

OFFICE COFFEE SENTINEL

AN INTELLIGENT RESOURCE
FOR AUTHORIZED DEALERS

FALL 2014 | ISSUE 9

HERE'S WHAT'S BREWING

Welcome to the latest edition of the TASSIMO PROFESSIONAL e-newsletter, designed exclusively for Authorized Dealers. We're committed to offering you a wealth of tools and tips to help you build your business with the TASSIMO PROFESSIONAL system. Read on for information and exciting news!



LIMITED-TIME OFFER

INTRODUCING GEVALIA PUMPKIN SPICE ESPRESSO

NEW limited-time GEVALIA Pumpkin Spice Espresso combines the flavor of pumpkin pie spices, including cinnamon, nutmeg and cloves. Pair with a Latte or Cappuccino T-DISC to create an authentic café-style pumpkin latte or a deliciously flavored cappuccino treat.

GET UP TO 10 CASES FREE

When you purchase 10 cases of GEVALIA Pumpkin Spice Espresso, you'll receive a check for the value of 5 cases. Buy 20 cases, and you'll receive a check for the value of 10!

All Authorized Dealers are automatically eligible—no opt-in required! Your rebate will be calculated and sent within 4 to 6 weeks of your purchase.

- SKU Number: 43000-06317
- Minimum Purchase: 10 cases (for a 5-case rebate)
- Maximum Purchase: 20 cases (for a 10-case rebate)
- Maximum Case Rebate: \$45
- Maximum Total Rebate: \$450
- Offer good on cases shipped August 1-September 30

**HURRY AND TAKE ADVANTAGE
OF EXCLUSIVE AUTHORIZED
DEALER SAVINGS!**

To take advantage of this valuable offer, place your order of GEVALIA Pumpkin Spice Espresso today!

For more information or to track your purchases and access other great deals from Kraft, log on to the Bev1 Brands Operator Portal at KraftVendingOCS.com. It's that easy!



HELPING YOU BUILD YOUR BUSINESS WITH TASSIMO PROFESSIONAL



HOT OFFERINGS

EXCITING, NEW MONEY-SAVING OFFERS FROM TASSIMO PROFESSIONAL

PROGRAM DEALS

T-300 Brewer Refurbishing Program: \$175 per machine through 2014

T-300 Brewer Extended 2-Year Warranty: All machines purchased in 2014 and beyond

AUTHORIZED DEALER EXCLUSIVES



EQUIPMENT SAVINGS

Get \$300 off per brewer with the purchase of 6 or more T-300 Brewers

Receive \$150 rebate per brewer with placement of 6 or more machines at one customer or location

SAVE UP TO \$450 PER BREWER

\$300 off and \$150 large equipment placement programs may be redeemed in conjunction. Valid on brewers purchased July 1, 2014 through December 31, 2014. \$150 rebate program valid on brewers placed within six months of purchase. Contact your Kraft sales representative for more details.

MERCHANDISING PROMOTIONS

FREE 12-ct plastic merchandiser with the purchase of 24 or more T-300 Brewers

FREE vending/micro market shroud and table tent with placement of a T-300 Brewer in micro market

Offer Period: July 1–December 31, 2014



Don't miss out on these great offers. **Contact your Kraft sales representative today!**

OFFICE TALK

Automatic Merchandiser's 2013 growth trends. Key findings:

- Gourmet coffee is the most-consumed and most-preferred coffee drink
- 41% of consumers have access to coffee at work, but only 22% of those locations provide gourmet or specialty coffee
- 13% of coffee drinkers make coffee from single-cup brewers daily

Don't miss out on this opportunity to capitalize on the growing demand for gourmet coffee and single-cup brewers in the break room!



THE BARISTA-QUALITY RECIPE GUIDE

Featuring the biggest names in coffee—GEVALIA, MAXWELL HOUSE, TWININGS, SUCHARD and CARTE NOIR—the recipes below provide just a taste of the many flavorful café-style coffee drinks the Barista-Quality Recipe Guide can help you create to satisfy every customer.

DOUBLE CARAMEL MACCHIATO

1 LATTE T-DISC



2 GEVALIA CARAMEL ESPRESSO T-DISCS



FRENCH VANILLA BLACK EYE

1 GEVALIA FRENCH VANILLA T-DISC



2 GEVALIA ESPRESSO T-DISCS



CARAMEL MOCHA LATTE

1 LATTE T-DISC



1 GEVALIA CARAMEL ESPRESSO T-DISC



1 SUCHARD HOT CHOCOLATE T-DISC



STOP BY OUR BOOTH AT THE NAMA COFFEE, TEA & WATER SHOW BOOTH #723

To view the entire recipe card, visit Tassimopro.com/beverages or [click here](#) for a direct download of the PDF.

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