

# Cash in with Coffee

**A Fundraiser with Leelanau Coffee Roasting is easy!**

**Your organization gets a great**

★ **Profit**

★ **Value**

★ **Price Point**

**Sell a product your customers *really* want.**

Specialty coffee is a non-fat, no calorie luxury, yet coffee is a staple in every home and consumed daily by 70% of Americans.

Leelanau Coffee is roasted to your order and delivered fresh—you'll have it in their hands within days!

Customers can order multiple bags, and our freezer-ready bags will keep the coffee roaster-fresh for another month or two!

It is easy to re-order—a coffee program may be run monthly.

**Selling Leelanau Coffee is easy.**

We have a streamlined order form that we customize for you. Fill in the quantity of coffee, make a quick calculation, and you're done.

You'll have the option of both regular and decaffeinated coffees, and we recommend a flavored and non-flavored selection for maximum sales.

Choose from several standards, organics, and flavors.

You can use our labels, or we can customize a label specifically for your organization. We can even customize a program just for you! We'll work hard for your organization.

**Earn \$4-\$16 Profit per Customer.**

Our 12-ounce bags will cost your organization \$6-\$8 each, and with a \$4 mark-up can sell for that ideal \$10-\$12 price point.

Easily sell two, three or even four bags to each customer, and the profit per customer grows.

25 bags of coffee = \$100 of profit!

Compare to Starbuck's sitting on a grocery shelf at the same price point—you'll deliver superior freshness, customized packaging, and your good cause!

We'll even donate! Sell 100 bags, we'll donate 5% of your invoice. Sell 200+ bags, and Leelanau Coffee Roasting will donate 10% back to your group!



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P.O. Box 143, 6443 Western Avenue, Glen Arbor, Michigan 49636

## Start with the coffee

Keeping things simple is the name of the game! Each coffee comes in regular or decaf, and whole bean or ground. Selling two coffees gives enough choice, but is not overwhelming for the fundraising Chair. We recommend the 12-ounce bag because patrons are used to this size at the grocery store, and the price point is ideal. Choose from:

- ★ a **Standard** coffee, such as Colombian Supremo, French Roast, Sumatra, Sumatra Dark, Colombian Dark, or two of our popular blends, Lakers Blend and Bakery Blend;
- ★ an **Organic** coffee, such as French Roast, Guatemala, Mexican, Mexican Dark, and organic versions of our Lakers & Bakery Blend;
- ★ and a **Flavored** coffee like Hazelnut, Vanilla Nut Cream, or Caramel & Pralines (23 from which to choose)!

## Choose your labeling

Use the elegant Leelanau Coffee Roasting labels, or customize to fit your needs. We can rename any of the above coffees to reflect your organization or mascot. And, for a \$50 art and setup fee, we can use your artwork and design a custom full-front label.

## Select your profit

Your cost for coffees is

- ★ **Standard:** \$6 Regular, \$8 Decaf
- ★ **Organic:** \$7 Regular, \$8 Decaf
- ★ **Flavored:** \$6 Regular, \$8 Decaf

Adding a simple \$4 per bag makes for

easy calculations and a perfect price point. Will your customers pay more? Try \$5. The ideal situation is to sell a few bags to each customer, and repeat the program throughout the year. Become the specialty coffee supplier for families and offices. Plant the coffee seed and watch the profits grow.



## Leelanau Coffee is the finest available

We use the top-grade, 100% Arabica beans from every origin country. We fresh roast to fill your order, and ship within 24 hours, assuring you of the freshest, most flavorful coffee. All of our decaffeinated coffees use the Swiss Water Process. We are inspected by the Michigan Department of Agriculture, Certified Organic by Midwest Organic Services Association, and Certified Kosher through the Chicago Rabbinical Council. That's a lot of assurance!

**Shipping is free on orders of 75 bags or more**

**Leelanau Coffee Roasting will send your group a donation of 5% of your invoice if you sell 100 bags. We will happily donate 10% of your invoice if you sell 200 or more!**

**Our friendly staff will make ordering (and re-ordering) fast, easy, and efficient. We're here to help you.**



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