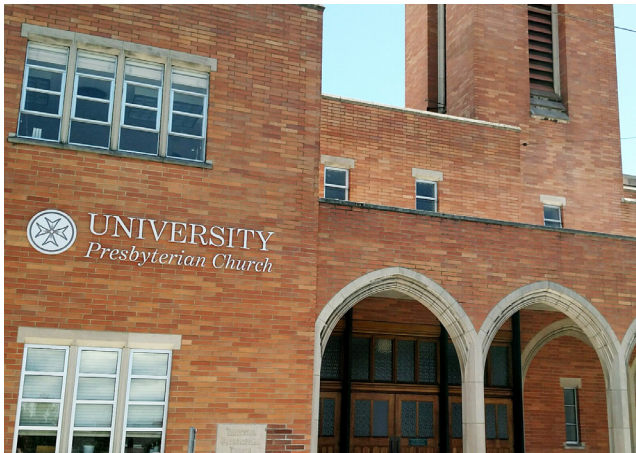


PURA VIDA COFFEE

Great coffee. Great cause.

OUR RECIPE FOR GREAT FAIR TRADE ORGANIC COFFEE AND TEA SERVICE AT YOUR CHURCH



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, churches of all sizes and denominations have served **Pura Vida Fair Trade Organic Coffees**. Why? We source premium Fair Trade Arabica beans which are delivered fresh to your church shortly after they are roasted in Burlington, WA, and install and maintain high performance brewing systems that provide first time visitors, members, and staff 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 cover) or meet with you in-person to engage about how we may bring, “**Great Coffee Great Cause**” to your church. Thank you for your consideration.

The Path a Pura Vida Bean travels:

Fresh from our Roaster



Directly to your Church



St. Louise Parish

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>Planning Coffee Service Before/After Worship Services</u>	<u>4-5</u>
<u>Pura Vida Fair Trade Organic Coffees</u>	<u>6-7</u>
<u>Choice Fair Trade Organic Teas</u>	<u>8</u>
<u>Founders Story</u>	<u>9</u>
<u>Programs for Churches with 50-500 Members</u>	<u>10-11</u>
<u>Creamers, Sugars and More</u>	<u>11</u>
<u>Programs for Churches with 500-1,500 Members</u>	<u>12</u>
<u>Programs for Churches with 1,500+ Members</u>	<u>13</u>
<u>Pura Vida Coffee Fundraisers</u>	<u>14</u>
<u>Impact, Great Coffee Great Cause</u>	<u>15</u>
<u>Complimentary Coffee Sample Request Form</u>	<u>16</u>

Church Customer Comments



First Free Methodist Church

*“Our members and staff are enjoying Café Kilimanjaro a lot. We receive frequent compliments on the quality of the coffee and Pura Vida branding. We appreciate having Pura Vida as a partner in helping us deliver **great coffee** during our Sunday morning worship services and other events we host during the week.”*

- Pastor Raoul Perez, First Free Methodist Church

*“Our members and staff **love the coffee!** It’s great to team up with companies, such as yours, as we grow as a church.”*

*- Sal Pagan, Facilities Director,
Our Lady of Guadalupe Catholic Parish*



Our Lady of Guadalupe Parish



University Presbyterian Church

*“Pura Vida has been a partner with University Presbyterian Church for many years. Not only are they a great vendor for our coffee needs, supplying us with coffee and brewers (with all the attributes a customer desires: competitive pricing, excellent product, timely shipping, and attentive customer service) but truly **a partner in ministry** coming along side and supporting our causes with fundraising and encouragement.”*

- Dale Whitney, Director of Facilities and Hospitality

Planning Coffee Service Before and/or After Worship Services

» Most churches now use **Air Pot or Shuttle brewing systems** that are installed in a kitchen.

Coffee is brewed directly into a thermal server, (either Air Pot – about 10 cups of coffee; or higher capacity Shuttle – 25-50 cups of coffee) then transported on a cart to a welcoming or meal service area of the church.



» A single **Air Pot system** brews about 10 cups of coffee every 10 minutes; **Shuttle brewing systems** brew either one or two 25 or 50 cup pots of coffee every 10 minutes.



10 Cup Airpot



25 Cup Shuttle



50 Cup Shuttle

» Most churches have **one brewer, and several Air Pots or Shuttles**. The coffee service team will begin brewing coffee, on average, 30 minutes before members are expected to arrive for Worship.



Planning Coffee Service Before and/or After Worship Services

» *How much coffee to use?*

Option #1 – Purchase Pura Vida Coffee Fractional Packages



2.5 Ounce Frac for Air Pot



8 Ounce Frac for 25 Cup Shuttle

Option #2 – Purchase Pura Vida Coffee in 2# Pre-Ground Bags/Scoop



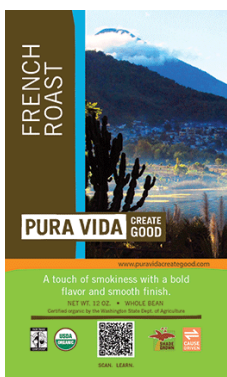
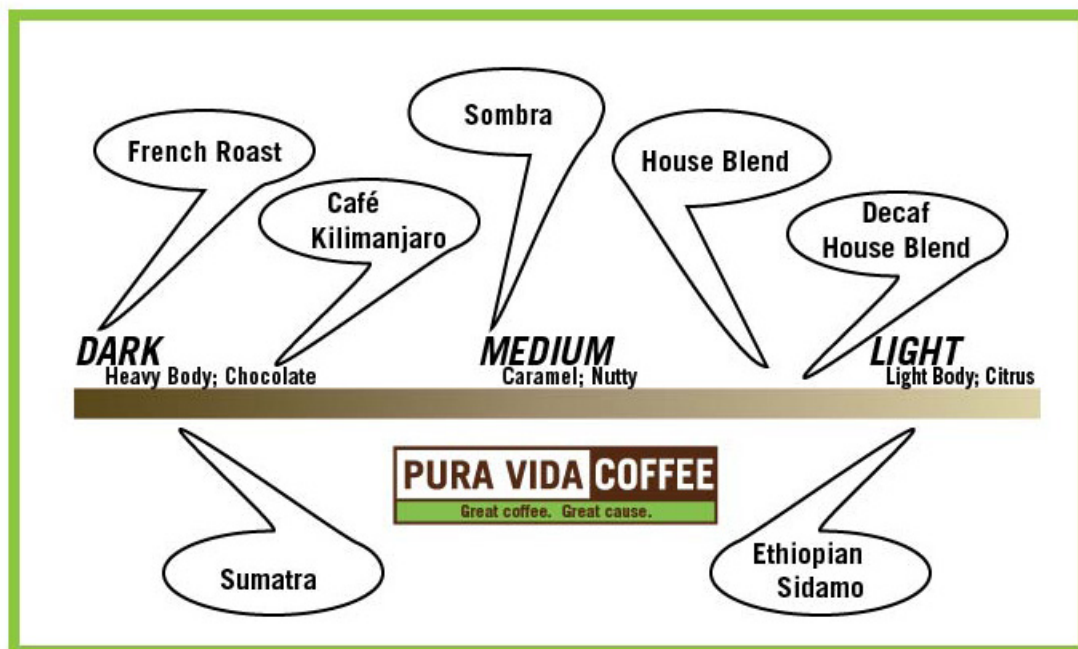
Option #3 – Purchase Pura Vida Coffee in 2# Whole Bean Bags/Fresh Grind



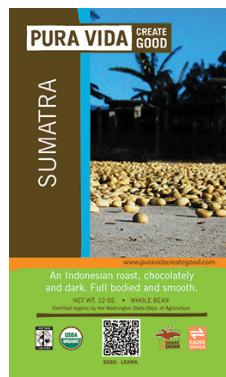
Pura Vida Fair Trade Organic Coffee

Roast Profile Chart for Pura Vida Coffees -

Dark to Light
*The Darker the Roast,
 The Bolder the Coffee*



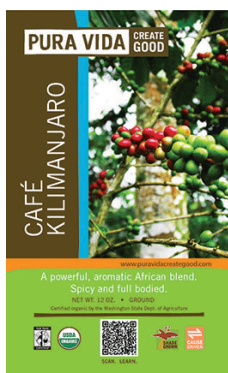
Bold roast. Full bodied. Touch of cedar smokiness with a smooth, lingering finish. Mellow sweetness, low acidity. Central or South America beans.



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
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

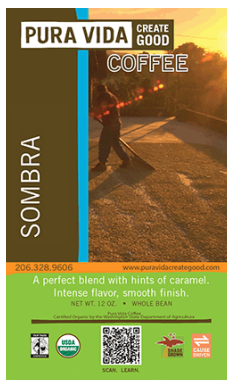
Item #	Pack Size	Bean
CP3G31	12oz Bag	Drip Ground
CP3W31	12oz Bag	Whole Bean
CP13G31	Case of 22/2.5oz fracs	Drip Ground
CP4G31	Case of 3/2lb bags	Drip Ground
CP4W31	Case of 3/2lb bags	Whole Bean



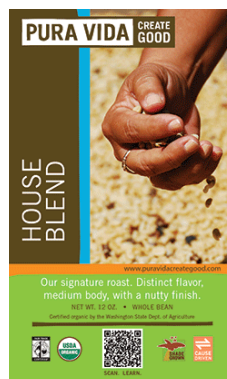
Bold/medium roast. Full bodied. African blend; spicy flavor and berry aroma. High sweetness and medium acidity. African; Central or South American beans.

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

Pura Vida Fair Trade Organic Coffee



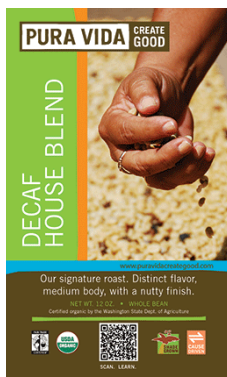
Bold/medium roast. Full bodied. Hint of caramel flavor and lemon berry aroma. Smooth finish with high sweetness and bright acidity. African; Central or South American beans.



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
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

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.



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

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

Choice Fair Trade Organic Tea

Pura Vida Coffee is proud to offer Choice Organic Teas for sale to our customers. They are a Seattle based manufacturer of **Fair Trade Certified™** Organic tea. Listed below are the teas that we currently stock (all have 16 tea bags per box).



Organic Green Teas- These teas offer a range of flavor, the fresh character results from limited processing during production.

Dragon Well	Nutty aroma w/finish of lingering bittersweetness.
Peach Green	Green tea infused with ripe peaches.
Jasmine Green	Jasmine blossoms mixed w/green tea.
Mint Green	Green tea and spearmint from North Africa.

Organic Oolong Teas- These teas are partially oxidized, creating a flavor between green teas (not oxidized) and black teas (fully oxidized).

Oolong	Earthiness w/hints of smoke lingering finish & delightful aroma.
--------	--

Organic White Teas- These teas are the least processed of all, tender buds and leaves are hand plucked, gently withered and dried.

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

Organic Black Teas- These teas are fully oxidized to develop a stronger flavor.

Classic Black	Basic black tea from Western Ghats of Southern India.
Breakfast Blend	Richly flavored, robust. Touch of malt and Ceylon teas.
Chai Spice	Rich Assam black teas of Brahmaputra Valley and cardamom.
Earl Grey Lavender	Black tea from India and Ceylon with bergamot citrus and lavender blossoms.
Decaf Earl Grey	Clean and bright with deep citrus notes.
Mango Black	Black Ceylon flavored with mango and vanilla.

Herbal Teas- These teas include any infusion made from flowers, bark, fruit, or leaves of any plant other than true tea. They contain no caffeine.

Ginger Blend	Ginger, aroma of lemon, fennel and sweet licorice root.
Chamomile Mint	Chamomile and mint infused with bergamot.
Licorice Mint	Licorice adds sweetness to the mint leaf.
Blackberry Hibiscus	Herbs, leaves and berries infused with blackberry.
Vanilla Rooibos	Rich in minerals and antioxidants. Leaves of South African bush with vanilla.
Peppermint	Aromatic, slightly spicy flavor from volcanic hillsides in Pacific NW.

Pura Vida Founder's Story

At Harvard Business School, John Sage and Chris Dearnley became close friends. After graduation with MBA's in 1989, however, their lives diverged. Six years out of school, Dearnley forsook his business career and, with his wife, **started a Vineyard church** in San Jose, Costa Rica. Sage, meanwhile, began his marketing work for Microsoft and later Starwave.



Chris Dearnley, founder, with Jeff Martin, co-owner.

Sage and Dearnley credit a moment of inspiration for changing their lives. They developed an innovative business plan for a non-profit internet coffee company called Pura Vida. Money from the sale of Pura Vida's fair trade products, along



Current ownership, Jeff Martin, Donna Martin and Jeff Hussey.

with customer donations and corporate grants, **helped pay for ministries** in San Jose, Costa Rica.

The Pura Vida Coffee legacy was passed onto present ownership in 2004. The foundation turned into **Pura Vida Create Good** and expanded into coffee growing regions in Africa and South America. Despite a new name, it still maintains its philanthropic roots through partnering with FundaVida, Chris Dearnley's non-profit, and expanding support to other non-profits geared towards helping at-risk children in coffee producing countries around the world.

Representative Churches That Serve Pura Vida Coffee



UNIVERSITY
Presbyterian Church



Programs for Churches with 50-500 Members



We are pleased that churches in rural communities and church plants in metropolitan areas serve Pura Vida Coffee.

The **peak time** for coffee service is usually before or after worship services – whether they occur on a Sunday or another day of the week.

Brewer Recommendation

Option 1: Air Pot Brewer

Capacity/Specifications

» Brews an air pot every 10 minutes. Air pot contains 10-12 cups of coffee.

About 70 cups of coffee per hour.

» Also brews half pots – about 5-6 cups of coffee.



Option 2: Shuttle Brewer

Capacity/Specifications

» Brews one 1.5 gallon shuttle every 10 minutes. Each Shuttle contains about 25 cups of coffee.

About 150 cups of coffee per hour.

» Also brews 3/4 and half pots.



Bunn Single Shuttle Brewer

1.5 Gallon, (25 Cup) Shuttle

Coffee Recommendations

Very Good

2.5 Ounce Frac Packs



8 Ounce Shuttle Pack



Excellent

2# Whole Bean, Small Grinder



Creamers, Sugars and More!

Although we believe our awesome Fair Trade Organic Coffees are best enjoyed on their own, we do stock a full line of creamers, sugars and syrups.



In addition, many churches serve our coffee in an 8 or 12 ounce Pura Vida branded compostable cup.



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!

Programs for Churches with 500-1,500 Members



Serving a great cup of coffee, to several hundred first time visitors and members, before and after multiple Worship services presents unique logistical challenges!

In addition, during the week, coffee is served in Church Offices and ***other facilities on campus*** such as a cafeteria, preschool or school.

We typically install an air pot brewing system (see page 10) in church office and/or school breakrooms.

Brewer Recommendations



Bunn Dual Shuttle Brewer



1.5 Gallon, (25 Cup) Shuttle

Capacity/Specifications

» Brews two 1.5 gallon Shuttles every 10 minutes.
Each Shuttle contains about 25 cups of coffee.

About 300 cups of coffee per hour.

» Also brews $\frac{3}{4}$ and half pots.

Coffee Recommendations

Great

8 Ounce Shuttle Pack



Excellent

2# Whole Bean, Small Grinder



Programs for Churches with 1,500+ Members



Churches with large congregations often freshly grind whole bean coffee and then brew into 3 gallon (50 cup) thermal servers to meet demand before or after worship services.

Many churches now operate **Coffee or Espresso shops** as a component of community outreach, and in addition to great Fair Trade Organic coffees and teas, Pura Vida supplies syrups, branded cups, and other service items.

Air pot brewers are typically installed in office and/or school breakrooms as well.

Brewer Recommendations



Bunn Titan Dual Shuttle Brewer



3 Gallon, (50 Cup) Shuttle

Capacity/Specifications

» Brews two 3.0 gallon Shuttles every 10 minutes. Each Shuttle contains about 50 cups of coffee.

About 600 cups of coffee per hour.

» Also brews half pots, about 25 cups of coffee.

Coffee Recommendations

Great

Two 8 Ounce Shuttle Packs



Excellent

2# Whole Bean, Large Grinder



Pura Vida Fundraising Programs

Great Coffee to Serve at Home as Well!



Amy Martin, Marketing, setting up a Pura Vida booth during an Our Lady of Guadalupe fundraising event.

Many churches host world markets or other events to raise money for church outreach projects. Donors purchasing one or more bags of Pura Vida coffee enjoy great coffee at home plus the church keeps the net proceeds from coffee sales.

In many cases, our **Create Good Foundation** will also issue a matching grant to encourage donors to participate.

Option #1: Traditional Bulk Fundraising

Our traditional bulk fundraising program allows you to purchase our 12 oz bags of coffee at a discounted price and then sell them at retail (for whatever price you choose), using the profit to support your church project or program.

You can either order in advance to have on-hand for your event or take pre-orders from individuals and distribute the coffee later. This is our most popular fundraising program!



Option #2: Online Fundraising

Register by emailing us at info@puravidacoffee.com. Once we receive the form we will create a fundraising code specific to your organization and a link for your website. The link is placed on your website which directs people to our web store. By using this link, we are able to track all sales related to your organization.

Spread the word to all your friends, family, and neighbors about your fundraiser. Anyone who uses the link from your website will generate funds for your organization. Receive your funds as a donation from us on a quarterly basis (calculated based on percentage of sales, net of shipping costs).

Impact: Great Coffee Great Cause



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.



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.



Ecofiltro, delivering water filters.



Sister Schools, donations.

Fair Trade Coffee

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.



Pura Vida Coffee Standard

Typical Coffee Service



Fresh Locally Roasted Fair Trade Organic Coffee



Stale Conventional Coffee From a Big Box Warehouse - Yuk!



Install High Performance Brewer Systems



Outdated Brewer Systems



Suggested next step? Try our coffee!

COMPLIMENTARY SAMPLE REQUEST

Your Name _____ Church Name _____

Address to mail samples _____

Email address we may use for follow/up _____

(This is just so we may follow-up with you in 30 days to see how you liked our product if we haven't heard back from you!)

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

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