



Hardworking Coffee.™

**GOOD
QUALITY
HARDWORKING
COFFEE**

**THAT YOU FEEL GOOD
ABOUT DRINKING**



Hardworking Coffee.™

It all started with three friends who required something that was hard to come by in 1993 – something strong, sturdy and **FULL OF FLAVOR** – to keep them well fueled for long nights and **HARD WORK**. These guys were in need of some real **QUALITY COFFEE**, and in order to get it they decided to do it themselves.

And so ALTErrA was born. They spent long hours roasting, testing and tasting to make sure every pound of coffee delivered the best characteristics from the beans used. This hard work, expertise and commitment remains today, with ALTErrA giving you great quality coffee with a distinctive big flavor.

And, as a carefully selected quality brand by MARS Drinks, ALTErrA is now available to every workplace, everywhere!



Hardworking Coffee.™



GOOD QUALITY, HARDWORKING COFFEE
THAT YOU FEEL **GOOD** ABOUT DRINKING

ALTErrA cares about the coffee, the community and you. At ALTErrA we believe in connecting people who love good quality coffee.

→ **Quality coffee**

We are genuinely and enthusiastically obsessed about delivering good quality coffee for all – with distinctive roasts and big flavors.

→ **Deeper relationships**

We are committed to promoting strong local communities, forging quality relationships with our suppliers and showing true respect to the environment.

→ **Great coffee at great value**

Our hard work and dedication ensures you can enjoy great speciality coffee at work every day.

→ **Every little bit helps**

We are constantly seeking ways to minimize the environmental impact of our operations and with 50% of our coffee range being certified, we help you to achieve your sustainability goals.

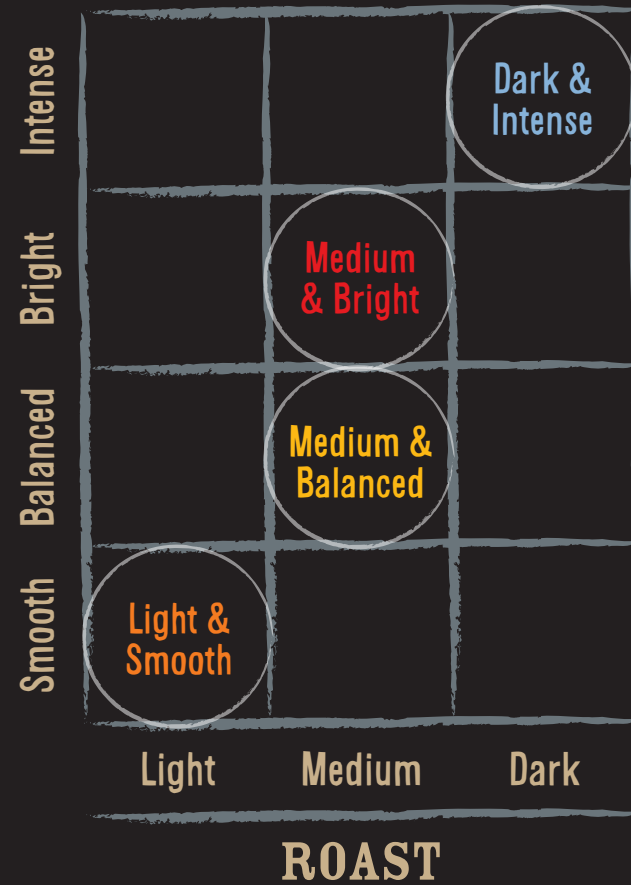




Hardworking Coffee.™

WE DISCOVERED IT TAKES 4 COMBINATIONS OF ROAST & TASTE TO MAKE EVERYBODY HAPPY

TASTE



We have conducted extensive research with our workplace consumers and combined this with our coffee expertise to understand exactly what coffees they prefer to drink*.

ROAST

Every coffee has a sweet spot: lighter roasts are brighter from the acidity of the bean, darker roasts are more intense and develop caramel flavors during roasting.

TASTE

The unified combination of flavors, textures and sensations that stimulate the tastebuds and make each coffee drinking experience totally unique.

LIGHT & SMOOTH

Refreshing, clean and sweet for the all day coffee drinker

MEDIUM & BALANCED

Distinctive flavors for discerning palates who know what they like

DARK & INTENSE

Dark roasted, intense and full-bodied for those who enjoy a complex cup

MEDIUM & BRIGHT

Lively experience for the adventurous who enjoy different aromas & fruity flavors

32% of consumers

31% of consumers

15% of consumers

22% of consumers

LIGHT & SMOOTH



Start your day off right with this select blend of beans, lightly roasted for a smooth bodied, refreshing flavor.

We carefully crafted this blend of light roasted beans to give a medium bodied, smooth flavor.

Capture the spirit of the Carribean in your cup! 100% Costa Rican beans, lightly roasted to give a smooth bodied, sweet flavor.

MEDIUM & BALANCED



Our artisan roasters crafted this special blend, medium roasted to balance the fruity character of the beans with distinctive honey notes.

You can taste the hard work in our blend of premium beans, medium roasted to give a full bodied, balanced flavor with a hint of chocolate.

With a touch of the big island, this coffee is medium roasted to give a balanced and exotic flavor. Aloha!

Our aromatic, 100% Colombian beans are medium roasted to give a balanced, fragrant experience.

MEDIUM & BRIGHT



From the Ethiopian highlands, to your cup, our 100% Yirgacheffe beans are medium roasted to give a distinctive bright, fruity flavor.

100% Kenyan arabica beans, medium roasted to give a full bodied, bright, citrusy flavor.

DARK & INTENSE



Our fresh take on a classic french dark roast. A cup that's heavy bodied, with a smoky twist.

A luscious blend of dark roasted beans, delivering a heavy bodied, bold and earthy flavored cup.

We created this recipe of dark roasted beans to yield a rich, smoky cup that any barista would be proud to serve!

Our 100% Sumatran arabica beans are dark roasted to give a heavy bodied, complex cup with a bold finish.

FLAVORED & DECAF



Relax and unwind with a blend of medium roasted beans and the creamy flavor of vanilla.

Enjoy a luxurious blend of medium roasted beans and the continental flavor of hazelnuts.

A dark roasted blend of coffees for those who prefer the flavor of French Roast without the caffeine!

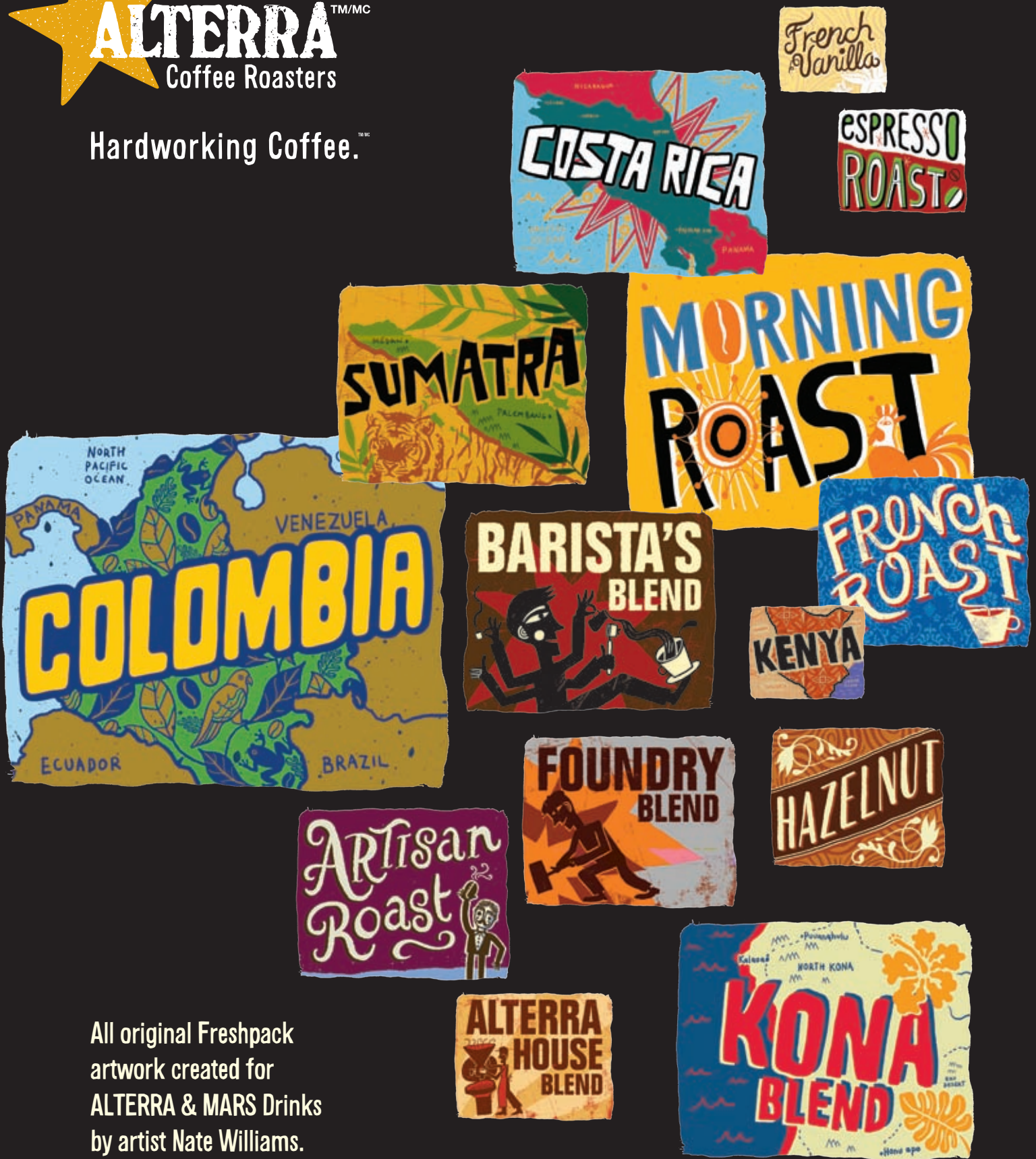
Our hand-selected blend of beans, light roasted to give a medium bodied, smooth cup without the kick!



*450 US consumers tested a range of coffees across New Jersey, Chicago and Los Angeles in December 2009. Research conducted by Sensory Spectrum.



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All original Freshpack artwork created for ALTEERRA & MARS Drinks by artist Nate Williams.

For more information please visit: alterracoffee.com