



**Proudly
Family Owned & Operated!**



**Growing
Together
For The Future!**



That's Right Fresh Brewed Iced Tea Back & Better Than Ever!



Modern stainless steel tea-brewing equipment is now faster & streamlined to manage counter space.








Stainless steel dispensers are removable assuring 100% sanitizing & making proper cleaning easier & more efficient.





The Benefits of a Premium Tea Product...



-  contea® Will Be your #1 profit % producer & the #1 or #2 Highest selling beverage item in your business!
-  Premium “Freshly Brewed” Iced Tea consistently outsells the *bag in box* tea’s by an overwhelming 6 to 1. “Sweet Tea” outsells Unsweetened Iced tea in the same ratio. However, when you add “Sweet Tea” to your beverage selections those sales do not diminish “Unsweetened Tea”. Instead, the diminishing sales will appear in your much less profitable carbonated beverage selection sales.
-  With a nominal cost of about 3¢ per 21oz serving, you are effectively managing your beverage center into a profit center!
-  We have experienced expediential growth, since our decision to adopt a Premium Iced Tea product, rather than a common generic food service iced tea product.
-  In some of our partners’ stores, contea® sales are second only to Coke, outselling Sprite, Diet Coke and the like.

Continued...



The Benefits of a Premium Tea Product...



By serving “Freshly Brewed” Sweet Iced Tea in addition to “Freshly Brewed” unsweetened Iced Tea your profit dollars will **SOAR!**



contea[®] Premium Iced Tea has been so successful because of the complete “Program” we’ve developed & perfected over the past several years. That combined with proper equipment, brewing instructions, holding & serving guidelines, as well as, daily sanitation of equipment & utilization of our cutting edge POS material will prove to increase your profits significantly.



About contea® “The Product”



Imported from Anhui China, contea® is a blend of pure large leaf black tea selected to yield the most flavorful taste profile possible and resulting in a crisp, clean cup free of foreign taste with pristine clarity in every glass.





contea® By the Gallon



contea® Premium Iced Tea is solely responsible for producing a new revenue stream for our clients. It's common knowledge now in the market place consumers are searching for healthier, non-carbonated beverages. By consumer demand, we developed a one gallon take-home program which is now being offered at the store level with **TREMENDOUS SUCCESS!** The Benefits of this program are many.



The first is obvious ... You are now selling a product that goes home, to the office, to the job sight, to picnics, etc., offering new revenue never present before.

contea®
**PREMIUM
FRESHLY BREWED
ICED TEA**



BY John conti.



contea® By the Gallon



Equally important, the gallon jug affords you to drastically reduce or even eliminate waste! You will now be serving an even fresher finished product due to the fact that you are now brewing more tea more often.



This keeps the glass served to the client in the dining room or the drive thru service tasting fresher and cleaner than your competition!

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**PREMIUM
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BY John conti.



Our Programs Drive Tea Sales ... By the Cup & By the Gallon





Premium Iced Tea – By The Cup & By The Gallon = Big Business!

Quick Service Restaurants 2006 -2007 contea® Sales	2004 contea® Sales	2005 contea® Sales	2006 contea® Sales	2007 contea® Sales	Total Sales
52 locations	\$358,643	\$524,636	\$640,578	\$820,533	\$2,344,390
Cincinnati Gallon Jug	\$8,862	\$16,249	\$17,913	\$21,513	\$257,502 New Revenue
26 locations	\$501,207	\$693,105	\$1,051,643	\$1,440,750	\$3,686,705
Louisville Gallon Jug				\$79,298	



ICED COFFEE PROGRAM

SET UP REQUIREMENTS...

- (1) Beverage Dispenser
(Stainless Steel)
- (1) john conti® Iced Coffee
Wrap for Dispenser
- (1) john conti® Iced Coffee
Backdrop Print
- (2) Stair-Step Cup Holders
(Black Satin Finish)
- (1) Drip Tray
(Black Satin Finish)
- (1) Set Up Serving Tray
(Black Satin Finish)

PRODUCT REQUIREMENTS...

- (1) Fresh Brewed Pot john conti® Colombian 2.5oz.
Plus (1) Full Pot Cold Tap Water or Filtered Water
- (1) Pump Bottle ~ French Vanilla Syrup
- (1) Pump Bottle ~ Caramel or Hazelnut Syrup
- (1) Pump Bottle ~ Shelf Stable
Original Liquid Creamer
- (1) Box Stir Stix
- (1) Case CB2.5 !~ john conti® Colombian 2.5oz.
- (1) Sleeve 16oz Clear Plastic Cups
- (1) Sleeve 16oz Lids
- (1) Preparation Instructions for Customers
(On Dispenser Wrap Or Serving Tray)

... Now you and your customers can enjoy ...

“The Best Coffee in Town®”

~ ON ICE ~