

REUNION ISLAND COFFEE



ABOUT US

Reunion Island is one of the leading manufacturers of soft coffee and tea pods in North America. Every year, tens of millions of cups of coffee produced in our facility are enjoyed across North America in hotels, offices and homes. Our mission is to make an exotic variety of the world's best-tasting coffees available conveniently and at a good value.

AT A GLANCE

- Company president Peter Pesce has been a specialty coffee pioneer for 3 decades
- Our heritage is rooted in the foodservice industry, with a focus on cafés
- Five-year R&D program on soft pods has yielded key proprietary specifications
- We are among North America's 'greenest' roasters (see reverse)

BRAND FAMILY

We roast and package coffee and tea for a variety of strong brands:

- Reunion Island Coffee
- Wolfgang Puck
- Authentic Donut Shop Blend
- Sweet Unity Farms
- Organa Organic Teas

We offer special co-op dollar and marketing incentives for retailers that offer pods exclusively from our family of premium brands.



REUNION ISLAND

CAFFÈ · COFFEE · CAFÉ



SWEET UNITY FARMS
CO-OP GROWN TANZANIAN COFFEE

*Organa*TM



REUNION ISLAND

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OUR COMMITMENT TO SUSTAINABILITY

As a specialty coffee roaster, we know that sustainable coffee farming is critical to our success. We can source distinctive coffees only as long as farmers continue to grow them. There are three fundamental principles that must balance to create sustainability: environmental stewardship, farm profitability and prosperous farming communities.

At Reunion Island, we already pay far above average for the coffee we import because of its premium quality. However, paying a fair price to farmers is only the beginning. We have also taken an aggressive approach in supporting sustainable development in the coffee industry by offering coffees that have been certified under many leading industry programs.

WHAT IS BULLFROGPOWERED?

Since 2008, Reunion Island's roasting facility has been 'bullfrogpowered' with 100% green electricity. Bullfrog Power is the first electricity retailer in Ontario to sell power exclusively from wind and low-impact water power generators who meet or exceed the federal government's EcoLogo standard for renewable electricity. They are committed to increasing the amount of renewable power in Ontario, and have enabled the development of new wind power turbines to meet the growing demand for green power of bullfrogpowered™ customers.

For more information about our sustainability programs, please visit ReunionIslandCoffee.com.



Our pod cartons are made from 100% recycled materials (over 50% post consumer).



Single cup coffee pods are compostable.



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REUNION ISLAND COFFEE PODS



RECOMMENDED COFFEE MENU:

Regular (18ct)

Colombia Las Hermosas™
Breakfast Blend
Kona Blend
SWP Decaf Colombia Dark
Vanilla Hazelnut Cream
French Vanilla

Extra Bold (16ct)

Privateer Dark
Fair Trade Organic French Roast

The above recommendations are based on the relative popularity of our full menu of over 25 pods.

A SUSTAINABLE COFFEE ADVENTURE

For centuries, the orchid has been a symbol of elegance and uncommon beauty. Driven by the thrill of discovery, adventurous explorers traveled the globe in search of new varieties. Today, we mirror this passion in our quest for coffees that are rare, exotic and distinctive—the hallmarks of Reunion Island Coffee.

BRAND FACTS

- Brand promise: An exotic variety of the world's best tasting coffees
- Broad target market with focus on females in the 25-55 age bracket
- Served in fine restaurants and independent cafés across North America
- Hospitality program creates awareness at national hotel chains
- Served by office coffee service companies across the US and Canada
- Credible commitment to green products and operation

MARKETING SUPPORT

- Aggressive co-op dollar program
- Strong green messaging
- Company-driven local programs to drive sales
- Strong on-line and social media presence
- Reunion Island is one of a complimentary family of brands



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DONUT SHOP COFFEE PODS



RECOMMENDED COFFEE MENU:

Regular (18 ct)
Original Blend

Extra Bold (16 ct)
Rocket Fuel

YOUR CLASSIC CUP O'JOE

'We roast only high-grown arabica coffee beans to create the traditional flavors of your favorite donut shop coffee. Sit back and enjoy the smooth taste and full aroma of the classic cup o' joe!'

Our single best-selling blend, our Authentic Donut Shop 'Original Blend' has proven a crowd pleaser from Southern California to the Pacific Northwest and across the continent to New England and Florida.

BRAND FACTS

- Fun, retro graphics appeal to a broad target market
- Classic 'Original Blend' appeals to the largest segment of coffee drinkers
- Delicious flavored coffees and novelty blends keep program fresh
- Brand is currently served in offices across Canada and the US

MARKETING SUPPORT

- Aggressive co-op dollar program
- Company-driven local programs to drive sales
- Donut Shop is one of a family of brands made by Reunion Island



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SWEET UNITY FARMS COFFEE PODS



RECOMMENDED COFFEE MENU:

Regular (18 ct)
Mahale Highlands

Extra Bold (16 ct)
Kilimanjaro Dark

CO-OP GROWN TANZANIAN COFFEE

In 1989 David Robinson, son of baseball great Jackie Robinson, together with his family planted 30,000 coffee seedlings on their farm in Tanzania. Thus began the story of Sweet Unity Farms.

Today, we offer exclusively high-mountain grown arabica coffees from cooperatives of small family-owned farms. Our Direct Trade model allows farmers to earn a fair wage for their crop and enhance the local quality of life with solar electricity, water, education and other projects.

BRAND FACTS

- Deemed "Cabernet of Coffee" by New York Times
- M/WBE certified Tier-I supplier
- Socially responsibility message with coffees supporting economic development in Tanzania
- High profile connection with much-respected Robinson family
- Niche product with a message that resonates with Americans

MARKETING SUPPORT

- Aggressive co-op dollar program
- David Robinson as brand ambassador to America
- Sweet Unity Farms is one of a family of brands offered by Reunion Island



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