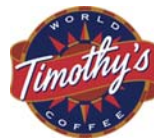


Hands-free Coffee Service :: Keurig



The Keurig® Coffee System allows you to offer “Coffee House Taste by the Cup®” to your students and faculty.

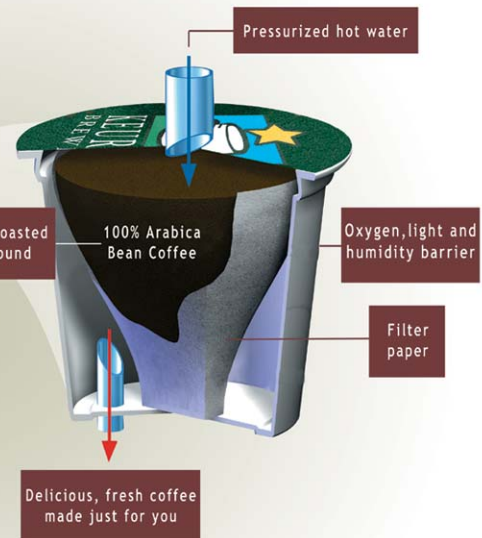
- Easy to use
- More than 11 varieties
- No waste
- No mess
- Fresh brewed every time
- No labor required
- No pots to clean up
- Always fresh coffee
- Ready to go 24/7/365



100% Arabica bean coffee is brewed in under 30 seconds. Once the brewing is complete, the machine discards the used K-Cup® and is ready for the next patron.

NOW WITH 10 EXCITING NEW TEAS!

The Keurig Brewing Secret



Provide Coffee and Tea Service to your Patrons

The painful
OLD WAY

The Universal/Keurig
NEW WAY

1. Up front expenses to buy all the equipment needed to serve coffee

- \$200 to \$400 for coffee pots and serving urns.
- \$50 initial amount to purchase sugar, creamer and stirring sticks.
- Don't forget the trips to the store for supplies.

2. Preparing the coffee each day

- One lucky person is designated as the “official coffee marker” in charge of going to the store and buying the coffee — don't forget the extra decaf along with the regular coffee, and all the condiments
- The designated person has to come in early to prepare the coffee so everyone can have a cup when they arrive at 8 AM
- The same lucky person is in charge of remaking the coffee during the day if the pot is empty, plus cleaning up the used coffee grounds
- That same lucky person is selected to clean up the pots each day — probably in the bathroom — to get ready for the morning

3. Selection of coffee flavors

- Only regular coffee or decaf

4. Freshness of the coffee in the pot

- Do you really want to be the person getting coffee at 10:30 AM from the pot that was brewed at 8 AM?

5. What about the person who takes the last drop of a pot — and leaves it empty when you come by for a cup?

6. Is this aggravation really worth it?

1. Up front expenses to buy all the equipment needed to serve coffee

- **Nothing.**
- Lease of the special Keurig “Hands Free” coffee machine is \$60 per month.
- Sugar, coffee, creamer and stirrer sticks are available.
- The 11 flavors and types of coffee and tea that brew an 8oz cup are 50¢ each.

2. Preparing the coffee each day

- There is **no preparation.**
- A person comes up to the machine, selects a type of coffee, puts the container in the machine and 30 seconds later has a fresh, steaming hot cup of delicious coffee or tea.
- There is **no coffee pot** to clean up.
- There are no old coffee grounds to put into the trash.
- Nobody is the designated coffee maker that gets all the complaints.

3. Selection of coffee flavors and types

- You will have these “coffee house” quality Regional brand name coffees to choose from:
 - Hazelnut Cream
 - Hazelnut Cream Decaf
 - Kahlua Vanilla Cream
 - Breakfast Blend
 - Breakfast Blend Decaf
 - Colombian Supremo
 - Colombian Decaf
 - Foglifter
 - Mocha Java
 - Bed & Breakfast Blend
 - Caffe Midnight
 - French Roast



**NOW WITH
10 EXCITING
NEW TEAS!**

4. Freshness of the coffee

- Every cup of coffee or tea brewed hot and fresh on demand

5. No one has to brew a pot during the day

6. **There is NO AGGRAVATION and everyone gets a hot, fresh “hands-free” cup with their choice of delicious, tasty coffee or tea!**

Hands-free Coffee Service :: Prospectus

Based on 20 selling days a Month (M-F) at \$1.00 per cup for 9 school months per year. The machine lease is \$60.00 per month, and the cost of coffee containers are 50 cents each and 3 cents per cup.



| | |
|---|--|
| <p>Selling 10 cups per day 200 cups of coffee per month \$200 in revenue in the month</p> <p>Monthly cost of materials \$60 for coffee machine \$106 cost of coffee and cups <hr style="width: 20%; margin-left: 0;"/>\$166 total cost of materials to provide coffee</p> <p style="text-align: right; color: green;">\$34 profit per month \$306 profit per year</p> | <p>Selling 20 cups per day 400 cups of coffee per month \$400 in revenue in the month</p> <p>Monthly cost of materials \$60 for coffee machine \$212 cost of coffee and cups <hr style="width: 20%; margin-left: 0;"/>\$272 total cost of materials to provide coffee</p> <p style="text-align: right; color: green;">\$128 profit per month \$1,152 profit per year</p> |
| <p>Selling 50 cups per day 1,000 cups of coffee per month \$1,000 in revenue in the month</p> <p>Monthly cost of materials \$60 for coffee machine \$530 cost of coffee and cups <hr style="width: 20%; margin-left: 0;"/>\$320 total cost of materials to provide coffee</p> <p style="text-align: right; color: green;">\$410 profit per month \$3,690 profit per year</p> | <p>Selling 75 cups per day 1,500 cups of coffee per month \$1,500 in revenue in the month</p> <p>Monthly cost of materials \$60 for coffee machine \$795 cost of coffee and cups <hr style="width: 20%; margin-left: 0;"/>\$855 total cost of materials to provide coffee</p> <p style="text-align: right; color: green;">\$645 profit per month \$5,805 profit per year</p> |
| <p>Selling 100 cups per day 2,000 cups of coffee per month \$2,000 in revenue in the month</p> <p>Monthly cost of materials \$60 for coffee machine \$1,060 cost of coffee and cups <hr style="width: 20%; margin-left: 0;"/>\$1,120 total cost of materials to provide coffee</p> <p style="text-align: right; color: green;">\$880 profit per month \$7,920 profit per year</p> | <p>Selling 125 cups per day 2,500 cups of coffee per month \$2,500 in revenue in the month</p> <p>Monthly cost of materials \$60 for coffee machine \$1,325 cost of coffee and cups <hr style="width: 20%; margin-left: 0;"/>\$1,385 total cost of materials to provide coffee</p> <p style="text-align: right; color: green;">\$1,115 profit per month \$10,035 profit per year</p> |