



Build Your Coffee Business With An American Classic!

EQUIPMENT & MERCHANDISING SUPPORT

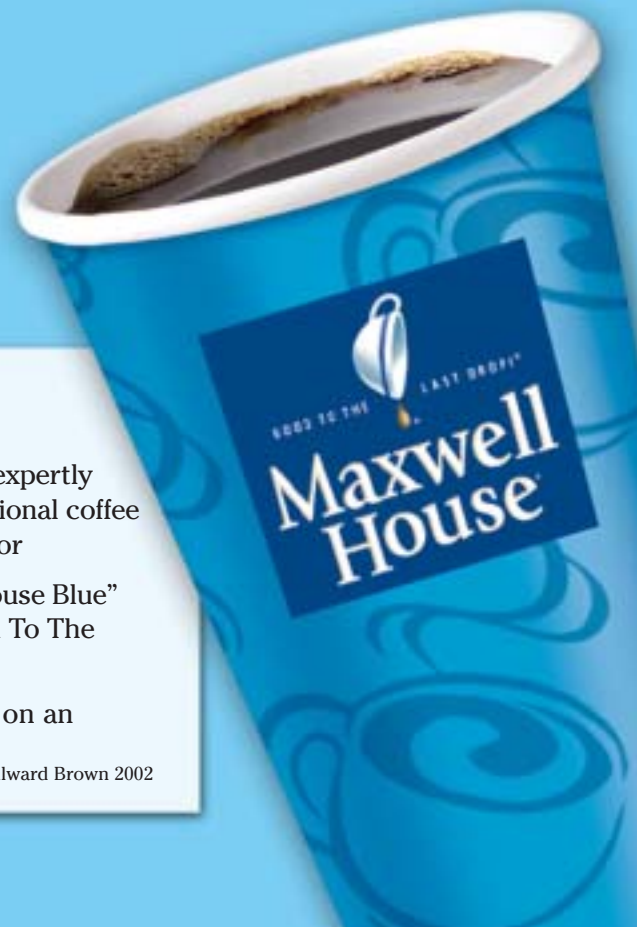


To help grow your coffee business and reinforce your commitment to quality, we offer a wide variety of Maxwell House® equipment and merchandising materials.

These impactful materials show customers you care about their coffee by serving Maxwell House— an American classic and the brand of choice for mainstream coffee drinkers.

With over 100 years of expertise and category leadership, the Maxwell House Coffee Company is dedicated to providing you with a complete, value-added coffee solution.

*Show customers the coffee you offer is...
Good to the Last Drop!*



MAXWELL HOUSE®

- The right signature blend of high-quality beans, expertly roasted and beautifully balanced to satisfy traditional coffee drinkers with a consistently rich, full-bodied flavor
- Americans recognize the traditional “Maxwell House Blue” and the cup-and-drop logo, along with the “Good To The Last Drop®” slogan
- A retail brand with 100% consumer awareness on an aided basis*

*Millward Brown 2002



High-Quality Coffee Deserves High-Quality Equipment



Decanter Brewers with Branded Bowls



Five Station Automatic Brewer with Branded Bowls



Airpot Brewers with Branded Airpots



Airpot Merchandiser



Dual Shuttle Brewer

Benefit From Our Eye-Catching Merchandising Materials

Menu Clip



Waitstaff Button



Branded Serveware



Branded Paper Cup



Flip Tent Holder



Branded Table Tent



Custom Imprinted Table Tent



Acrylic Table Tent Holder

Ask about our other merchandising materials and turnkey promotions.



For more information, contact your Maxwell House Coffee Company Representative.