

# Roasting *Your Way* To Success



# Become a Destination Experience

## THE THEATER OF THE ROAST

Today's gourmet coffee shops and grocery stores are challenged to provide customers with the products they are looking for wrapped inside a memorable experience.

JavaMaster roasters swirl the coffee beans like currents in an eddy. This visual meditation is accompanied by a rich coffee aroma as the beans begin to roast.

Return your customers' tastebuds to the ancient roots of coffee with its earthy freshness and clean taste that is meant to be smooth and not bitter.

We are here to help you become a one stop shop coffee destination.





# DIY Coffee Means

## IDENTITY & HIGH MARGINS

Create your own coffee brand and increase your margins by up to 68% by roasting coffee yourself. The JavaMaster roaster makes it easy.

At the touch of a button, you load a roast profile and become a java master.

Partner with us in our 5-part program as we help you install and learn your roaster. Then we will work with you to build your menu with exclusive single origin roasts from our exotic farms across the globe, or to mix and mingle a variety of different notes into your own signature blend.

We offer decades of experience as your personal coffee encyclopedia of knowledge.

# Fluid Bed Air Roasting

## PROTECTING THE ENVIRONMENT FOR FUTURE COFFEE DRINKERS

Are you watching as the world ushers in electric vehicles and the likely end of internal combustion engines? You know why. Its simple. Burning gas is dirty and unsustainable.

What holds true for cars holds true for coffee roasting. Drum roasting is fueled by burning natural gas. Drum roasting creates environmental toxins that are contributing to the greenhouse effect. Air roasting uses electricity and is 99% free of VOC and CO2 emissions.

30 years ago, JavaMaster refined the process of fluid bed roasting, patented it, and brought it to market commercially. Fluid bed roasting has the highest levels of efficiency and has more consistent results.

JavaMaster uses the air and thermo flow in its roasters, to effectively remove the bean chaff as it separates from the bean. In drum roasters, the chaff is often partially burned as it is evacuated, creating pollutants, some of which fall into the roast and become part of the coffee.

With fluid bed roasting, you get nothing but coffee. Take away the smoke and ash, and you are left with smoother taste and reduced bitterness.

So let's recap – cleaner more efficient roast, better tasting coffee.  
Any questions?



# Our Five Part Program

INSTALL. TRAIN. MENU. SUPPLY. ENJOY.

When you choose to purchase a JavaMaster roaster, you will adopt an all new, more profitable business model. Our commitment starts with providing you the roaster but extends far beyond that. We see it as a 5-step journey:

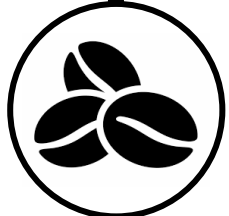
1. **INSTALL:** It starts with selecting the right location in your store or café. We can give you ideas. Then we spec out requirements for you - air ventilation and power. You can hand the spec to any good HVAC/electrical trade person, and they will have power and ventilation for you in no time. We can work directly with your tradespeople to answer any questions.
2. **TRAIN:** Next, we help you understand the operation of your roaster safely and efficiently. Load the beans, set the profile, roast, cool, and serve! We show your staff how simple day to day operations are.
3. **MENU:** Once your team has the basics, if you are interested, we teach your 'roast alchemist' how to develop special blends or adjust and customize the profiles to taste. Customization is easy and once the formula is laid into the roaster, your staff can easily deliver repeat perfection every time.
4. **BEANS:** An important part of your roasting experience is green bean selection. Our sourcing experts will teach you about our offerings, how best to roast them, and what to expect in flavors and nuances. We can set you up with samples and work with you to get the exact result that will thrill your customers.
5. **ENJOY:** Then the easy part - sit back and enjoy great coffee, happy customers and higher profits.



We install your easy-to-use electric roaster.



We train your staff..



We work with you to customize your coffee offerings.



We supply you with quality green coffee beans.



You sit back and enjoy the profits of fresh roasted coffee.

# Beans Matter

WE CURATE THE TOP 2% QUALITY BEANS IN THE WORLD

To get top performance from a finely engineered sports car you need pure, high-octane fuel. Similarly, once you purchase your JavaMaster roaster, the finest, cleanest, most efficient coffee roaster in the world, you will want to fuel it with the best, most unique and flavorful green beans.

As you might expect, there are plenty of ways to buy the wrong beans from the wrong places at the wrong prices. JavaMaster has dedicated decades to understanding the important aspects of growing and obtaining the best green beans. Our team has been buying coffee from all around the world for over 30 years. They are known and respected in the coffee trade and have developed relationships that assure differentiated products at valued pricing.

Don't take risks with the new 'engine' that will drive your business growth. Fuel it with the beans that produce incredible performance and bring you distinction.





# Farmers Matter

## OUR FARMERS ARE AN IMPORTANT PART OF THE SUPPLY CHAIN

The coffee industry generates billions of dollars of annual revenue worldwide. It all starts with the farmer. The once simple process of farming (plant, irrigate, fertilize, wait and harvest) has become expensive and complex. Today's coffee farmers are faced with international corruption, de-regulation, climate changes, land value escalation, insects, pesticides, pricing slumps, labor challenges – all threatening their livelihood.

While they face these challenges, coffee's popularity continues to grow, producing great margins and high profits. When they are shared fairly with farmers there is plenty to go around. But the real challenge is that the fragmented supply chain has many middlemen getting rich while the farmers are left to take what remains as their share.

JavaMaster is engaged from start to end in the coffee supply chain. We work directly with the farmers and bean brokers. We manufacturer incredible roasters. We roast in volume and distribute to commercial outlets. Because we are involved in all elements of the chain, we are able to influence how beans are farmed (organically, naturally), what fair labor practices are observed, where women and minorities can be involved, and how the profits can be distributed.

Our farmers, like our roaster owners, are long-term relationships for us. We work to share fairly with our partners and bring each of us balanced success.

# Meet The JavaMaster Roaster



Lighted roaster chamber made of thermal shock resistant borosilicate glass.  
Removable for easy cleaning.

Heavy Duty Anti-Corrosive  
Materials

Touchpad enabled

Eco-Friendly  
Electric Heat  
Source





# JavaMaster 1500 Roaster Specification

## Roaster Footprint

- 246 lbs.
- 17" w x 70" h x 25" d
- High performance medical grade swivel casters, 4" diameter

## Materials and Finishes

- Heavy Duty Steel Powder Coated for anti-corrosion (black and red standard, custom colors upon request)
- Lighted 7"x18", Roaster chamber made of thermal shock resistant borosilicate glass, removable for easy cleaning

## Capacity

- Model 1500 and 1500E: 1 to 4.8 lbs. per batch, yielding 16 lbs. per hour
- 5-to-10-minute roast time, 4-to-5-minute cool down

## Connectivity

- Touchpad enabled
- Data Download available

## Warranty

- Lifetime craftsmanship (with proper usage)
- 3 Year temperature controllers
- All other 1-year parts & labor

## Facilities Requirements

- 208/120V Single-phase
- 60A service (55A peak)
- 1/4" water line, filtered for roast quench
- ETL Listed – UL197 Canada certified CSA STD C22.2, No109
- Exhaust ventilation required – 410 CFM upblast blower min
- No gas supply nor drain required

## 1500E Enhanced Package (coming soon)

- 300 Roast Profiles included
- Custom profiles can be defined and programmed
- Ready2Roast chamber pre-warm-up
- Barcode scanner for profile selection
- Roast performance graphing and statistics
- Wireless Connectivity

# JavaMaster Highlights

## WISDOM, INNOVATION, QUALITY

The purchase of a JavaMaster roaster brings you an incredibly well-engineered product, manufactured in the USA, that you can rely on to improve margins. We give you a bit of theater as a showpiece of your business – a way to appeal to all of the senses of your customers – sight, sound, smell as well as taste.

If you partner with JavaMaster, you can rely on us:

- We manufacture for durability and reliability
- We care about and are kind to our planet
- We will find innovative ways to differentiate your business.
- We will do business with you and all of our partners with honor, integrity and fairness

We have been in the coffee business for over 30 years. No other company provides the full spectrum of services required to roast and serve incredible coffee repeatedly, efficiently and with care to fellow humans and the planet. Come join us!





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