitute for competence and caring!

Chris Gelderman is our Service Manager and has received extensive training in the maintenance and repair of coffee brewers and point-of-use water coolers.

Chris also personifies our *“treat others as you want to be treated”* spirit. Whether installing new equipment, restocking a break room or quickly repairing a brewer, Chris’ goal is a satisfied and happy customer. This spirit is shared by Amy who is also a member of our service team.

Creamers • Sugars



Item #	Product	Details
ANES11	Regular Liquid	50 count
ANES4	French Vanilla Liquid	50 count
ANES5	Hazelnut Liquid	50 count
ANES7	Irish Cream Liquid	50 count



Item #	Product	Details
ANES9	Regular Powder	11oz canister
ANES3	French Vanilla Powder	15oz canister
ANES6	Hazelnut Powder	15oz canister
AMS1	Half & Half Liquid	180 count

Creamers • Sugars



Item #	Product	Details
ASUG2	Sweet'N Low Packets	100 count
AMER1	Equal Packets	100 count
ASUG3	Sugar In the Raw Packets	200 count



Item #	Product	Details
ADIA2	Splenda Packets	100 count
ASUG1	Granulated Sugar Packets	1000 count
AMER2	Stevia Packets	300 count

Syrups • Sauces



Item #	Product	Details
S7005	Chocolate Sauce	64oz jug
S7007	White Chocolate Sauce	64oz jug
S7003	Sugar Free Chocolate Sauce	64oz jug
S7029	Sugar Free White Chocolate Sauce	64oz jug



Item #	Product	Details
S7009	Caramel Sauce	64oz jug
S7027	Sugar Free Caramel Sauce	64oz jug
S7004	Pumpkin Pie Sauce	64oz jug

Syrups • Sauces



Item #	Product	Details
S4342	Vanilla Syrup	750ml bottle
S4344	Sugar Free Vanilla Syrup	750ml bottle
S4340	French Vanilla Syrup	750ml bottle
S4330	Irish Cream Syrup	750ml bottle
S4341	Cinnamon Syrup	750ml bottle



Item #	Product	Details
S4328	Hazelnut Syrup	750ml bottle
S4346	Sugar Free Hazelnut Syrup	750ml bottle
S4326	Caramel Syrup	750ml bottle
S4335	Salted Caramel Syrup	750ml bottle
S4320	Almond Orgeat Syrup	750ml bottle

Syrups • Sauces



Item #	Product	Details
S4339	Cane Sugar Sweetener	750ml bottle
S4324	Coconut Syrup	750ml bottle
S4334	Peppermint Syrup	750ml bottle
S4332	Peach Syrup	750ml bottle
S4322	Blackberry Syrup	750ml bottle



Item #	Product	Details
S4336	Raspberry Syrup	750ml bottle
S4338	Strawberry Syrup	750ml bottle
S4348	Toasted Marshmallow Syrup	750ml bottle
S7334	Syrup Pump	One Pump

Brewers • Air Pot



Item #	Product	Details
EB-D500GT12A	Curtis Air Pot Brewer	24.5" tall
EB-TLP	Curtis Air Pot Brewer	17.75" tall
AOCLNR1	Urnex Urn & Brewer Cleaner	100 count



Item #	Product	Details
ED-A1	Air Pot, Glass Liner	2.2 Liters, for D500 brewer
ED-A2	Air Pot, Stainless Steel Liner	2.5 Liters, for TLP brewer
MP-122	Air Pot Pura Vida Wrap	Fits 2.2 Liters
MP-125	Air Pot Pura Vida Wrap	Fits 2.5 Liters
<i>contact to request</i>	Complimentary Airpot Sticker	Roast description
<i>contact to request</i>	Complimentary Airpot Sticker	Pura Vida logo

Grinder • Single Serve Brewer



What it Does:

Grinds whole bean coffee in portion sizes that match the pallet preference of your staff and/or guests. In sum, the larger the portion the stronger the coffee.

The coffee is then brewed – we recommend with an air pot brewer; see page 21.

Item #	Product	Details
EG-LPG2E	Bunn Coffee Grinder	Dual hopper



What it Does:

The Virtu 90 series brewer produces single serve coffee, espresso, cappuccino, and latte drinks as well as hot chocolate. The drink quality meets or exceeds what you will find in your local coffee or espresso shops (without the burnt taste associated with some of them).

The touch screen may be programmed to display images of your choice such as a welcome greeting, product or service promotions, etc.

Item #	Product	Details
EB-VIRTU9236A	Virtu Single Cup	3 hoppers
EO-VIIRTUCAB2	Cabinet (optional)	2 condiment trays
A7076	Cappuccino Vanilla	Case of 6/2lb bags
ANES12	Hot Chocolate	Case of 12/2lb bags
ADAR1	Non Dairy Creamer	Case of 24/1lb bags
ADJD1	Cleaning Tablets	30 count jar

Point of Use · Water Coolers



What They Do:

Dispense filtered chilled or hot water; an environmentally friendly alternative to bottled water.

Biocoated on surfaces touched to prevent spread of germs.



Item #	Product	Details
EIWL250ST	Chiller 3 Water Filtration Unit	Stands on floor
EIWL250CT	Chiller 3 Water Filtration Unit	Sits on counter
EOWF	Everpure Water Filter	Each
EOWFBRACKET	Everpure Water Filter Bracket	Each
EIUVLAMP8	Water UV Lamp, Floor Unit	8 watt
EIUVLAMP4	Water UV Lamp, Counter Unit	4 watt

A Popular Breakroom System

Awesome Fresh Ground Coffee; Chilled Filtered Water



Service Items • Accessories



Item #	Product	Details
ACC8PV	Compostable Cups, 8 oz	1000 count
ACC12PV	Compostable Cups, 12 oz	1000 count
ACC16PV	Compostable Cups, 16 oz	1000 count
ACC20PV	Compostable Cups, 20 oz	600 count
AL08SB	Lids, 8 oz	1000 count
AL12SB	Lids, 12-20 oz	1200 count
AS12BV	Sleeves, 12-20 oz	1200 count

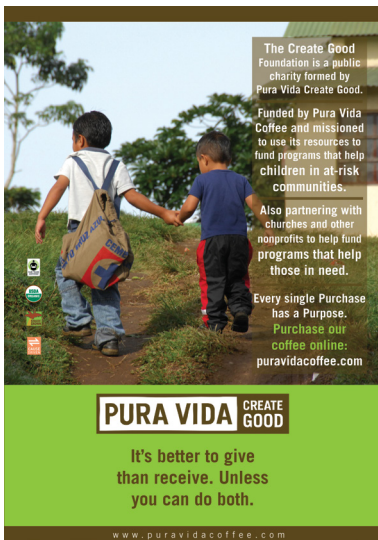


Item #	Product	Details
ED-HH4	Drip Tray, 1 Air Pot	Black
ED-HH3	Drip Tray, 2 Air Pots	Black
ED-HH6	Drip Tray, 3 Air Pots	Black
AF7310	Air Pot Brewer Filters	9.75x4.5, 1000 count
A3760	Wooden Stir Stix	1000 count
ALAG1	Plastic Stir Stix	500 count

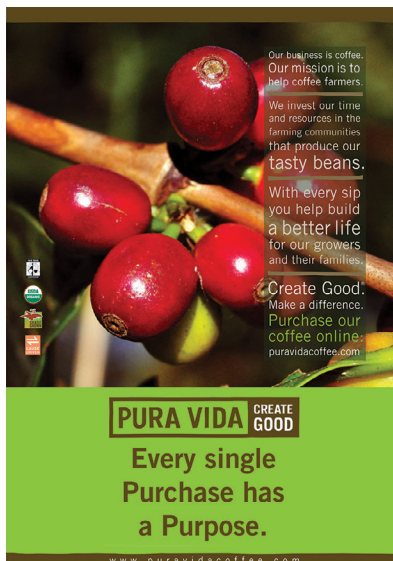
Merchandise • Pura Vida



Item #	Product
MT-CH16	Travel Mug, Charcoal 16 oz
MM-3	Ceramic Mug, Black 12 oz
MW-2	Aluminium Water Bottle, 20 oz
MB-1	Wrist Band, Create Good
<i>contact to request</i>	Tent Card, Double-Sided (see below)
<i>contact to request</i>	Complimentary Posters, Horizontal
<i>contact to request</i>	Complimentary Posters, Vertical



(tent card side 1)



(tent card side 2)

The Create Good Foundation



Guatemala, coffee-growing region, school children.

The Create Good Foundation is a 501(c)(3) public charity formed by Pura Vida Coffee in 1998; funded by Pura Vida coffee, its ownership group, and public donations as well; missioned to use its resources to fund projects that help children in at-risk communities and to partner with churches and other nonprofits to help fund projects that help those in need.

Nonprofit Partnerships

Ecofiltro, Providing access to clean drinking water in coffee growing regions of Guatemala through manufacturing ceramic water filters; focusing placements on schools and rural communities.



Ecofiltro, delivering water filters.



Chris Dearnley, FundaVida founder, with children at their community center.

FundaVida, changing the lives of at-risk youth and communities stuck within the cycle of poverty; providing outreach programs, ongoing support, and educational centers in Costa Rica.

Sister Schools, connecting donor school students in the Northwest with children in need in Uganda; helping both to recognize their own potential and ability to initiate positive change.



Sister Schools, donations.

Why Our Mission Matters

Pura Vida only roasts **Fair Trade Organic** beans. The primary benefits received by our coffee growers are two-fold:



(1) **bean quality** is the primary determining factor in how they are paid which increases the prices they receive; and

(2) a **per pound royalty** is paid to the coffee co-op/farm to fund needed infrastructure projects.

Fair Trade products come from farmers and workers who are justly compensated. We are committed to Fair Trade because it helps farmers in developing countries build sustainable businesses that positively influence their communities.

Suggested next step? Try our coffee!

Below is a complimentary sample request form. Please complete it and email to lauriea@puravidacoffee.com; or fax to (206) 328-2284; or mail to 13035 Gateway Drive South, Suite 125, Tukwila, WA 98168.

COMPLIMENTARY SAMPLE REQUEST

Your Name _____ Organization Name _____

Address to mail samples _____

Phone number _____

Email address _____

(This is so we may follow-up with you to see how you liked our product)

Please send a 12 ounce bag of Pura Vida Fair Trade Organic coffee;
check Whole Bean (WB) or Ground (GR) next to the coffees you want to taste:

Bold Roast

French Roast WB GR
Sumatra WB GR
Sombra WB GR

Medium Roast

Cafe Kilimanjaro WB GR
House Blend WB GR

Light Roast

House Decaf WB GR
Ethiopian Sidamo WB GR

Please send a box of Choice Fair Trade or Organic Tea:

Item # _____ Flavor _____ Item # _____ Flavor _____

That's Our Story! How May We Help?

www.puravidacoffee.com
Pura Vida Create Good, Inc.
13035 Gateway Drive South, Suite 125
Tukwila, WA 98168
(206) 328-9606 Fax: (206) 328-2284



Made with 100%
Recycled Paper