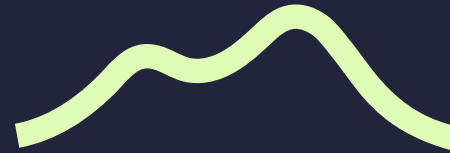


*product guide*



**MERCHANT COFFEE ROASTERS**

ABOUT  
US

# *Dedication to building long lasting partnerships.*

As a leading coffee roaster located in regional Victoria, we provide quality coffee and consistency every time. Great coffee and exceptional service is our passion.

We strive to provide a tailored experience to nurture and grow with you and your business, forming profound partnerships.

FROM THE GROUND UP!  
ROASTED & PACKED IN MANSFIELD VIC

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**MERCHANT**  
COFFEE ROASTERS

# Everything we do is a matter of *quality* and *service*.

## OUR STORY

Based in beautiful Mansfield at the base of Mt Buller, Merchant Coffee Roasters is a well-oiled machine, roasting and supplying specialty grade coffee, extensive training and unparalleled support. Now rewind to 2014 to where it all began. Owner Mat Picone and his wife Lee moved to Mansfield and opened the 'Mansfield Coffee Merchant' cafe. It was an immediate success due to Mat's many years of experience grinding through hospitality,

where his attention to quality and welcoming service immediately became the magic mix. Merchant Coffee Roasters was born from his drive and passion for creating a range of coffee blends to suit customers' needs, tastebuds, and single-origin coffees to take their experience to the next level. Also, bring the quality of coffee and service from Melbourne to the locals and known as the people who help and listen.

# Personalised to your specific needs.

## WHY PARTNER WITH US?

01.

### Specialty Grade Coffee



All our coffee is 100% Arabica rated 80 points or above by the SCAA – the top 5% of coffee in the world.

02.

### Train + Develop



Extensive training on-site or with us. Tasting sessions, education and business support.

03.

### Industry Connections



Access to multiple Melbourne and Australia based industry contacts as well as local business partners.

04.

### Service + Support



Regular visits, on the spot training & testing. Equipment maintenance & breakdown assistance. Preventive maintenance plans & in house technical support.

## OUR PROMISE TO YOU

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### 01

#### SERVICE

Service is what we pride ourselves on and have worked in the industry for many years from all perspectives. We understand the needs of our clients, and we work hard to deliver on these. We are approachable, open and give you our all to ensure your success.

### 02

#### COMMITMENT

We are fully committed to your business. We want you to speak highly of us and engage through a good faith and trust contract in the service and products we supply. We work hard to form long-lasting relationships built on coffee and meet your business needs.

### 03

#### PRODUCT RANGE

As well as our delicious, specialty grade coffee, we also proudly distribute the Mad Hatter Tea Co range of loose leaf tea, tea bags, drinking chocolate, sticky chai and chai powder. As well as syrups, cups and everything you need for your coffee requirements.

### 04

#### TRAINING

Our staff have worked their way up from clearing empty plates and cups to being behind the machine, roasting and then to where they are now. We know coffee, and we share this. Thorough and relevant training to your staff to make sure they can deliver.

## OUR PROMISE TO YOU



# 05

### FUN

We strongly believe coffee should be fun as well, from training sessions to catching up and working with you to grow. Hospitality is a dynamic industry, and we feel we have a team that loves what they do and can help you and your team have a bit of fun while we do it.

# 06

### CONFIDENCE

Through our years of experience, we have faced nearly every challenge you can think of and have found solutions every time. We are here to share these experiences with you to have the confidence that we always have your back and interests in mind.

# 07

### EQUIPMENT

Working with an extensive network of trusted service suppliers, we can arrange installations, servicing and maintenance on all coffee-related equipment. We can supply you with equipment that is not just the latest trend but a practical solution tailored to your business needs.

# 08

### INDIVIDUALITY

We do not have a blueprint that we apply as a blanket solution to each customer. We tailor your training, equipment and more to suit what your business, customers, staff, and you require. Working with you and your team to build their skillset and knowledge.

## COFFEE BLENDS

### New Kid On The Block



#### BALANCED AND SWEET

New Kid On The Block is a delicious well rounded coffee that is sure to keep people coming back for more. Nice upfront sweetness with toffee and vanilla flavours. Following through to a mild citrus finish with low acidity and delicious caramel notes and a hint of spice.

●●○ ROAST: MEDIUM

### House Party



#### FULL BODIED AND SMOOTH

Three beans combine in this blend with Colombian being the largest component. A syrupy bodied blend that is bursting with butterscotch, spice and an alluring citrus sweetness. Amazing as a black coffee and combined with milk to deliver a smooth yet bold coffee.

●●○ ROAST: MEDIUM

### Bueller's Blend



#### FULL BODIED AND SMOOTH

A full-bodied blend that is perfect for milk-based coffees and punchy enough for a delicious black coffee. A dark chocolate body combined with sweet cherry and finishing with a bold yet mild lingering acidity.

●●○ ROAST: MEDIUM DARK

COFFEE  
BLENDSGolden  
Girl

## SOFT FLORAL NOTES

Soft floral notes, medium high stone-fruit acidity with a smooth delicate finish.

ROAST: MEDIUM

Round  
House

## FULL BODIED AND SMOOTH

A full-bodied blend that is perfect for milk-based coffees and punchy enough for a delicious black coffee. Sweet berry notes followed by a full mid-palate of dark choc and finishing with a milk acidity and hint of spice.

●●○ ROAST: MEDIUM DARK

## Decaf



## SWISS WATER PROCESSED

We have settled on what we believe to be one of the tastiest decaf coffees we have ever let pass our lips. This rotational single origin is bursting with milk chocolate, caramel and honey and has a full, creamy body. Decaffeinated using a sugar cane EA or natural method to retain the beans characteristics in the cup.

●●○ ROAST: MEDIUM DARK



# Thorough and relevant training ensures your staff can deliver

## TRAINING

We offer a range of training options for your baristas and team. We prefer to introduce you and your team to our product as soon as possible to your start/changeover date. We offer onsite training at your business or a session at our Roastery. This first session is a basic run through and is part of signing up with the Merchant Coffee Roasters.

We will provide a more in-depth session for customers who average 10kg and above per week, including latte art, grinder adjustments, and essential machine maintenance. We also offer alternative brewing classes, one on one sessions and more.

Please contact us to discuss your options and pricing for further training information.

get in touch

# We provide practical solutions to suit your **coffee** needs.

We supply and sell an extensive range of equipment from brands such as La Marzocco, San Remo, Mazzer, Fiorenzato, Puqpress and more.

Working with an extensive network of trusted service suppliers, we can arrange installations, servicing and maintenance on all coffee-related equipment.

## EQUIPMENT & SERVICING



LA MARZOCCO



SAN REMO



FIORENZATO



MAZZER



PUQPRESS

# We are here to *grow* with you to ensure your business *succeeds*.

## PRICING & ORDERING

Our bean price reflects a structure that allows you to succeed as your order increases. We will support you through better prices through evaluation and sales forecast.

Our support extends to training options that allow you to learn more about the beans and how you can get the most out of your machine. Of course, we trust you already make a great coffee, but there could be some hints or tips we have learnt along the way to push your espresso a bit further. Combined with our delicious, fresh coffee, you will see more customers through your door.

Our order schedule helps you place your order more frequently, so you'll never run out. Orders must be in by midday on Monday for delivery by Friday at the latest of the same week.

### ORDERMENTUM

Ordermentum is a wholesale online order management system we use so you can order when you want. We know you're busy during the day, and we have gone home when you finally have time for paperwork. With Ordermentum, you can order in one click, when it suits you.

### INVOICING & PAYMENT OPTIONS

All accounts are required to fill out our Trade Agreement to obtain a 7-day account which we will action and let you know of approval and when the account can start. Credit Card Authorisation is also available.

SUPPORTING  
OUR FARMERS

We source coffee from  
all over the world from  
farmers we know & trust.

ETHICALLY FARMED & SOURCED ■

FAIR PRICES ■

QUALITY BEAN ■

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MERCHANT

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# BECOME A MERCHANT PARTNER

[MERCHANTCOFFEEROASTERS.COM.AU](https://MERCHANTCOFFEEROASTERS.COM.AU)

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