



CBC Specialty Beverage

Project Proposal





Who We Are

*"LIFE IS TOO SHORT FOR BAD COFFEE AND
THE BEST COFFEES ARE THE ONES THAT
TASTE LIKE A CONVERSATION"*

Today, coffee and tea drinks have become a form of personal expression. Whether it's a moment of reflection during the daily grind, an exclamation point at the end of a great meal or an authentic connection to a new city, consumers are looking for choice and experience. We are leaders in delivering transformative experiences, a one-

stop solution providing coffee and tea with the equipment, training, service and expertise needed to deliver memorable moments. With experience in designing and executing concepts for restaurants, cafes, hotels and offices, we work tirelessly to deliver the quality, innovation, performance and dependability you deserve.

What We Serve



We believe in doing right by our clients, our communities and our world. We believe in great coffee and tea and treat them with respect. It's a privilege to be a part of this global community and we support it through sustainability, fair labor and fair wage practices. We work every day to build great coffee and tea communities at every scale. from local cafes to national restaurant brands to our worldwide network of roasting and growing partners that feature certifications from every aspect of the industry.

We vet each of our partners for transparent and responsible sourcing practices, a traceable supply chain and conscientious use of natural resources to best ensure long- term accessibility to the products we cherish.



Partners & Certification



WOMAN-OWNED



MINORITY-OWNED



VETERAN OWNED
BUSINESS



CERTIFIED B
CORPORATION



CERTIFIED ORGANIC
& FAIR TRADE



RAIN FOREST
ALLIANCE



Coffee Roasters

Caffe Ammi Roasting is a premium coffee brand sold through CBC Specialty Beverage, dedicated to delivering exceptional flavor through small-batch roasting and globally sourced beans. Their process combines advanced roasting technology with artisanal techniques to ensure consistency, depth and character in every cup. Whether you're curating a high-end coffee program or seeking a standout roaster to elevate your beverage offerings, Caffe Ammi brings a refined and memorable experience to the table. With a focus on quality and craftsmanship, Caffe Ammi Roasting is well-suited for environments that value authenticity and excellence – from hospitality and retail to workplace settings. Their commitment

to sourcing and roasting excellence makes them a compelling choice for clients looking to offer something truly distinctive. As part of our commitment to delivering exceptional quality and tailored experiences, we're excited to offer your company a custom roasting program in partnership with Caffe Ammi, one of our trusted roasting collaborators.

This program is designed to develop a unique roast profile that reflects your brand's flavor preferences, customer base and brewing methods. Working closely with Caffe Ammi, we'll ensure a consistent, high-quality coffee that's roasted to your specifications – creating a signature offering that sets your company apart.



Equipment Service & Quality Controls



Expert Installation Repairs

We'll consider everything from staffing, rush hours and workflow to create a design that will make the most of your space and make the most delicious drinks.

- Workflow
- Space Sufficient
- Repairable



Training & Education

Our dedication to providing extraordinary coffee and tea is echoed in our commitment to continuous training and education. We are proud of our proprietary training curriculum and we invite our customers to take advantage of all these tools have to offer.

- Dedication
- Life Committed
- Extra Tools



Training

Our dedication to providing extraordinary coffee and tea is echoed in our commitment to continuous training and education. We are proud of our proprietary training curriculum and we invite our customers to take advantage of all these tools have to offer.

- Exceptional Training
- Friendly Environment
- Curriculum Advantages



Roll Out

You'll have access to post-launch training resources and curriculum for ongoing development of cafe staff and for the execution of all introduced coffee and tea products.

- Post-Launch Training
- Tons of Resources
- Cafe Steff Development



Course Offerings



"Espresso taught me precision — every shot is a chance to chase balance and depth"

"I've learned that great coffee starts long before it reaches the bar"



"Brewing Fundamentals helped me understand that every variable matters."

"Milk Science & Latte Art showed me that texture isn't just technique — it's expression in motion."

- Espresso and Milk Foundations
Our espresso foundation delivers an intense coffee base with deep roasted notes and a smooth, aromatic finish.
- Advanced Espresso
An elevated evolution of our classic espresso — meticulously extracted for enhanced depth, balance,
- Milk Science and Latte Art
From creating flawless microfoam to achieving balance, contrast, and flow, it's where technical precision meets visual expression.
- Brewing Fundamentals
Learn the essentials of grind, ratio, and extraction to craft consistently flavorful, balanced brews.
- Seed-to-Cup
Discover how origin, process, and roast shape every cup's flavor and quality.
- All About Tea
Explore tea from leaf to brew
- Train the Trainer
Develop the skills to teach, lead, and inspire turning knowledge into confident, effective training.

Employee Education

At CBC, we want every cup of coffee or tea your team serves to be excellent. That commitment is one reason we have a dedicated training department.

www.cbcbev.com

www.canteen.com/cbc

○ Hands On Sessions is the new standard

Using hands-on sessions, written standard operating procedures and videos, CBC training will help to ensure your staff feel confident behind the espresso bar and provide next-level customer service.

○ Community Driven Everyone is Welcome

We want everyone we train to understand not just how to keep equipment clean or brew a pot of coffee, but why those skills are important.

○ Training for excellent results and efficiency

Proper training is an essential tool for delivering excellent beverages, improving efficiency, reducing service calls and turnover, and enhancing your customers' overall hospitality experience.

Next-Level Hospitality

Well-trained baristas not only make drinks for your guests, they also interact directly with customers – becoming the face of your brand.

Knowledgeable staff can tailor recommendations specifically to your customers' desires.

They can improve sales by upselling customers on new products and can give your business a reputation for providing excellent hospitality.



Training Materials

Our in-person training programs will include printed cleaning and user equipment guides to ensure comprehensive and accessible learning materials for all participants.

Drink Quality

Training employees ensures the drinks your team serves will always be of high standard. Consistent high-quality drinks made by knowledgeable baristas keep your customers returning again and again.

Improving Efficiency

A properly trained staff reduces ticket times, product waste and calls for equipment service – plus, it improves drink consistency and the overall experience for your customers. Less time spent fixing problems means more time focusing your attention on your customers.

Reducing Turnover

Excellent training for your team members from the start reduces the chance of spending time and money to find, hire and train their replacements. It also improves consistency even during seasonal periods – when CBC can also provide regular refresher trainings.

Service & Support



Hospitality Service

Through this white-glove offering, your assigned account manager and team will work closely to create a program around your property needs. From order assistance to delivery and quality checks, we will ensure your orders are accurate and your equipment is in proper working order.

Consulting

CBC offers integrated solutions instead of simply a set of products. Yes, we have a strong portfolio of product offerings, but what sets us apart is our entire program. CBC is dedicated to helping your team create a personal and customized strategy that will ensure long-term success in your propertywide program. Whether it's menu development, design and build-out or continuous ongoing training, CBC has the resources to help you create, perfect and grow your coffee and tea business.



+50%

To keep your program streamlined, we offer online ordering that allows your team to place orders at any time, along with the following benefits

Online Ordering



- **Provides easy access to great products**
Easy Access to products on the go viable on all platforms.
- **Decreases the time it takes to place orders**
Decrease time in orders in any area of region and platform.
- **Offers the same great service as your local team**
Offers from local teams.
- **Filters products by nutritional attributes**
Get products filtered by all nutritional attributes in all aspects.



Delivery Options

Options on Options! We have plenty of Delivery cases to choose from.



Emergency Orders

Ability to fulfill emergency orderings when needed



Product fulfillment

Product fulfillment within the same business week



Scheduled delivery

Scheduling your delivery for best case scenario



Weekly Ordering

Ability to fulfill emergency orderings when needed



Financials

			
Item	Tea	Syrups	Alternative Milks
GC PRIVATE LABEL DRIP 1 MONACO REPLACEMENT TBD	RISHI LOOSE LEAF TBD	MONIN 750ML GALSS BOTTLES	OATLY 750ML GALSS BOTTLES
GC PRIVATE LABEL DRIP 2 AFRIQUE REPLACEMENT TBD	ICED TEA RISHI ICED TEA 3GAL - 24CT	SAUCES 64OZ SAUCES (CARMEL, DC, WC)	CALIFA ALMOND MILK 64OZ SAUCES (CARMEL, DC, WC)
GC PRIVATE LABEL ESPRESSO NIZZA REPLACEMENT TBD	CHAI CONCENTRATE RISHI CHAI CONCENTRATE 12X32OZ 1:1		SOY MILK RISHI CHAI CONCENTRATE 12X32OZ 1:1
GC PRIVATE LABEL DECAF MONTE CARLO REPLACEMENT TBD			



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