



aspretto

by *sodexo*^{*}

aspretto



At the heart of **aspretto** is the very desire to serve great quality coffee and excellent tea to our consumers daily.

Our coffee

Great coffee needs a great bean, and our beans are among the best you can buy.

aspretto is sourced not only focusing on the best quality coffee but also on clear ethical accreditations.

- ☞ **100% first crop arabica**
- ☞ **over 50% washed arabica**
- ☞ **over 50% high grown**
- ☞ **100% Fair Trade Certified by TransFair USA**



Our coffee blends

- ☞ **Light Roast** - beans come from Ethiopia, Peru and Mexico to create a light all day blend, which is great to drink without cream or half & half.
- ☞ **Dark Roast** - For people who like their coffee with plenty of body and full of boldness and aroma, yet not bitter. Our Dark Roast beans originate from Nicaragua, Honduras and Brazil.
- ☞ **Hazelnut & French Vanilla** – blends are from Nicaragua and Mexico, lightly flavored, giving a natural, smooth and sweet character.
- ☞ **Decaf** - Although our **Decaf** has around 98% of the caffeine removed we have not compromised on taste and aroma. A great bean which originates from Nicaragua makes this a real winner.

Our teas

A lot of companies who offer good coffee seem to forget about their tea.
Not so at **aspretto!**

All our teas are certified organic by Quality Assurance International and USDA organic and are Halal, Kosher and Pareve. 80% are also Fair Trade Certified by TransFair USA.

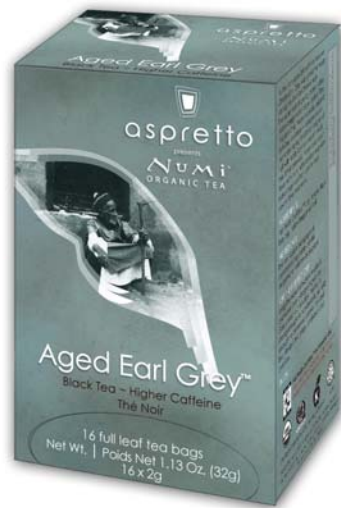
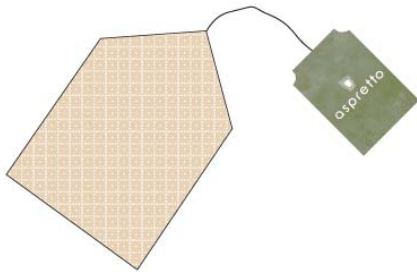
Each tea is carefully sourced to guarantee the same high standards as our coffee.

Customers can enjoy premium quality teas and in doing so know that they are supporting an ethically sound brand.

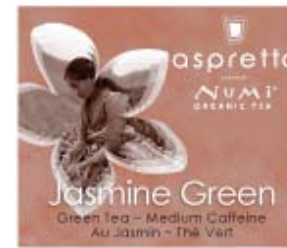
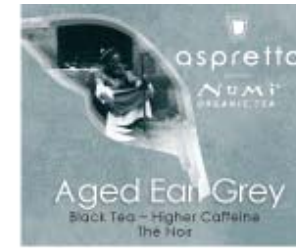


Tea packaging

All of our tea packaging is recyclable and made from 100% recycled material



Specially selected range of teas for all tastes and times of the day



aspretto values



What makes us different and what makes us special is that we support our objective with four founding principles:

Diversity

Environment

Health & Well being

Social Responsibility

These are the yardsticks against which we measure everything we buy, everything we sell and everything we do....

Diversity

- ☐ Loyalty
- ☐ Honesty and Integrity
- ☐ Uncompromising
- ☐ Personal Development

aspretto believes in being loyal to everyone it works with. This loyalty is based on a mutual honesty and integrity.



environment



We are dedicated to reducing the amount of materials we use. All of our Point of Sale materials including the napkins are made from 100% recycled material, or selected to respect the environment.



Even the staging panels are made from 100% recycled aluminium.

This is the future and we are very proud to be at the forefront of development. We only have one world and we are determined to look after it!

aspretto materials



Made from 100% Recycled Aluminum

All POS printed on 100% Recycled paper

All Shuttles and Airpot wraps printed on 100% Post Consumer Fiber Resin – An industry First.

Disposable cups contain 90% renewable resources and 10% Post Consumer Fiber

Condiment unit made from 100% recycled material

aspretto materials



Tea racks are made from bamboo wood.

Airpot rack made from recycled aluminum.

Cup Sleeves are made from 100% Post Consumer Fiber

Sugar used is natural and FairTrade Certified.

Wooden stirrers are from beech and managed farms

All our print POS uses vegetable based inks

The metal from the machines can and will be recycled at end of their life.

Kraft napkins have not been bleached and 100% recycled material

health & wellbeing



At **aspretto** we believe what we serve you should not only taste great but also be good for your conscience.

That's why all our products are naturally grown.

We also make sure to trace the journey from the farmer right the way to your cup.



social responsibility



All our coffee is 100% Fair Trade Certified by TransFair USA and supporting the communities and the growers. We are following the stories of how the fair trade dollars are spent.



At aspretto we also strive to make a difference in our local communities by supporting the STOP Hunger program. For every pound of coffee and tea sold a financial contribution, 10 cents and 5 cents respectively, will be donated to the Sodexo Foundation, a non-profit organization that gives 100% of the donation, helping some of the 36 million people at risk of hunger in the United States. Trust us it will make your drink taste better than ever!



A Sodexo Initiative

projects supported



| Blend Name | Origins | <u>Environment</u> | <u>Project</u> | <u>Social</u> |
|-------------------------------|-----------------------------|---|---|---|
| Aspetto Light Note | Mexico, Peru, Ethiopia | Programs to protect endangered plant species. | Funding schools to provide training for its members in areas such as administration and finance. | Assistance to women on farming, handicrafts and animal husbandry. |
| Aspetto Dark / Espresso Roast | Nicaragua, Honduras, Brazil | Garden projects in different communities to increase awareness the environment and conscious consumption. | Programs for improving the quality of coffee, local quality competitions and training. | Project initiative for some communities addressing domestic violence and the abuse of women. |
| Aspetto Decaf | Nicaragua | Training on sustainable agricultural practices for members. | Road construction; built and repaired roads which have facilitated travel to/from outside areas. | Investments on education of members and their children, school materials, and scholarships for good students. |
| Aspetto Vanilla Roast | Mexico, Nicaragua | Training on sustainable agricultural practices for members and reforestation programs. | Construction of warehouses to store coffee from members in a single place and improve quality control. | Training for women and implementation of women's empowerment programs. |
| Aspetto Hazelnut Roast | Mexico, Nicaragua | Supporting organic conversion programs for members through credit and training. | Credit program: Short and medium term loans available to members. Members use it to improve housing, investments in their farms, etc. | Building new schools in communities, providing supplies and food for students. |

Brand M3

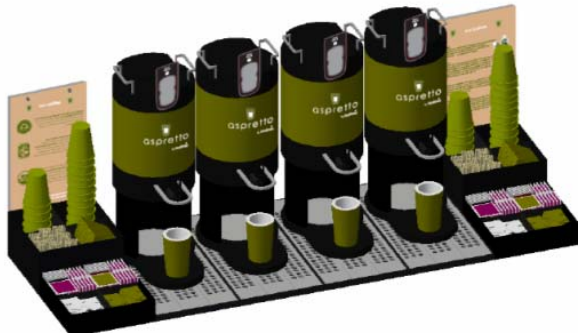
aspretto

| Must | May | Must Not |
|--|---|--|
| Client presentation must be complete | Reduce or expand range of coffee and tea - keeping to ethical specifications | Deviate from ethical specifications |
| Training to be completed with site staff | Introduce aspretto alongside another brand with prior analysis being completed | Use any other branded materials |
| Use all appropriately branded disposables/paper products | Develop internal promotions | Use any other branded coffee products |
| Have a key point of contact to control installations | Use alternate staging options appropriate to site | Be developed into a destination brand offer. |
| Utilize only ethically certified coffee and tea products | Use uniforms appropriate to site | |
| Develop a clear structured launch program | | |
| Adhere to the four key principles of the brand | | |
| Incorporate aspretto staging within counter area | | |

Brand overview

- Developed by Sodexo for global use to drive sales and maximize profits.
- A sustainable and ethical coffee solution, “going forward by giving back”
- Every pound sold results in a 10 cent donation to our stop hunger program.
- Everything that touches the product is ethically sourced, from the 100% recycled aluminum staging, to the fair trade sugar to the 10% PCF, 90% renewable cups.
- Excellent taste profile preferred over other premium brands in taste tests. Comes from 100% arabica, 50% of these are high grown
- Fair Trade Certified by TransFair USA, grown environmentally friendly. The projects supported in the farmer’s community are documented.

Aspretto Offers

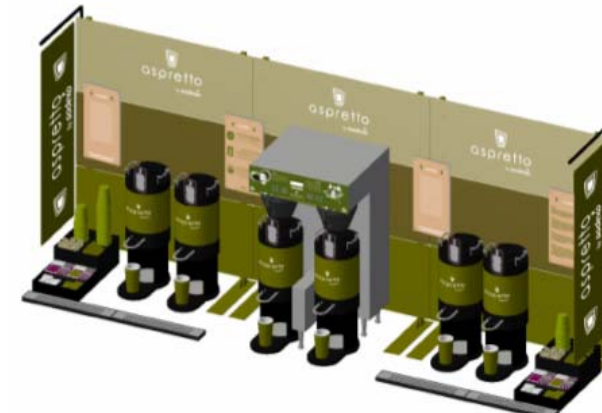


Meeting Room Solutions

**In line Self-Serve
Espresso Cappuccino**



**Small, Medium &
Large Counter Top
Solutions**





aspretto

by *sodexo*

our beliefs

support

At Aspretto, we believe in supporting the local community through the use of local ingredients.

respect

All our products are made with respect for the environment and the people who make them.

care

Our products are made with care and attention to detail, ensuring they are of the highest quality.

innovation

At Aspretto, we are always looking for ways to improve our products and services, ensuring we are always at the forefront of innovation.

our standards

Aspretto is committed to the highest standards of quality and safety. All our products are made in accordance with the strictest standards, ensuring they are of the highest quality and safe for consumption.

our products

Aspretto offers a wide range of coffee products, including sachets, capsules, and ready-to-drink coffee. All our products are made with high-quality ingredients and are available in a variety of flavors, ensuring there is something for everyone.

Aspretto coffee sachet display rack with various flavors including Caramel, Hazelnut, and Vanilla.

Aspretto coffee accessories including sugar sachets, a napkin dispenser, and a small Aspretto logo sign.

going forward by giving back

Aspretto thermal carafes in various colors (green, black, silver) with labels for different coffee types like 'half & whole'.

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our beliefs

support
Aspreto we aim to make
a difference in our local
communities by supporting
the local food program.

respect
At all points of use
Aspreto we aim to
respect the environment.

care
All our products are fully
recyclable or we can
guarantee they are 100%
recycled green.

transparency
Aspreto, we believe
in being open & honest
with our staff.

Conclusion

Sodexo has a unique opportunity to strengthen its consumer and client hot beverage proposition through a focused segmented hot beverage strategy. Fundamental to this is the creation of a Global Hot Beverage brand unique to Sodexo.

Having got this far we believe you will share our enthusiasm and confidence in **aspretto** to be that brand and can see the exciting development potential of the brand.

Thank you for your attention and support!

“going forward by giving back”



aspretto



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Going forward by giving back.....