

Dear Sir,

Attached you will find seven pages of various information and proposed logo designs intended for your review. You will see the current logo on the cover letter and price list (12 years). After that, you will see a couple of proposed van logos from someone. I'm not sure I like them because they make me look like a repair company or a mobile coffee business. The last one has some excellent script and the guy's head looks like me. However, the overall image shows me as a coffee roaster or even a grocery store manager. It is also way too busy and detailed. It needs to be simple. Please read my company mission statement and cover letter over and over again. I am basically a specialty coffee distribution company who does not try to baffle people with all the hype about having better coffee and related products than everyone else. I tell potential customers I have very good comparable products with unparalleled service. See what you can come up with.

Andy



# The Espresso Masters

*"Servicing All Your Specialty Coffee Needs"*

## Company Mission Statement

"We are a coffee distribution company connecting our customers and their specific needs through unbeatable customer service. That is The Espresso Masters."



# The Espresso Masters

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*The Espresso Masters is a full service coffee distribution company which specializes in coffee equipment sales, distribution of coffee products and unbeatable customer service. Established in 1998, we started as a small part time business evolving into a personalized customer centered organization, with quality service as our main focus.*

*Our featured espresso machines are Nuova Simonelli. Manufactured in Italy, they are known to represent the best coffee equipment in the world. The Nuova Simonelli machines are attractive, sleek in design, durable, and low maintenance. Our machines can usually be delivered and installed within five business days. Additionally, The Espresso Masters carries all parts necessary for the coffee machines in our service vehicles.*

*Our company offers a one year parts & labor warranty when equipment is purchased through us. We also offer a very cost effective quarterly "wear & tear" parts maintenance and filtration service.*

*Enclosed is a list of our comprehensive product line and specification sheet for the award winning Caffé Maestro Coffee. Delivery service is available on a weekly basis or as needed throughout Southern California with a \$250 minimum order. However, no minimum is required for shipping product via UPS.*

*We realize coffee equipment, coffee products, and service are available through other companies. Our success is based on unsurpassed dedication to service and meeting the needs of our customers. The connections with our customers, and their specific needs that we embrace as the most important matter of business, is the testament to our success. With this as our main focus each day, we have created a company that our clients can depend on.*



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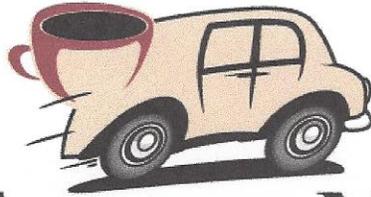
## Price List

Product	Packing	Case	Unit	Lb.
Caffe Maestro Whole Bean Coffee (Med./Dk.)	2/5 Lb.	\$ 100.00	\$50.00	\$10.00
Caffe Maestro Decaf. Whole Bean Coffee (Med./Dk.)	2/5 Lb.	\$ 105.00	\$52.50	\$10.50
Caffe Maestro Ground Coffee (Med./Dk.)	54/3 Oz.	\$ 98.55	\$ 1.83	\$ 9.75
Caffe Maestro Decaf. Ground Coffee (Med.)	54/3 Oz.	\$ 108.50	\$ 2.01	\$10.75
Caffe Maestro Whole Bean Espresso	2/5 Lb.	\$ 100.00	\$50.00	\$10.00
Caffe Maestro Decaf. Whole Bean Espresso	2/5 Lb.	\$ 105.00	\$52.50	\$10.50
Caffe Maestro Regular Espresso Pods	200/7 Gr.	\$ 103.50	\$ .52	-
Caffe Maestro Decaf. Espresso Pods	200/7 Gr.	\$ 108.50	\$ .55	-
Guatemala Antigua Whole Bean Coffee	1/5 Lb.	-	\$63.75	\$12.75
Habana Roast Whole Bean Coffee	1/5 Lb.	-	\$62.00	\$12.50
Organic French Roast Whole Bean Coffee	1/5 Lb.	-	\$61.50	\$12.25
French Riviera Decaf. Whole Bean Coffee	1/5 Lb.	-	\$59.50	\$12.00
Guatemala Antigua Ground Coffee	54/3 Oz.	\$129.15	\$ 2.39	\$12.75
Paradise Blend Ground Coffee	54/3 Oz.	\$110.00	\$ 2.05	\$10.75
Habana Roast Ground Coffee	54/3 Oz.	\$119.03	\$ 2.20	\$11.75
Organic French Roast Ground Coffee	54/3 Oz.	\$123.98	\$ 2.30	\$12.25
Hawaiian Hazelnut Ground Coffee	54/3 Oz.	\$115.00	\$ 2.13	\$11.25
Vanilla Nut Ground Coffee	54/3 Oz.	\$115.00	\$ 2.13	\$11.25
French Riviera Decaf. Ground Coffee	54/3 Oz.	\$121.45	\$ 2.25	\$12.00
Weaver's House Blend Whole Bean Coffee	1/5 Lb.	-	\$62.50	\$12.50
Weaver's House Blend Decaf. Whole Bean Coffee	1/5 Lb.	-	\$72.50	\$14.50
Weaver's Espresso Blend Whole Bean Coffee	1/5 Lb.	-	\$82.50	\$16.50
Weaver's Espresso Blend Decaf. Whole Bean Coffee	1/5 Lb.	-	\$82.50	\$16.50
E.M. Mocha Powder	6/2 Lb.	\$ 52.50	\$ 8.75	\$ 4.38
E.M. Vanilla Powder	6/2 Lb.	\$ 52.50	\$ 8.75	\$ 4.38
E.M. White Chocolate Powder	6/2 Lb.	\$ 58.50	\$ 9.75	\$ 5.33
E.M. Chai Latte Powder	6/2 Lb.	\$ 64.50	\$10.75	\$ 5.38
E.M. Mocha Lite Powder	6/2 Lb.	\$ 69.90	\$11.65	\$ 5.83
E.M. Vanilla Lite Powder	6/2 Lb.	\$ 69.90	\$11.65	\$ 5.83

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<b>Product</b>	<b>Packing</b>	<b>Case</b>	<b>Unit</b>	<b>Lb.</b>
DaVinci Carmel Sauce	6/64 Oz.	\$90.00	\$15.00	
DaVinci Chocolate Sauce	6/64 Oz.	\$84.00	\$14.00	
DaVinci White Chocolate Sauce	6/64 Oz.	\$84.00	\$14.00	
DaVinci Gourmet Classic Syrups <i>(16 Classic Flavors)</i>	12/750 ML.	\$66.00	\$5.50	
DaVinci Gourmet Sugar Free Syrups <i>(5 Sugar Free Flavors)</i>	12/750 ML.	\$69.00	\$6.00	
DaVinci Gourmet Natural Syrups <i>(5 Natural Flavors)</i>	12/700 ML.	\$78.00	\$6.75	
Harney & Sons Premium Hot Teas <i>(10 Assorted Flavors)</i>	6/20 Ea.	\$29.70	\$4.95	
Harney & Sons Wrapped Sachet Hot Teas <i>(7 Assorted Flavors)</i>	6/20 Ea.	\$50.40	\$8.40	
Harney & Sons Loose Leaf Hot Teas <i>(4 Assorted Flavors)</i>	1/1 Lb.	\$30.00	\$30.00	
Oceania China's Best Iced Tea	40/1 Oz.	\$34.00	\$.85	
Oceania Passion Fruit Iced Tea	40/1 Oz.	\$44.00	\$1.10	
Oceania Mango Iced Tea	40/1 Oz.	\$44.00	\$1.10	
Oceania China's Best Iced Tea	40/3 Oz.	\$96.00	\$2.20	
Oceania Passion Fruit Iced Tea	40/3 Oz.	\$120.00	\$3.00	
Oceania Mango Iced Tea	40/3 Oz.	\$120.00	\$3.00	
Jet Tea Smoothie Mix <i>(10 Assorted Flavors)</i>	6/64 Oz.	\$72.00	\$12.00	



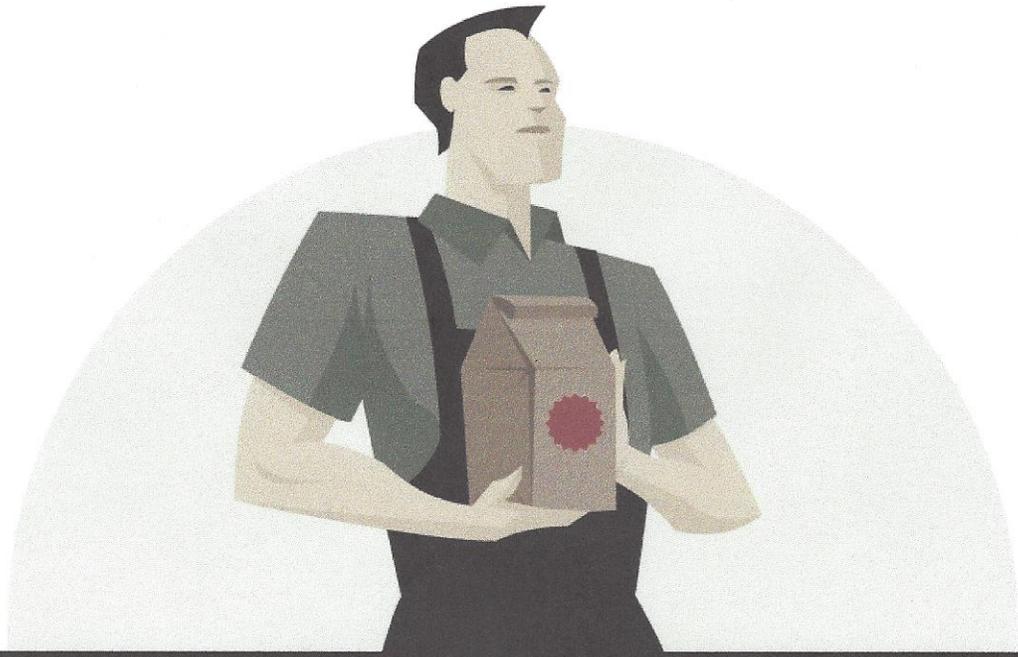
# The Espresso Masters

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**THE ESPRESSO**   
**MASTERS**

*Serving all Your Specialty Coffee Needs*