



Hand-Roasted Coffees  
WHOLESALE CATALOG 2017

## Meet us at Coffee Fest 2017

Nashville: March 17-19

Chicago: June 9-11

Portland: October 13-15

Attend our 2 hour session,  
Cold Brew U, at the Campfire  
Cafe. Learn tips and techniques  
to conquer cold brew in  
your cafe.

# *Cold Brew* **NITRO COFFEE**

Learn to brew and serve  
call today for details

[www.friedrichscoffee.com](http://www.friedrichscoffee.com)

Toll Free 888-612-5050 Free Shipping



## Friedrichs Coffee Roasters' Mission:

As a small batch Artisan roaster, our mission is to showcase award-winning coffees to baristas throughout the specialty coffee industry.

We start by purchasing only the highest quality coffee beans from small farms and private estates in the world's most esteemed growing regions. For optimal flavor we hand-roast in small batches using gas-fired European drum style roasters. Immediately after roasting, each coffee order is packaged in high-tech, resealable foil bags and shipped to you the very same day.



At Friedrichs Coffee Roasters we are committed to provide freshly roasted whole bean coffees of the highest quality with exceptional service to each of our valued customers. Your success as a purveyor of Specialty Coffee is top priority to us.



## Origin Specific Coffees

Mix -n-match 5 lb bags 20 pound minimum Free Freight

### Brazil Santos (light)

7.60 lb

These yellow bourbon coffee beans sourced from Fazenda Santa Lucia yield a clean lemon acidity cup with a soft creamy mouth feel and a hint of honey roasted peanut.

### Burundi (medium light)

7.85 lb

Highly floral, rich fluid body, deep red currant, tangerine, & complex acidity are the main attributes, we find extremely pronounced. Get at em!

### Colombia (medium)

7.60 lb

Colombian coffees are well balanced, medium bodied, and bright. They are also the most highly marketed coffees in the world. Everyone knows Juan Valdez. The Coffee Federation of Colombian has done an excellent job of connoting in the American public's mind that Colombian coffees are the "richest coffees in the world."

### Costa Rica Tarrazu (medium)

7.85 lb

Costa Rican coffees set the standard for washed (wet processed) bright Central American coffees in both the bean and at the mill. These beans are sourced from La Trinidad community coffee, yielding a cup with hints of sweet raspberry, juicy lime and plum. It is a complex and complete cup. This coffee from Tarrazu stands out for its brightness and clean cup. Roasted medium light.

### Costa Rica Vienna (medium dark)

7.85 lb

Costa Rican coffees set the standard for washed (wet processed) bright Central American coffees in both the bean and at the mill. These beans are sourced from La Trinidad community coffee, yielding a cup with hints of sweet raspberry, juicy lime and plum. It is a complex and complete cup. This coffee from Tarrazu stands out for its brightness and clean cup. Roasted medium dark

### Ethiopia Yirgacheffe (medium)

8.10 lb

Ethiopian Yergacheffes are amazing and unique coffees. Yergacheffe is a town in the Sidamo region of Ethiopia, and the coffees from this region will surprise you with their floral and tangerine notes.



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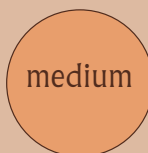
# Roast Levels



light



medium light



medium



medium dark



dark



darker

## Guatemala (medium)



7.85 lb

Guatemalan coffees are some of the most amazingly fragrant and aromatic coffees in the world. Guatemala consistently harvests a wonderful bright coffee with nice body, and excellent floral tones and fruitiness. Roasted medium.

## Guatemala Vienna (medium dark)



7.85 lb

Guatemalan coffees are some of the most amazingly fragrant and aromatic coffees in the world. Guatemala consistently harvests a wonderful bright coffee with nice body, and excellent floral tones and fruitiness. Roasted medium dark.

## Hawaii Kona, Extra Fancy, Estate (light)



37.00 lb

Hawaiian coffees are grown on volcanic soil in a tropical paradise that is gently cooled by a gentle Kona breeze. These perfect conditions produce a coffee that is equally perfect in many aspects. Hawaiian coffees are the epitome of balance. Coffee from these lovely islands is clean, mild with a nice hint of milk chocolate, and just enough fruit and acidity to round out the cup.

## Indonesia Sulawesi (medium dark)



8.45 lb

From the island of Sulawesi Celebes, this typical Indonesian has low acidity with full-bodied earthiness. This semi-washed to washed coffee is very similar to Sumatran coffee in cup profile.

## Indonesia Java Estate (medium dark)



8.25 lb

Javanese coffees are brighter and cleaner Indonesian coffees. Javanese coffees are fully wet processed, unlike Sumatrans, and this process kicks off the acidity, drops the body, and reduces the earthiness of the cup a tad, while retaining the overall Indo funk.

## Indonesia Sumatra (medium dark)



7.95 lb

Sumatran coffees capture the wild jungle essence of this tropical Indonesian island. We cup Sumatran after Sumatran to find that earthy, deep, complex, full-bodied coffee that exhibits low-acidity smoothness and a touch of forest floor funk. A great Sumatran is creamy, sweet, with a touch of butterscotch, spice, and mustiness. (Yes, mustiness, not jungle rot. This is where cupping Sumatran after Sumatran pays off Big!)

## Kenya (medium)



9.25 lb

Kenyan coffees are as majestic as the morning African sun rising over the savannah. These are powerful bright coffees that run the gamut from lemony to peppery from blackberry fruit to winy richness. These characteristics come together in an extremely complex coffee that is truly VIBRANT. A great Kenyan is not a subtle delicate coffee but rather a coffee full of power and character.

## Mexico Chiapas (medium)



7.50 lb

These Bourbon and typica beans have been grown at Finca Santa Rosa in Chiapas Mexico. This extremely clean and balanced cup has notes of sweet lime, tomato, and raspberry. Mexican coffees are known for being light to medium in body with mild acidity and good balance.

## Peru (medium)



7.80 lb

Peruvian coffee is traditionally very creamy with mild citric acidity, caramel, and toffee. Peruvian coffees are grown very high in the Andes Mountains. This exceptional altitude creates a coffee with bright effervescent snap, gentle sweetness, and nice medium body.

## Papua New Guinea (medium)



7.75 lb

Papua New Guinea coffees are a cup of funky wildness, like the island itself. These coffees have a bright and delicate acidity of a malic acid - apple wininess that sets them apart from the other Southeast Asian Archipelago coffees of the earthier Sumatran and Sulawesi variety.

## Rwanda (medium light)



7.85 lb

The classic Rwandan wine-like profile and complex acidity shine through with plenty of citrus and sweetness to round out the cup. This East African coffee just continues as a top performer.

## Tanzania (medium)



7.50 lb

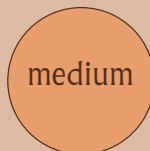
Tanzanian coffees are grown on the slopes of Mount Kilimanjaro, under the shade of banana trees, truly an exotic location for this east African coffee. Whether peaberry or flatberry this bright, clean and aggressively complex coffee always offers a flavorful experience.

Bulk coffees are packaged in 5lb. capacity, foil-valved bags



Toll Free 888-612-5050 Free Shipping

# Roast Levels



## Fair Trade Certified Organic

Mix -n-match 5 lb bags 20 pound minimum Free Freight

Check Availability- Additional varieties may be available



### Colombia Organic Certified (medium) 8.25 lb

Colombian coffees are well balanced, medium bodied, and bright. They are also the most highly marketed coffees in the world. Everyone knows Juan Valdez. The Coffee Federation of Colombian has done an excellent job of connoting in the American public's mind that Colombian coffees are the "richest coffees in the world."

### Costa Rica Organic Certified (medium) 8.25 lb

Costa Rican coffees set the standard for washed (wet processed) bright Central American coffees in both the bean and at the mill. Costa Rican coffees are exceptionally high grown in amazing volcanic soil. These two factors produce a very bright and very clean cup. The best Costas are the cups that develop a bit of berry fruitiness to compliment the straight-out brightness.

### Ethiopia Harrar Fairtrade Organic Certified (medium) 8.60 lb

An amazing growing region within Ethiopia is the Harrar region. Harrars are wild coffees. Wild coffee refers to a dry process where the coffee fruit dries on the bean, imparting the flavors of compote fruit and dark rich chocolate. Harrars are this and more! You will taste blueberry jam, cocoa, and maybe even a touch of cinnamon and cardamom in these amazing coffees.

### Guatemala Fairtrade Organic Certified (medium dark) 8.25 lb

Guatemalan coffees are some of the most amazing fragrant and aromatic coffees in the world. Guatemala consistently harvests a wonderful bright coffee with nice body, and excellent floral tones and fruitiness.

### Indonesia Sumatra Fairtrade Organic Certified (medium dark) 8.60 lb

Sumatran coffees capture the wild jungle essence of this tropical Indonesian island. Sumatras have that earthy, deep, complex, full-bodied coffee that exhibits low-acidity smoothness and a touch of forest floor funk. A great Sumatran is creamy, sweet, with a bit of butterscotch, spice, and mustiness. (mustiness, not jungle rot. This is where cupping Sumatran after Sumatran pays off Big!)

### Mexico Chiapas Fairtrade Organic Certified (medium) 8.00 lb

Mexico Altura Chiapas coffees are extremely clean and balanced, with notes of strawberries, lemon, cherry, and a well-rounded creamy body. Excellent high grown Mexican coffees are known for being light to medium in body with mild acidity and good balance.

### Papua New Guinea Fairtrade Organic Certified (medium) 8.25 lb

Papua New Guinea coffees are a cup of funky wildness. These coffees have a bright and delicate acidity of a malic acid - apple wineyness that sets them apart from the other Southeast Asian Archipelago coffees of the earthier Sumatran and Sulawesi variety.

### Peru Certified Organic (medium) 8.15 lb

Peruvian coffee is traditionally very creamy with mild citric acidity, caramel, and toffee. Peruvian coffees are grown very high in the Andes Mountains. This exceptional altitude creates a coffee with bright effervescent snap, gentle sweetness, and nice medium body.

### French Roast Organic (dark) 7.90 lb

Our 2nd darkest roast produces a lively, aromatic, robust brew that is full-bodied with low-acidity making it the best dark roast for filter brewing.

### Home Fire Espresso Organic (medium dark) 8.20 lb

A perfect blend of Indonesian and Latin American coffees. Caramelly and balanced.

### Rise & Shine Blend Organic (medium) 7.90 lb

A delicious blend of our finest Latin American Coffees. Smooth blend, balanced and flavorful.

### Traders Blend Organic (medium dark) 7.90 lb

A delicious blend of our finest Latin American Coffees. Smooth blend, balanced and flavorful.





Bulk coffees are packaged in 5lb. capacity, foil-valved bags

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# Blends


Mix -n-match 5 lb bags 20 pound minimum Free Freight

**Bold Romance Swedish Blend**  **7.25 lb**  
(medium dark) A bold, smooth and rich blend of French and Vienesse roasted Latin American coffee.


**Cold Brew Blend** (medium dark)  **8.00 lb**  
The best blend for cold brew. With a complex spice, big berry, chocolate finish, caramel roast, this blend scores big everytime. at coffeshops and bars alike. One local pub - el Bait Shop - with 230 beers on tap sells 2 kegs of Nitro coffee a week!

NEW!


**French Roast** (dark)  **7.30 lb**  
Our 2nd darkest roast produces a lively, aromatic, robust brew that is full-bodied with low-acidity making it the best dark roast for filter brewing.


**Italian Roast** (darker)  **7.30 lb**  
Our darkest roast, is a full-bodied, low acidity, and intensely flavored blend with distinctively smokey and tangy notes.

**Lively Latin Breakfast Blend** (medium)  **7.25 lb**  
A lighter version of Bold Romance Swedish Blend.

**Mocha Java Blend** (medium dark)  **7.85 lb**  
World's most exotic blend brings Indonesian and African coffees together for a full-bodied cup with a spicy richness.


**Rise and Shine Blend** (medium)  **7.30 lb**  
A milder blend of our hand roasted Latin American Coffees.


**Sleepyhead Blend** (medium dark)  **7.80 lb**  
The bold, robust, full-bodied coffees of Indonesia come together with the wonderfully bright coffees of Latin America. Very flavorful and balanced.


**Traders Blend** (medium dark)  **7.00 lb**  
A delicious blend of Friedrichs' finest Latin American Coffees.


# Espresso Blends

Mix -n-match 5 lb bags 20 pound minimum Free Freight


**Crimson Moon Espresso** (medium light)  **7.50 lb**  
Honey roasted, pulp natural, flowery/fruity. Truly amazing!

**Daylight Espresso** (medium)  **7.35 lb**  
Extremely smooth & full of body with remarkably sweet flavor.

**Decaf Daylight Espresso** (medium)  **8.00 lb**  
Extremely smooth & full of body with remarkably sweet flavor.


**Home Fire Espresso** (medium dark)  **7.25 lb**  
A perfect blend of Indonesian and Latin American coffees. Caramelly, deep, & flavorfully balanced.


**Decaf Home Fire Espresso** (medium dark)  **7.80 lb**  
(medium dark) A perfect blend of Indonesian and Latin American coffees. Caramelly, deep, & flavorfully balanced.


**Home Fire Organic Espresso** (medium dark)  **8.20 lb**  
(medium dark) A welcoming cup with captivating aroma and incredible depth of flavors.


# Decaf


Mix -n-match 5 lb bags 20 pound minimum Free Freight


**Decaf Colombia** (medium)  **7.90 lb**  
Colombian coffees are well balanced, medium bodied, and bright. They are also the most highly marketed coffees in the world. Everyone knows Juan Valdez. The Coffee Federation of Colombian has done an excellent job of connoting in the American public's mind that Colombian coffees are the "richest coffees in the world."


**Decaf Costa Rica** (medium dark)  **7.90 lb**  
Costa Rican coffees set the standard for washed (wet processed) bright Central American coffees in both the bean and at the mill. Costa Rican coffees are exceptionally high grown in amazing volcanic soil. These two factors come together to produce a very bright and very clean cup. The best Costas are the cups that develop a bit of berry fruitiness to compliment the straight-out brightness.


**Decaf Ethiopia** (medium)  **8.00 lb**  
Harrars are wild coffees. Wild coffee refers to a dry process or natural coffee where the coffee fruit dries on the bean, imparting the flavors of compote fruit and dark rich chocolate. You will taste blueberry jam, cocoa, and maybe even a touch of cinnamon and cardamom in these amazing coffees.


**Decaf French Roast** (dark)  **7.80 lb**  
Our 2nd darkest roast produces a lively, aromatic, robust brew that is full-bodied with low-acidity making it the best dark roast for filter brewing.

**Decaf Guatemala** (medium dark)  **7.80 lb**  
Guatemalan coffees are some of the most amazing fragrant and aromatic coffees in the world. Guatemala consistently harvests a wonderful bright coffee with nice body, and excellent floral tones and fruitiness.

**Decaf Indonesia Sumatra** (medium dark)  **8.30 lb**  
(medium dark) Sumatran coffees capture the wild jungle essence of this tropical Indonesian island. We cup Sumatran after Sumatran to find that earthy, deep, complex, full-bodied coffee that exhibits low-acidity smoothness and a touch of forest floor funk. A great Sumatran is creamy, sweet, with a touch of butterscotch, spice, & mustiness. (Yes, mustiness, not jungle rot. This is where cupping Sumatran after Sumatran pays off Big!)

**Decaf Traders Blend** (medium dark)  **7.75 lb**  
A delicious blend of Friedrichs' finest Latin American Coffees.

**Decaf Rise and Shine Blend** (medium)  **7.75 lb**  
A milder blend of our hand roasted Latin American Coffees.

**Friedrichs Decaf Swiss Water/ Mountain Water Decaf Traders Blend** (medium)  **8.40 lb**  
(medium) Clean cup with bright floral flavor.



**Toll Free 888-612-5050 Free Shipping**



# Monthly Specials

## May

Brazil \$6.75 lb

Sea Salt Caramel Mocha  
\$6.64 lb

Ginger Lemon  
(Herbal) \$8.50 lb

## July

Peru \$6.75 lb

Blueberry Cobbler  
\$6.64 lb

Tropicana (Black Tea)  
\$8.50 lb

## September

Rwanda  
\$6.75 lb

Pumpkin Pie  
\$6.64 lb

German Breakfast Blend  
(Black Tea) \$8.50 lb

## November

Brazil  
\$6.75 lb

Jingle Bell Java  
\$6.64 lb

Earl Grey (Black Tea)  
\$8.50 lb

## January

Burundi  
\$6.75 lb

White Chocolate Caramel  
\$6.64 lb

Wellness Blend (Herbal)  
\$8.50 lb

## March

Lively Latin Blend  
\$6.75 lb

English Toffee  
\$6.64 lb

Earl Grey Lavender  
(Black Tea) \$8.50 lb

## June

Tanzania \$6.75 lb

Jamaican Me Crazy  
\$6.64 lb

Ceylon Supreme  
(Black Tea) \$8.50 lb

## August

Costa Rica \$6.75 lb

Apple Crumb Cake  
\$6.64 lb

Tibetan Raspberry  
(Black Tea) \$8.50 lb

## October

Guatemala, SHB  
\$6.75 lb

Bourbon Pecan  
\$6.64 lb

Black Currant (Black Tea)  
\$8.50 lb

## December

Mexico Chaipas  
\$6.75 lb

Frosty's Favorite  
\$6.64 lb

Madagascar Vanilla  
(Black Tea) \$8.50 lb

## February

Costa Rica  
\$6.75 lb

Pecan Sticky Bun  
\$6.64 lb

Chai Rooibos (Herbal)  
\$8.50 lb

## April

Peru  
\$6.75 lb

Coconut Cream Pie  
\$6.64 lb

Pomegranate Sencha  
(Green Tea) \$8.50 lb

# Farming & Roasting



Our farmers produce and harvest some of the world's greatest coffee. Our experienced team of roasters use Cropster Roast Profiling Software and Javalitics color analyzer alongside our Probat roaster to elevate this treasured crop to the perfect cup.



With a quarter century of combined experience, our roasters combine their knowledge of artisanal roasting with the latest technology to bring you the perfect cup everytime. This is our set up at the roastery in Urbandale.



Buying directly from farmers invests money into local economies securing the future of families and their farms for the next generation.



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# Farm Specific Coffees

Friedrichs Coffee is pleased to offer farm specific coffees. All of the coffees offered through our farm specific program are sourced from single farms that have been recognized for the high quality beans they produce. Each of these coffees has its own unique flavor signature specific to the soils in which it has grown, the variety of beans that are grown, and the drying and washing processes performed by each farm.

Purchasing beans directly from farmers insures that the farmers will receive the bulk of the profits from their crop. Partnering with Cafe Imports, we are constantly seeking unique high quality farm specific coffee. We've shaken the hands of dedicated farmers who harvest the coffee, and we've scrupulously explored their farms. We are committed to carefully roast each coffee, with as much care as our farmers have given to growing and harvesting.

These are a few examples of the farm specific beans we offer, please contact us for current availability, and treat yourself to a truly unique coffee experience!



Yellow Catucai Peaberry

## Brazil Peaberry

Minas Gerais  
Fazenda Guariroba

Variety: Yellow Catucai

Special Features: Peaberry

Process Method: Natural

The Cup: Fruity, lemon, berry, candied pecan, almond, soft, and winey

Roast: Light

Price: \$8.95/lb

## Colombia

Montanita, Timana  
Finca La Pradera

Farmer: Brayan Joven Almario

Program: Huila Best Cup

The Cup: This high-scoring coffee arrives in spring with detailed cupping notes

Roast: Medium Light

Price: \$9.95/lb

## Ethiopia

Shakiso, Oromia  
Kayon Mountain Coffee Farm

Variety: Heirloom Ethiopian

Altitude: 1900-2200 masl

Process Method: Washed

The Cup: Strong floral & lemon flavors with a delicate body & light sweetness

Roast: Medium Light

Price: \$8.95/lb



Bringing in the harvest, Brazil



Kayon Mountain Coffee Farm, Shakiso, Oromia, Ethiopia



Future farmers, Huila, Colombia



The majestic beauty of Huila, Colombia



Coffee farming family, Ethiopia



**Toll Free 888-612-5050 Free Shipping**



## Free Shipping

Tea orders over  
\$100 ship for free!

### Green Tea

#### Organic Green Sencha 11.95 lb

This Japanese style green steamed leaf steeps a beautiful green cup.



#### Gunpowder Green Tea 7.19 lb

Tightly rolled leaves unfurl to a crisp, strong, green flavor.

#### \*Jasmine 16.45 lb

This classic scented tea from the Fujian Province uses Pouchang tea (slightly less oxidized than Oolong) as a base, which is infused with fresh jasmine petals as it dries. This 1st grade Jasmine has a garden-in-bloom fragrance that is lightly sweet and very smooth.

#### Oolong Ti Kuan Yin 29.95 lb

The "Iron Goddess" of Fujian Province, this traditional deep-baked tea has an aromatic, full-bodied, mildly sweet, lingering aftertaste.

#### \*Pomegranate Green Sencha 9.08 lb

Fresh tasting green sencha blended with sweet juicy pomegranate flavor.

#### Organic Yunwu Green 11.95 lb

Classic China green (Cloud Mist) light, clean cup, bright and zesty.



# Loose Leaf Teas

A great coffee house also features a wide assortment of fine quality loose leaf teas. Brew a pot in a french press, or steep a single cup using a chlorine free T-sac. Either way, our fresh and fragrant teas are sure to please! Try our Herbal Tisanes iced for a caffeine free alternative to traditional iced tea!

All Tea is packaged in 2 lb. pouches.

\* *Flavored Teas are denoted with an asterisk*

## Herbal Tisanes

Naturally Caffeine Free

#### Almond Rooibos 13.95 lb

Red rooibos, papaya & almond pieces, natural flavors.

#### Chai Rooibos 12.25 lb

Rooibos with cinnamon, cardamom, pepper, and allspice.

#### Fruit Basket 16.25 lb

A flavorful blend of apple, hibiscus, elderberries, rosehips, blackberries, cherries, and raspberries.

#### Ginger Lemon 14.64 lb

A spicy and flavorful blend of ginger, lemongrass, lemon, licorice, and spearmint.

#### Peppermint Leaf 8.95 lb

Aromatic, refreshing, and vibrant.

#### Provence Garden 13.95 lb

A floral and fruity blend of rooibos, rosehips, elderberry, blueberry pcs., lavender, rose petals, & natural flavors.

#### Royal Sonoma Mulling Spices 12.50 lb

A warm spicy blend of cinnamon, orange peel, cloves, star anise, allspice, cardamom, lemon peel, cranberries, orange oil, and vanilla oil.

#### Wellness Blend 13.50 lb

Boost your immune system with echinacea root, chamomile, elder flower, licorice root, & peppermint.

#### Organic Red Rooibos 9.00 lb

Grown in the foothills of the Cedarberg Mountains near Cape Town. Naturally caffeine-free and rich in anti-oxidants, minerals and trace elements, rooibos tea may help increase iron absorption, relieve allergies and aid in digestion.



## T-Sacs

Unbleached chlorine-free paper tea bags, make loose leaf tea easy to enjoy.

#1 one cup size  
\$6.00/100

#2 two cup size  
\$7.00/100

## Black Tea

#### Assam Kalgar 10.25 lb

Malty full-flavored estate tea. Great with milk.

#### Ceylon Supreme - English Breakfast 9.08 lb

The perfect English Breakfast tea, brisk, bright, smooth, full bodied tea. Great with milk.

#### \*Blackcurrant 9.50 lb

China black tea with sweet blackcurrant accented with blackberry leaves

#### \*Chai (Friedrich's Blend) 11.50 lb

Our custom blended assam with aromatic spices cinnamon, cardamom, allspice & black pepper.

#### \*Cinnamon Orange 10.95 lb

Natural spices and dried fruit impart black tea with warmth & sweetness.

#### \*Decaf Cinnamon Orange 19.95 lb

Natural spices and dried fruit impart black tea with warmth & sweetness.

#### 100% Darjeeling 18.28 lb

Delicately grown in the Himalayan foothills on the Tiger Hill Estate. Known as the champagne of tea. Full of flavor and character.

#### Earl Grey 9.08 lb

A highly aromatic black tea scented with oil of bergamot (a Mediterranean citrus fruit).

#### \*Earl Grey Lavender 10.50 lb

Our Earl Grey blended with aromatic lavender, a lovely twist to a British classic.

#### German Breakfast Blend 9.08 lb

A robust blend of Assam (N.India), Iyerpadi (S. India), & Ceylon. Excellent iced.

#### Organic Iyerpadi Estate 10.70 lb

fragrant, clean-tasting & full bodied grown in the Nilgiri Mountain Basin of southern India.



#### Keemun 29.95 lb

This deep amber tea from Anhui province is known for it's rich, toasty, smoky flavor. It's very aromatic.

#### \*Madagascar Vanilla 9.50 lb

China black tea with real vanilla bean pieces.

#### \*Mango Tango 9.50 lb

Sweet tropical mangoes flavor this fine black tea garnished with marigolds.

#### \*Moroccan Peppermint 9.50 lb

China green with refreshing peppermint leaves.

#### \*Peach 9.50 lb

Black tea with the sweetness of fresh peaches.

#### Pu-erh, Tuo Cha 3.75 bag or 21.38 lb

20 nests/servings per bag. This is the only tea designed and processed to age like wine with a musky, spicy and earthy complexity.

#### \*Tibetan Raspberry 9.50 lb

China black tea and raspberry leaves.

#### \*Tropicana 11.95 lb

Black tea with a refreshing tropical flavor.

#### Yunnan 12.95 lb

This black China tea has a lot of character offering a deep, woody cup.



**Toll Free 888-612-5050 Free Shipping on Tea Orders Over \$100**





## Spice it up with Friedrichs Blend Chai

### Chai Concentrate

Add .25 lbs of loose tea in Thermal Carafe.  
Fill with hot water and steep for 20 minutes.  
Strain into 64 oz. (2 Qt.) pitcher.  
Stir in ½ cup sugar.

### Chai Latte

4 parts chai concentrate: 1 part milk  
Stir before pouring. A shot of vanilla  
syrup is  
a nice addition to chai if customer chooses.  
For iced chai, start with ½ glass of ice  
before adding the 4 pts chai and 1 pt milk.  
Use simple syrup for additional  
sweetening, if requested.

### Friedrichs Crème Chai Frappe

Fill cup (20 oz. or 24 oz.) half way with ice,  
pour chai concentrate to half way.  
Set aside to be added to blender later.

In blender:

Add ice cream  
(3 scoops for 20 oz. 4 scoops for 24 oz)

Add white chocolate sauce  
(1.5 oz for 20 oz, 2 oz. for 24 oz)

Add the half full cup of ice  
and chai concentrate.

Blend until smooth.

If using ice cream mix  
(Sarah Ann, AE Product) — Use a full cup of  
ice filled half full of chai concentrate. Add  
ice cream mix to chai and ice to 3/4 of the  
cup. Add white chocolate sauce (1.5 oz for  
20 oz cup and 2.0 oz. for 24 oz cup).  
Blend until smooth.

### Almond Jumpstart

Chocolate, Coconut, Almond

### Amaretto

Almond Amaretto

### Apple Crumb Cake

French Apple Buttery Cinnamon Crumb Cake

### Bananas Foster

Banana, Butter Rum, Caramel, Vanilla

### Blueberry Cobbler

Blueberry Cobbler, Cinnamon

### Bourbon Pecan

Bourbon Pecan

### Butter Pecan

Butter Pecan

### Butter Rum

Butter Rum

### Butterscotch Toffee

Caramel Crème, Butter Pecan

### Caramel Crème

Caramel

### Cherry Crumble

Cherry Crumb Cake

### Cinfully Sweet

Cinnamon, Butter Rum, Pecan

### Cinnamon French Toast

Maple Syrup, Cinnamon

### Cinnamon Vanilla Crème

Vanilla Crème, Cinnamon

### Cinnamon Roll

Cinnamon, Brown Sugar, Vanilla Crème

### Coconut Crème Pie

Coconut Crème, Graham Cracker

### Coffee Cake

Coffee Cake, Buttery Graham Crackers, Vanilla Crème

### Cookies & Crème

Cookies and Crème

### Crème Brulee

Vanilla Custard, Creamy Caramel

### Dutch Apple Strudel

Apple Cinnamon, Vanilla Crème, Graham Crackers

### English Toffee

Butter Rum Spiced, Caramel Crème

### French Vanilla

French Vanilla

### French Vanilla Almond

French Vanilla Almond

### German Chocolate Cake

Chocolate and Coconut

### Graham Cracker Crust

Almond Graham Cracker

### Hawaiian Hazelnut

Hazelnut Crème, Coconut

### Hazelnut Crème

Hazelnut Crème

# Flavored Coffee

What makes our flavored coffees better than the rest? We start with some of the finest freshly roasted beans available, which are flavored per order and shipped the same day!

Bulk coffees are packaged in 5 lb. capacity, foil-valved bags  
Add 25¢ per pound for ground coffee.

**Free Shipping:** Mix-n-match 5 lb bags  
20 Pound Minimum

### Highlander Grog

Butterscotch, Butter Rum, Vanilla

### Jamaican Me Nuts

Kahlua, Caramel Crème, Nuts

### Jamaican Me Crazy

Kahlua, Caramel Crème, Vanilla

### Mocharoo

Hazelnut Crème, Cinnamon, Chocolate

### Pecan Sticky Bun

Caramel Crème, Toasted Pecans, Cinnamon

### Raspberry Crème Chocolate

Chocolate Raspberry Crème

### Sea Salt Caramel Mocha

Chocolate, Sea Salt Caramel

### S'more Please

Marshmallow Toasted, Chocolate, Graham Cracker

### Snickeroo

Hazelnut Crème, Cinnamon

### Southern Pecan

Pecans Southern, Vanilla Crème

### Spiced Highlander Grog

Butterscotch, Butter Rum, Vanilla, Spice

### Swiss Orange Chocolate

Chocolate Swiss Orange

### Tiramisu Treat

Tiramisu (like the cake)

### Turtle Sundae

Chocolate, Caramel, Pecan

### Vermont Maple Nut

Vermont Maple, & Nuts

### White Russian

Kahlua, Vanilla Creme

### White Chocolate Caramel

Caramel, White Chocolate

### White Chocolate Raspberry Truffle

White Chocolate Mousse, Raspberries



## Holiday Favorites

### Frosty's Favorite

Cinnamon Graham Cracker,  
Hazelnut, French Vanilla

### Gingerbread House

Gingerbread

### Jingle Bell Java

Caramel, Butter Rum, Pecan, Cinnamon, Vanilla

### Luck O'The Irish

Irish Crème (Bailey's Style)

### Mistletoe Kiss

Chocolate Caramel Kisses

### Nana's White Christmas

Coconut, Caramel, Nuts

### Pumpkin Pie

Fresh Baked Pumpkin Pie

Friedrichs Flavored  
Coffee

**6.99 lb**

Friedrichs Decaf  
Flavored Coffee

**7.73 lb**

Friedrichs Swiss /  
Mountain Water Decaf  
Flavored Coffee

**8.59 lb**

*All flavors are  
available in decaf!*

*Gluten-Free and  
Peanut-Free!*



**Toll Free 888-612-5050 Free Shipping**

# Syrups & Sauces



## Torani

Made with Pure Cane Sugar

Price Per Bottle  
\$7.25

Call for list of flavors.  
Not eligible for free shipping.  
By special order only.  
4 piece minimum per flavor.



## Previsto

Made with Pure Cane Sugar

Price Per Bottle  
\$4.95

Call for list of flavors.  
Not eligible for free shipping.  
Sold in boxes of 6 -  
mix and match flavors

# Packaging

## Private Label Packaging

Enhance your brand by packaging our special blends with customized labels featuring your store's graphics and information.

- Choose one of the four bag colors (Black, Salmon, Red, or Green)
- Choose one of our 3"x4" label designs or e-mail your logo to:  
sales@midwestcoffeetraders.com

we will design your logo into a 3"x4" label and send a proof, Absolutely FREE!!! Call for more information



## Plain Tin Tie Bags

Package beans for resale with Kraft or Black tin tie bags. Available in 1/2lb or 1lb size

35¢ each

## Blue Bag Clips

Perfect to reseal our 5 pound bags.  
Keep coffee fresh longer!

\$3.00 each



# Brewing

Whether you are brewing for customers or making a cup in your hotel room, how you brew is as important as the beans you buy. Here are some of our favorite brewing methods. Need more information? Give us a call! We LOVE to talk coffee.



## Chemex

The Chemex coffeemaking system was developed by a chemist to achieve one result ... Brew A Perfect Cup of Coffee Everytime.



## AeroPress

Total immersion brewing yields a smooth rich brew in seconds! Perfect for home or on the road.



## Nuova Simonelli Aurelia Coffee Machine 2 Group

List Price  
\$8,900  
Call for special price



## Fetco Coffee Brewer

Model #CBS 2032e

List Price  
\$2,250  
Call for special price



## T-Sacs

Unbleached chlorine-free paper tea bags, make loose leaf tea easy to enjoy.

#1 one cup size  
\$6.00/100

#2 two cup size  
\$7.00/100

**Toll Free 888-612-5050 Free Shipping**





Friedrichs Coffee  
2781 99th Street  
Urbandale, Iowa  
50322-3889

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## Monthly Coffee & Tea Specials **\$6.75 lb**

See Inside



**USDA Organic**  
No chemicals,  
pesticides, or  
contaminants



**Rainforest Alliance**  
Protecting the Earth's  
resources today for the  
benefit of tomorrow.



**Shade Grown Coffee**  
Innovative solutions  
for global conservation



**Fairtrade**  
Ensuring a fair  
wage for coffee  
farmers.



**Cup of Excellence**  
Offering exemplary coffees  
directly from small farmers

To order call toll free 888-612-5050 or fax us at 515-270-8050 Free Shipping on orders over 20 pounds

At Friedrichs' Coffee, we have traveled the world seeking the finest coffee beans and learning the best preparation methods for each unique brew. To you our customer, we offer our experience, our knowledge, and most importantly, the world's finest coffee beans.

