

The Coffee of Kings

The Swedish people have always had a passion for coffee – so it is not surprising that in 1853 a Swedish importer, Victor Theodor Engwall, began searching the world for new and unique coffee varieties. He then combined different beans, roasted and ground them in various ways, and tasted endless cups of coffee to develop a uniquely perfect coffee blend, which he called GEVALIA.

Some years after this quest for perfection began, it is said that King Gustav of Sweden was so taken by the smooth, full-bodied taste of Engwall's exceptional coffee that he appointed GEVALIA the official purveyor of coffee to the Royal Court of Sweden.

To this day, GEVALIA is still made by experts in blending and roasting, still tested by an exclusive Master Taster and is still the best-loved coffee of Sweden, where generations of Swedish kings have given it their royal seal.



Everything You Need

GEVALIA Singles System is easy to set up and operate – just plug it in, add water and you're ready to go. There are also optional accessories designed to make your life even easier.



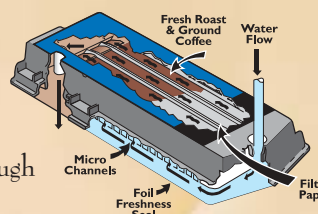
Brewer

- Dimensions: 14" x 18-1/2" x 17"
- Weight: 40 lbs.
- Water Temperature: Heats water to 190°F in 15 minutes maximum from cold.
- Power Supply: Can be plugged into any standard outlet.
- Water Supply: Can be plumbed into any potable water supply or filled manually through the convenient filling tunnel. Tank holds 1.3 gallons or approximately 25 cups.

Caution: This machine should not be used with artificially softened water.

Cartridge

- Each cartridge has its own filter paper.
- A foil seal locks in freshness.
- Once the cartridge is inserted in the brewer, hot water flows through it via micro channels, instantly delivering a delicious hot drink.



Optional Accessories

Cartridge Rack

- Holds 198 cartridges, 22 per stack.
- Spring-loaded mechanism is easy to load and dispenses cartridges one by one.
- Maximizes display and minimizes storage space.

Water Spigots

- Allows the user even more flexibility for other beverages or soups.

Coin Mechanism

- Provides the option of charging for each cup of coffee.

Bring the taste and quality of a gourmet European coffee shop into your business with the convenience of a GEVALIA Singles System.

EST. 1853
GEVALIA[®]
KAFFE



EST. 1853
GEVALIA[®]
KAFFE

GOOD

TASTE

SHOWS

CUP

AFTER

CUP





Give Them Your Best

The coffee you serve to your clients and employees

is a reflection of your good taste...and you've earned

the right to serve the best – GEVALIA®. A coffee

with European quality and a variety of choices

to suit the sophisticated tastes of the people

you do business with. A coffee that can be

brewed fresh anywhere – from

reception rooms to boardrooms to

waiting rooms – without filters

to change or pots to wash.

For gourmet coffee without

the work ... serve GEVALIA,

the coffee your company

and your clients deserve.

A World of Quality...

America's taste for coffee is becoming more and more sophisticated, due to the growth of coffee shops and availability of gourmet coffees. With its European quality and craftsmanship, GEVALIA meets the needs of today's discriminating coffee drinkers.

The Word is Spreading – Total awareness of GEVALIA is 36%, while 56% of super premium coffee users are aware of the brand.¹

The Taste is Appealing – GEVALIA appeals to a wide range of consumers who perceive it as having a smooth taste (57%).¹

The Quality Shows – GEVALIA has an upscale image with consumers.

- 61% perceive its high quality.¹
- 63% say it is a gourmet coffee.¹
- 55% recognize its European heritage.¹



1. Arbor, Inc., 2003.

Served for the Individual

Now you can give your clients and employees the luxury of a gourmet coffee experience by serving them elegant, world-class coffee through the

GEVALIA Singles System.



- Single-serve machine is compact and portable, so it can be used almost anywhere – on a table, countertop or sideboard.
- Self-contained cartridges deliver perfect fresh-brewed drinks in seconds...just insert one in the machine like an ATM card.
- No filters to change, no pots to clean, just fresh, gourmet coffee every time.



Freedom of Choice

Because the GEVALIA Singles System prepares one cup at a time, everyone is free to choose the drinks they want whenever they want them – and preparing several different drinks at once is faster and easier. Not only can you offer a variety of GEVALIA coffees, but also one of England's favorite coffees – Kenco®, and a hot cocoa from the chocolate expert – Suchard®.

Gevalia®

Sweden's Coffee of Kings – a leader for over 150 years with a variety of gourmet selections to choose from.

Gevalia® Cappuccino

A frothy, fresh-tasting, full-flavored instant coffee in the classic continental style.

Gevalia® House Blend

Specially blended by the Gevalia experts for perfectly balanced flavor.

Gevalia® House Blend Decaf

The same balanced flavor as House Blend, without the caffeine.

Gevalia® French Vanilla

A medium-roast coffee with the luscious flavor of vanilla.

Gevalia® Hazelnut

A rich, nutty coffee with a smooth, medium-roast flavor.

Lipton® Yellow Label Tea

A blend of real leaf teas, fresh-brewed for full-bodied flavor.

Lipton® Earl Grey Tea

The classic British tea; a smooth, aromatic tea with a fruity flavor and pleasing quality.

Kenco® & Suchard®

Along with GEVALIA, you can serve a popular English coffee, KENCO, which has been making smooth, rich, fresh brewed coffee for over 70 years. And for a change of pace, serve the wickedly rich, indulgent taste of creamy SUCHARD Hot Chocolate.

Kenco® Dark Roast

A rich, dark continental coffee that is intense and deliciously full-flavored.

Kenco® Light Roast

A fine Arabica, lightly roasted to create a mild, light taste.

Kenco® 100% Kenyan

100% Kenyan that has a rich, full-bodied flavor.

Kenco® Espresso

Intense, dark and full-bodied, making it the coffee connoisseur's choice.

Kenco® 100% Colombian

100% Colombian coffee with its famous, full, rich flavor.

Suchard® Hot Chocolate

A wickedly rich, supremely indulgent hot chocolate flavored drink.

