



ROASTERS
EXCHANGE COFFEE
A BETTER CUP AWAITS

Roasters Exchange Training





The Roasters
Exchange[®]
Promise

A Better Cup Awaits

Our Roasters Exchange® Coffee Promise

Roasters Exchange® Coffees are now produced by PFG-owned supplier Coda Coffee Co. headquartered in Denver, Colorado.

Made with 100% Arabica beans, Roasters Exchange® Coffees are carefully roasted to highlight the natural flavors of the regions where the beans were grown and harvested for signature flavor profiles that customers will enjoy.

The Roasters Exchange® brand matches Coda's values of putting people first, customer focus, doing the right thing and thriving on innovation.



Available in Gourmet Premium, Traditional, and Decaffeinated varieties, Roasters Exchange® Coffee combines high quality, 100% Arabica coffee beans into flavorful blends to deliver a satisfying cup of coffee—from start to finish.

Our Roasters Exchange® Coffee Promise

Coda Coffee Co., our coffee roaster for our Roasters Exchange® Coffees, is dedicated to promoting sustainability in every sense of the word; having an ongoing commitment to both the environment and the quality of life experienced by individuals in the coffee industry.

Coda's dedication to the craft of coffee excellence, ongoing customer support and commitment to sustainable business practices is the foundation of its success.

By initiating best practice sharing and quality control, investing in the farming communities and bring a better quality of life for farmers, Coda Coffee Co. is able to provide the highest quality coffee possible: it tastes good, it feels good.



Our Roasters Exchange® Coffee Promise

- ◆ Coda Coffee is dedicated to promoting sustainability in every sense of the word; having an ongoing commitment to both the environment and the quality of life experienced by individuals in the coffee industry. Coda's Visit's to origin/farm level ensures that you can feel good about the coffee you drink. By initiating best practice sharing and quality control, investing in the farming communities and bring a better quality of life for farmers, we are able to bring you the highest quality coffee possible: it tastes good, it feels good. Coda is also [B Lab certified](#), further demonstrating our commitment to the greater good for all. B Lab certified companies are a building a new sector of the economy by using the power of business to solve social and environmental problems. B the Change.



Roasters Exchange[®] Coffee Features and Benefits



ROASTERS
EXCHANGE COFFEE

Premium Coffees

- 100% Colombian
- Breakfast Blend
- Winter Blend
- Midnight Dark Roast

ROASTERS
EXCHANGE COFFEE

Traditional Coffees

- Colombian Blend
- Classic Blend

ROASTERS
EXCHANGE COFFEE

Decaf Coffees

- Classic Decaf
- Winter Decaf
- Midnight Decaf

<p>Consistent Packaging</p>	<ul style="list-style-type: none"> Product Films Denote Tiers: <ul style="list-style-type: none"> Grey Film – Premium Tier Red Film – Select Tier Green Film - All Decaf Silver Source Film – Value Tier Standard size case across all products and sizes <ul style="list-style-type: none"> Same Ti - Hi across products - easier for warehouse and shipping All fractional packs come with Filters
<p>Common Pack Sizes</p>	<ul style="list-style-type: none"> Fractional Packs 1.5 to 2 oz. – 48 ct. per case Filter Packs 24/2 filter pack over wrap – 48 per case Urn/Satellite 8 – 12 oz. Packed: 12 ct. per case Bulk Pack 4 lbs.: Packed: 2 per case
<p>Convenient Distribution</p>	<ul style="list-style-type: none"> Products will be available via the Performance Advantage (PA) Warehouse

Roasters Exchange® Coffee - Premium Blends



Roasters Exchange® Premium Blends are the finest of the crop. 100% Arabica beans from renowned growing regions, sourced with respect. A remarkable coffee experience that aims higher...and truly delivers.

100% Colombian is 100% Arabica beans grown in the rich soils of Colombia. Always deliciously smooth & perfectly balanced.

Roasters Exchange® Coffee – Traditional Blends



Roasters Exchange® Traditional Blends use the finest 100% Arabica beans, masterfully roasted. No compromises. Extremely smooth, flavorful and rewarding.

Roasters Exchange® Coffee - Decaffeinated Blends



Roasters Exchange® Decaffeinated Blends are the finest of the crop. 100% Arabica beans from renowned growing regions, sourced with respect. A remarkable coffee experience that aims higher...and truly delivers.

Our Value Blends



Our Value Blends are the finest of the crop. Silver Source® uses 100% Arabica beans from renowned growing regions, sourced with respect. A remarkable coffee experience that aims higher...and truly delivers.

Roasters Exchange® Coffee Blends

The Roasters Exchange® brand offers a wide variety of coffee blends in various taste profiles and roasts from light to dark roast. A high-quality blend, Roasters Exchange® is packed in variety of pack sizes to meet the many diverse applications within foodservice and use in coffee brewers of various sizes.

Offered in fractional packs, filter packs, urn pack and bulk packs, all products are shipped in a standardized case for warehousing and shipping convenience.

ROASTERS EXCHANGE® COFFEE BLENDS			
Coffee	Description	Flavor Profile	Comparable Products
Lighter Roast Coffees			
Classic Blend:	The essential medium roast blend. A delightful balance of light and dark flavors.	Milder coffee with pronounced flavor characteristics	Traditional coffees such as Folgers, Sysco Citavo, Farmer Brothers, Superior
Colombian Blend:	Premium blend of Colombian beans come together to make an exquisite light roast coffee. Notes of cola and apricot.		
Classic Decaf:	Decaf light roast picked at an elevation of 1400 meters. This Honduran coffee brings a smooth and sweet taste.		
Medium Roast Coffees			
Breakfast Blend:	A blend of high altitude grown coffees. Brazilian roast with a desert flavor finish.	Coffees that bring out more body and flavor for consumers who desire a stronger coffee	Comparable to Dunkin' Donuts, McDonald's Premium Roast
100% Colombian:	Medium roast blend that creates a perfect, full-bodied cup. A chocolate and caramel aroma.		
Dark Roast Coffees			
Midnight Blend:	A rich earthy dark roast. Full in flavor and boldness.	Lots of body and stronger taste to complement desserts and heavier entrées	Compare to Starbucks, Peet's, Caribou Coffee
Winter Blend:	This dark roast blend offers a rich dark chocolate fragrance. Characteristics of Cocoa and can have a spicy finish.		
Winter Decaf:	Traditional and naturally full-bodied decaf. Smooth finish with walnut notes.		
Midnight Decaf:	A unique and bold tasting dark roast decaf. A sophisticated coffee for any occasion.		

Roasters Exchange® Coffee Blends

Roasters Exchange Premium Coffee (Grey)

- 100 % Colombian, Breakfast Blend, Winter Blend, Midnight Dark
- These coffees are hand roasted to a meticulous standard. Crafted from the best beans found throughout the world. Your patrons will love the quality and aroma. A Better Cup Awaits

Roasters Exchange Classic Coffee (Red)

- Colombian Blend, Classic Blend
- These High-end coffee blends were developed give the consumer a first-class experience. Beans are sourced, roasted and cupped for that known coffee profile the discerning consumer expects. A Better Cup Awaits.

Premium Blends			
100% Colombian (Light/Medium Roast)	520554	48/1.5 oz	100% Colombian Excelso w/filters
	520555	48/1.75 oz	100% Colombian Excelso w/filters
	520556	48/2 oz	100% Colombian Excelso w/filters
Breakfast Blend (Medium Roast)	520529	48/1.5 oz	Breakfast Blend w/filters
	520568	48/2 oz	Breakfast Blend w/filters
	541068	48/2.5 oz	Breakfast Blend w/filters
Winter Blend (Medium/Dark Roast)	520624	48/1.5 oz	Winter Blend w/filters
	520557	48/2 oz	Winter Blend w/filters
Midnight Premium Dark Roast (Dark Roast)	520597	48/1.5 oz	Midnight Premium Dark Roast w/filters
	520596	48/2 oz	Midnight Premium Dark Roast w/filters
	541073	48/2.5 oz	Midnight Premium Dark Roast w/filters
	535719	2/4 lb.	Midnight Premium Dark Roast Whole Bean
Traditional Blends			
Classic Blend (Light/Medium Roast)	520590	48/1.5 oz	Classic Blend w/filters
	520591	48/1.75 oz	Classic Blend w/filters
	520604	48/2 oz	Classic Blend w/filters
	520607	12/8 oz	Classic Blend Urn
	520606	12/12 oz	Classic Blend Urn
	520609	2/4 lb	Classic Blend Ground
	520536	2/4 lb	Classic Blend Whole Bean
	520613	24/2/1.5 oz	Classic Filter-Pack
	520614	24/2/2 oz	Classic Filter-Pack
Colombian Blend (Medium Roast)	520594	48/1.5 oz	Colombian Blend w/filters
	520595	48/2 oz	Colombian Blend w/filters

Roasters Exchange® Coffee Blends

Roasters Exchange® Decaf

Classic, Winter, Midnight

Decaf drinkers are left out many time in the coffee drinking experience. That is not the case with Roasters Exchange®. These coffees are crafted with the same care as our caffeinated coffees, leaving nothing to be desired. A Better Cup Awaits.

Silver Source®

Don't be fooled by our budget driven brand. These coffees are made with the same care as the premium brands a value price.

Decaffeinated Coffees			
Classic Decaf (Medium Roast)	520537	48/1.5 oz	Classic Decaf w/filters
	520538	48/2 oz	Classic Decaf w/filters
	520611	12/8 oz	Classic Decaf Urn
	520539	12/12 oz	Classic Decaf Urn
	520612	24/21.5 oz	Classic Decaf Filter-Pack
	535717	2/4 lb	Classic Decaf Whole Bean
Winter Blend Decaf (Dark Roast)	520559	48/1.5 oz	Winter Blend Decaf w/filters
Midnight Premium Dark Roast Decaf (Dark Roast)	520622	48/1.5 oz	Midnight Prem Dark Roast Decaf w/filters
	535720	2/4 lb	Midnight Prem Dark Roast Decaf Whole Bean
Value Blends			
Silver Source® Blend (Light/Medium Roast)	520618	48/1.5 oz	Silver Source Blend w/filters
	520630	2/4 lb	Silver Source Blend Ground Bulk
	520631	2/4 lb	Silver Source Blend Whole Bean Bulk

Brand Advantages

Coda Coffee that produces Roasters Exchange® is one of only thirty-five hundred B Certified brands in the world. The B designation is difficult to attain and most who apply do not meet the rigorous vetting process...meaning conducting business as if people and place mattered, because they do.

Coda aspires to benefit all and harm none through its products and practices; Understanding that we're all in this together and depend on one another is the declaration of a B corporation – this is the only way Coda would have it.

Performance Foodservice and the Roasters Exchange® brand align with these values and look to bring the best quality and service to our customers.



Messaging Points

Great, hand-selected coffee roasted to perfection.

World class taste.

Your delicious cup of coffee helps farmers and their families do better.

You don't settle for less in anything else.
Why settle with coffee?



Coffee Basics

Bulk Coffee

Bulk coffee are beans or ground coffee that come in either cans (not recommended) or bags, ranging in size from less than 1 pound to 5 pounds or more.

Fractional Pack (aka Frac Pack or Pillow Pack) Coffee

Frac Pack Coffee is a fractional part of a bag of coffee ground coffee that is pre-measured and portioned into individually wrapped foil bags. Frac packs are extremely convenient, since each frac pack brews 1 pot of coffee, no grinding or measuring required.

Filter Pack Coffee

Filter pack coffee is ground coffee that is pre-measured and sealed inside a "pouch" (usually rectangular or round) of filter paper.

Open the external packaging, place one filter pack in the brew basket of your coffee maker, and brew — no filter needed!

Bulk Coffee



Frac Pack



Filter Pack

Coffee Basics – Equipment



Glass Bowl Machine



Airpot Machine



Single 1 1/2 Gal.
Shuttle Machine



Dual (2) 1 1/2 Gal.
Shuttle Machine



Low Pro. Grinder

**NOTE: CURTIS EQUIPMENT
REQUIRES THE FOLLOWING
PLUMBING:**

Water Supply with 20-90 psi; 1/4"
or 3/8" Male Flare Fitting

PLUG EXAMPLES:

120V/15 OR 20A



220V/30



Code Requires 4 Wire Plug

ADDITIONAL NOTES:

- Decanters, Airpots and Servers sold separately unless otherwise noted
- Some brewers require a 4 wire 240-volt cord and cap. Make sure you know your equipment needs
- Cord and cap does not come with the brewer
- Filtration will be included in all automatic machines

Step by Step Brewing Instructions



Insert a clean new filter into the funnel



Pour in a freshly opened pouch



Shake funnel gently to level ground coffee in the funnel



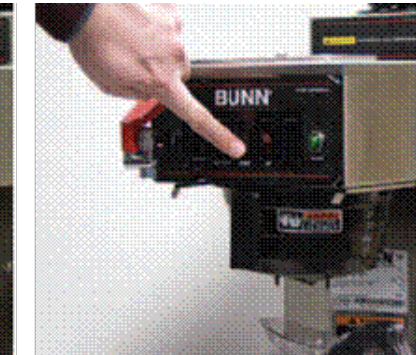
Slide funnel into the rails of the brewer



Place an empty decanter or thermal container under the funnel



Make sure the "ON/OFF" switch is in the "ON" upper position



Momentarily press and release the "START" switch



When brewing is complete discard the grounds and filter

Roast Color

Coffee Roast Style Chart

Roast Color	Name of Roast	Bean Surface	Ave. Bean Temp. (at end of roast)	Acidity	Body	Aroma	Sweetness
	Light Brown/ Cinnamon	Dry	380- 400 °F "First crack"	High	Weak	Medium	Low
	Medium light Brown/ American	Dry	400- 415 °F	High	Full	Full	Mild
	Full Medium Brown/ City	Dry	415- 435 °F "second crack"	High	Full	Strong	Mild
	Medium-dark brown/ Full City/ Viennese/ Light French	Slight oily surface	435- 445 °F	Medium	Very full	Strong	Strong
	Dark brown/ French/ Espresso	Shiny surface	445-460 °F	Low	Full	Medium	Full
	Very dark (nearly black)/ Dark French/ Spanish	Very shiny surface	460- 480 °F	very low	Weak	Mild	Low

Coffee Basics – Ideal Holding Times

Ideal Holding Temperature: 175°F to 185°F (80°C to 85°C)

- Most volatile aromatics in coffee have boiling points well below that of water and continue to evaporate from the surface until pressure in the serving container reaches equilibrium. A closed container can slow the process of evaporation.

Ideal Serving Temperature: 155°F to 175°F (68°C to 80°C)

- Volatile aromatics in coffee are not perceived when coffee is served at lower temperatures.

Ideal Holding Time: 20 or 60 minutes

- 20 minutes in an open top decanter 60 minutes in a closed container
 - Holding coffee longer will result in loss of the smooth, sweet and complex flavors and instead produce a scorched or bitter taste.

Source: [BUNN Coffee Basics Brochure web.pdf](#)

10 Golden Rules for Great Coffee

1. Always start with fresh water, or clean filtered cold water.
2. Always use correct coffee-to-water ratio and full capacity of brewing equipment.
3. Allow brew cycle to conclude before removing beverage.
4. Don't combine old and new coffee.
5. Discard paper filters after each use.
6. Dispose of grounds immediately.
7. Never reheat brewed coffee.
8. Keep equipment clean and in good working order.
9. Continuous heating is the principal cause of flavor loss after brewing.
10. Staling begins as soon as the ground coffee is exposed to open air.

Equipment package with recommend pack size

Tier – #1 & Tier #2

Package size-1.5oz, 1.75oz, 2oz, 2.5oz
Frac & filter pack

Tier- #3

Package size-(2)1.5oz, (2)1.75, (2) 2oz
Frac & filter pack

Tier #4, Tier #5, Tier #6, Tier #6A

1 gallon brew (2) 2oz frac
1.5 gallon brew (3) 2oz Frac or (1) 8oz Frac

PERFORMANCE ROASTERS EXCHANGE COFFEE
Coffee Equipment Site Survey

OPCO Location: _____ AM/Surveyor Name: _____
 PFG Customer Number: _____ Date: _____
 Customer Account Name: _____
 On Site Customer Contact: _____
 Street Address: _____
 Dept., Floor, Bldg.#,Etc.: _____
 City, State, Zip: _____
 Telephone: _____

Current Volume per Day: Pots _____ Brews _____ 1 Brew = 3 Pots Weekly Cases _____ Ct _____ Bag Size _____ qt.

Current Equipment at site:
 Forward pictures of current equipment and plaque to OpCo Liaison
 Plaque can be found behind brew basket or on the side of the machine.
 Check appropriate box and fill in Qty _____ of machines on site

EQUIPMENT

Glass Bowl Machine: 1/2 Gal _____ Qty _____
 Airpot Machine (1/2 Gal/2.5L) _____ Qty _____
 Single 1 1/2 Gal. Shuttle Machine W/tea _____ Qty _____
 Dual (2) 1 1/2 Gal. Shuttle Machine _____ Qty _____
 Grinders _____ Qty _____

EQUIPMENT

Tier # 1 12 Cup Pourover Brewer w/3 warmers _____ Qty _____
 Tier# 2 12 Cup Automatic Brewer w/3 warmers _____ Qty _____
 Tier # 3 Dual Voltage Thermal Carafe Brewer _____ Qty _____
 Tier# 4 Single Shuttle Brewer w/ 1.5 Gal Server _____ Qty _____
 Tier # 5 Single Shuttle Brewer w/ 2- 1.5 Gal Servers & Warmer Stand _____ Qty _____
 Tier # 6A ThermoFresh BrewWise DBC-Dual Tall 2-1.5 Gal ThermoFresh Satellite Urns _____ Qty _____
 Tier# 7 Single Hopper Low Profile Grinder _____ Qty _____

EQUIPMENT

Equipment Requested
 > Please check appropriate box above. <

***** LEAD TIME FOR ALL MACHIN

DSM Approval: _____

Coffee Basics – Elements of Proper Brewing

Water

Time

Temperature

Turbulence

Filtration

Cleanliness



WATER

Fresh, good-tasting water is essential since it makes up more than 98 percent of a cup of coffee.

Mineral content can affect taste. For best results, water should never be artificially softened and should not exceed the following parts per million (ppm) of dissolved minerals:

- **Ideal** – 50-100 ppm (50-100 mg/L) or 3 to 6 grains of hardness
- **Acceptable** – Below 300 ppm (300 mg/L) or 18 grains of hardness

BUNN offers a complete line of commercial water-filtration systems for use with BUNN commercial brewing equipment to ensure customers are getting the best tasting beverage possible.



TIME

The brewing time, or the time water is in contact with coffee grounds, determines the amount of coffee material extracted. This is the major component affecting flavor.



TEMPERATURE

The temperature of the water during brewing affects flavor and extraction.

- **Ideal Water Temperature** – 195° - 205°F (90°C to 96°C)

Higher temperatures may result in undesirable coffee flavor, and lower temperatures will result in poor extraction.

Source: [BUNN Coffee Basics Brochure web.pdf](#)

Coffee Basics – Elements of Proper Brewing

Water

Time

Temperature

Turbulence

Filtration

Cleanliness

Contact/brew time should never exceed 8 minutes.

TURBULENCE



Turbulence is created as the water passes through and over the coffee. It should cause the particles to separate and create a uniform flow of water around them for proper extraction.

CLEANLINESS



Make sure everything related to coffee brewing and serving is clean and free from lime and hard water deposits. Specifically, assure the following are spotlessly clean:

- Serving area
- Sprayhead/Funnel
- Servers
- Water Reservoir/Pitcher

Never clean with a steel wool or other abrasives which can cause flaking or scratching that can lead to further pitting, corrosion and deposits.



FILTRATION

Paper filters produce the clearest cup of coffee. BUNN filters are:

- Porous enough to allow free flow of the extracted coffee solubles.
- Perfect for coffees requiring exact brewing, like decaf and flavored coffees.
- Strong enough to prevent collapsing. The paper stock used in manufacturing BUNN filters is produced using an elemental chlorine-free method.

Source: [BUNN Coffee Basics Brochure web.pdf](#)

Coffee Basics – Elements of Proper Brewing

Water

Time

Temperature

Turbulence

Filtration

Cleanliness

WETTING

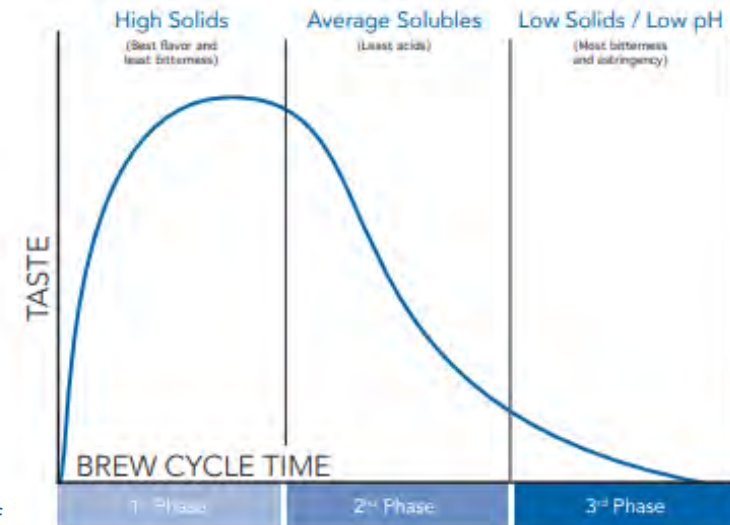
The grounds begin to absorb the hot water from the sprayhead and release gasses from the coffee. For consistent extraction from all parts of the coffee grounds, the entire bed of coffee must be evenly wet in the first 10% of the brew cycle time.

EXTRACTION

The water-soluble materials dissolve and move out of the coffee grounds and into the water. The best flavors are extracted at the beginning of the process as seen in the Brew Cycle Time table.

HYDROLYSIS

Through this chemical reaction, the materials created during extraction break down further into water soluble proteins and sugars.

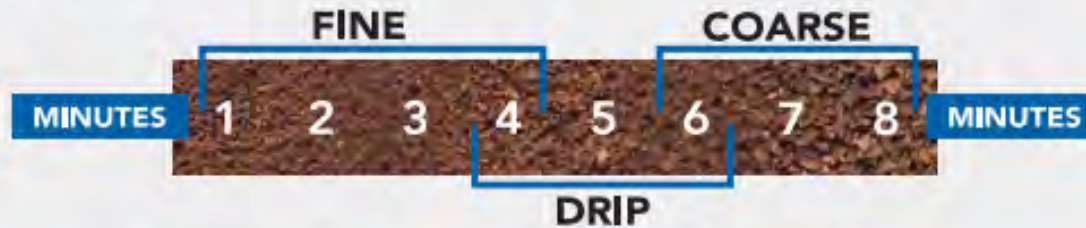


Source: [BUNN Coffee Basics Brochure web.pdf](#)

Coffee Basics –Brewing Science

MATCH THE GRIND TO BREW TIME

The brewing or water contact time with the coffee grounds is primarily determined by the grind size and bed depth. A longer brew time is required for the water to penetrate the larger grind particles. The recommended brewing contact times for each grind size are shown here.



General Guideline: The finer the grind, the shorter the time.

Brewer Cycle Timing

The brew cycle delivery time of a coffee brewer assists in determining the recommended coffee grind to produce a quality cup. Experimenting with a coarser or finer grind will help operators discover the preferred coffee flavor profile.

Bed Depth

The ideal depth of the coffee bed in the brew basket is 1-2 inches (2.5-5.1cm) regardless of the volume of brew. If a coffee bed is less than 1 inch (2.5), the water may move through it too quickly and under-extract. Water moving too slowly through a bed depth of more than 2 inches (5.1cm) may cause over-extraction and a bitter taste.

Source: [BUNN Coffee Basics Brochure web.pdf](#)

Key Selling Tips

Going from a good coffee program to a great program takes careful planning, financial investment and attention to detail. It's important for operators to know how many additional resources will be required to expand their program and commit fully to that investment before kicking off the program.

CALL TO ACTION: Foodservice 101

- Focus on training, process, commitment and consistency. (All operator levels should continuously focus on these areas.)
- Offer a quality cup of coffee that is hot and fresh. You must be willing to throw away coffee that is past its peak freshness.
- Find a good supplier/distributor partner to help you build a successful program.
- Focus on quality and not cost savings. If you offer a great cup of coffee that costs a little more to make, you'll end up selling more coffee and make more profit.
- Keep your coffee station clean, neat, organized and well stocked.

"Competing with Starbucks is different than competing with McDonald's or the convenience store across the street," explained Mathew Mandeltort, corporate foodservice manager at Eby-Brown and a new member of the CSNews How To Crew. Clearly identifying the competition will enable operators to determine their market positioning "and the strategies and tactics needed to support that positioning," he said. "Once you do that, your focus has to be on consistent execution of the gold-standard cup of coffee with a focus on quality, not on cost savings."

Source: [How to Take Your Coffee Program to the Next Level | Convenience Store News \(csnews.com\)](#)

Key Merchandising Tips

(From: **How to Take Your Coffee Program to the Next Level** [How to Take](#)

[Your Coffee Program to the Next Level | Convenience Store News \(csnews.com\)](#)

A solid coffee program should include regular, decaf and dark roasts, and expand from there.

Some add-on options include flavored coffee (hazelnut and vanilla are the most popular), as well as organic coffee or Fair-Trade coffee, depending on the customer base.

Operators using glass coffee pots should seriously consider shifting to airpots and/or thermal urns as they take their coffee program up a notch

- These systems best preserve flavor, aroma and temperature, according to How To Crew members.

Key Contacts

Broker: Key Impact

Contact your local Key Impact Representative for more information <https://www.kisales.com/>

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