

*OAKLAND, CA*



SINCE

1978

MR. ESPRESSO

*OAK WOOD ROASTED COFFEE*

OAKLAND, CA

***Presented for your  
review and  
comment~12/4/24***



SINCE **MR. ESPRESSO**  
1978 OAK WOOD ROASTED COFFEE



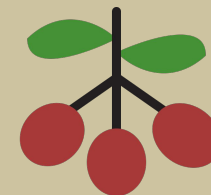
## WHO ARE WE?

**Carlo Di Ruocco's** passion for espresso began in his hometown of Salerno, Italy. When he was a young man he apprenticed there under a coffee-roasting master, learning the art of bean selection and blending, and the craft of roasting by oak wood fire.

Since **1978**







## ***HOW WE GOT HERE***

After immigrating to San Francisco, Carlo discovered that there were few places where he could find true Italian espresso. Inspired, he founded Mr. Espresso in 1978 with the vision of bringing authentic Italian espresso and wood-fire, coffee roasting tradition to the United States. Now the Mr. Espresso legacy is carried on by Carlo's family.

Since **1978**







# TODAY

Mr. Espresso continues to thrive as a second generation of Di Ruoccos have joined the company, to build on their father's reputation for quality—a reputation that spans the country. Mr. Espresso's specialty coffee is gently roasted as it was in Italy, over slow burning, oak wood logs that are hand selected, perfectly seasoned, and sustainably sourced. Skillfully adapting this Old-World tradition to modern tastes, the Di Ruocco family continues to roast classically inspired blends to bring you an espresso like no other.

Since 1978



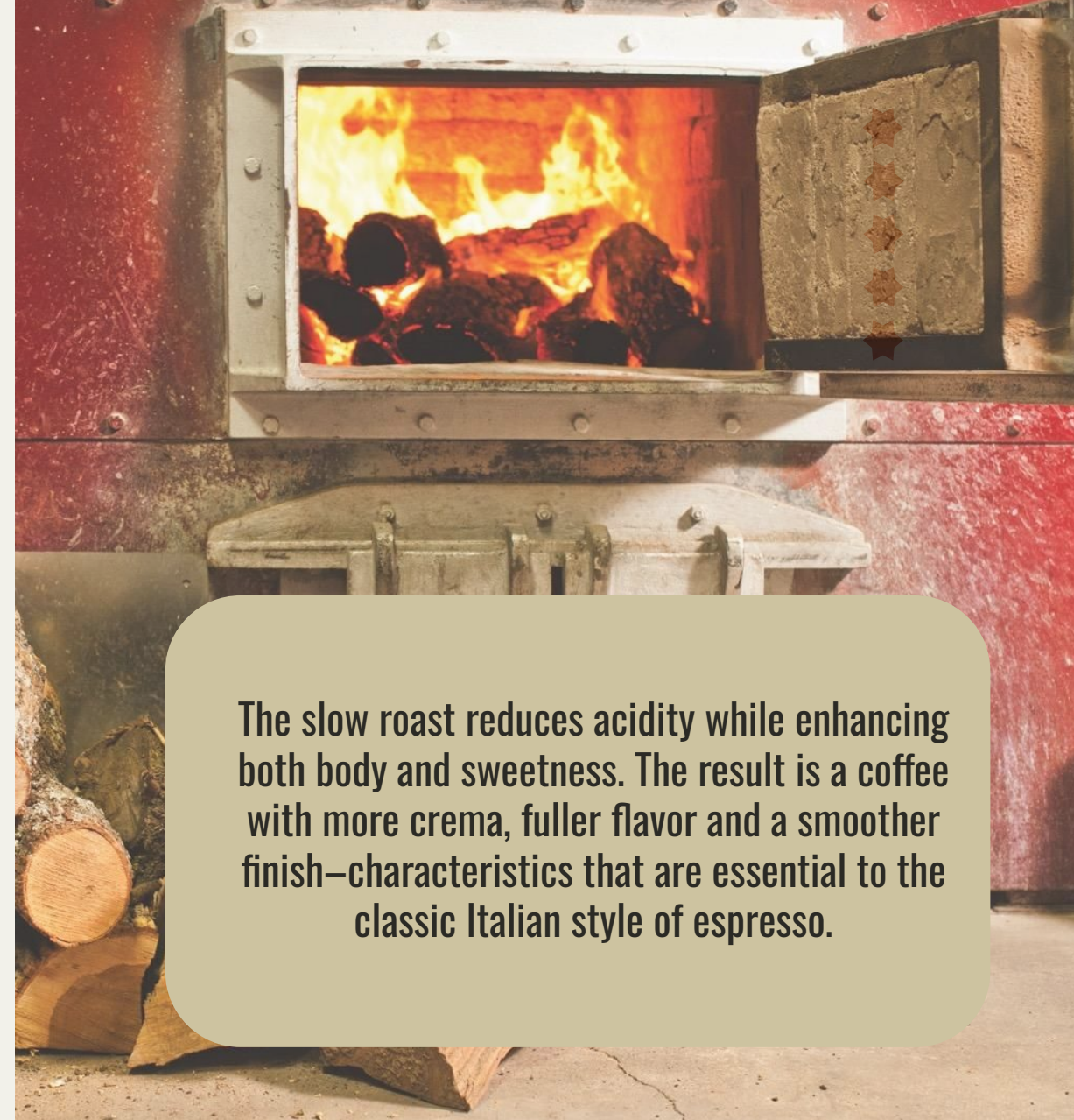




# ***Oak Wood Roasting***

While gas is most used to fuel the roasting process, Mr. Espresso is one of the first and only contemporary coffee roasters in the United States to roast exclusively over fires fueled by oak wood. This traditional roasting technique provides a distinct advantage for producing high quality espresso.

The advantage of wood roasting over conventional gas lies in the quality of heat delivered to the beans—wood heat has a higher moisture content that makes it better suited to slow roasting



The slow roast reduces acidity while enhancing both body and sweetness. The result is a coffee with more crema, fuller flavor and a smoother finish—characteristics that are essential to the classic Italian style of espresso.





## *Facility Tours & Product Experiences*

Tour our open flame Oakwood Roaster - See where the magic happens



Create your own with In house **product development, coffee tastings & Cuppings**





# *Facility Tours & Product Experiences*

Treat yourself with a Tour of The Caffe by Mr. Espresso



# How It Works *in 8 Steps*







## *Our Services*

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### *Roast to Order*



We keep the beans green and **only roast after an order** is placed

### *Toll Roasting*



We custom **roast green beans, to the exact specifications** of a client

### *Co-Packing*



We **package and label coffee and coffee products** using your supply of roasted coffee

### *Equipment Access*



We provide **supplies and equipment** for cafes





# Qualifications



## Product Availability

*Can we find a solution for specific products or packaging?*



## MOQ

*Does our MOQ fit your need?*



## Timeline

*Is the timeline for the project feasible?*



## Pricing

*Does cost align with project goals?*





# *Facility & Product Compliance*



**FAIR TRADE  
CERTIFIED™**



**Regenerative  
Organic  
Certified®**



# Roasting Options

Roast to Order



*Use your  
roasted coffee*

You receive samples and  
choose your blends

Toll Roast



*Use green coffee  
supplied by you*

You send your coffee for co- pack  
product development

Co-Pack



*Use roasted coffee  
supplied by you*

You send your coffee for co-pack  
product development

Additional production phases as needed





# Private Label & Wholesale Products Offered

## Flexible Bags



Fully custom  
**digital print**  
**packaging** in any  
size or style

## Steep Style: Single-Serve/Pour-Over



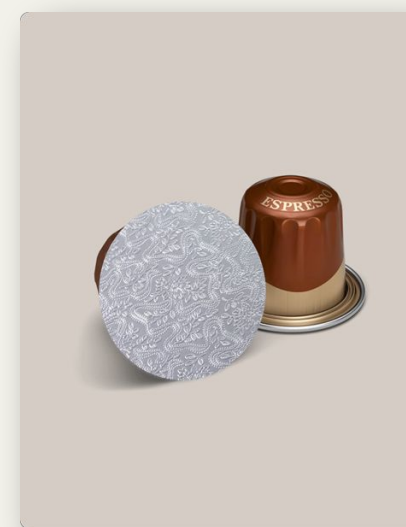
Custom **overwraps**  
and custom **retail**  
**cartons** available

## K- Cups



Fully custom **lids** and  
**retail cartons** for  
**online and instore**  
distribution

## Nespresso Capsules



Fully custom **printed**  
**retail**  
**cartons/sleeves**  
available



# Opening Agreement

1

Agree on First Order

Includes discussion on **MOQ's**,  
**pricing, printing, etc.**



2

Sign Agreement

Agreement signed by **both**  
**parties**



3

Onboarding

Easy **step-by-step**  
**process** to ensure  
speed and accuracy





# Graphic Design



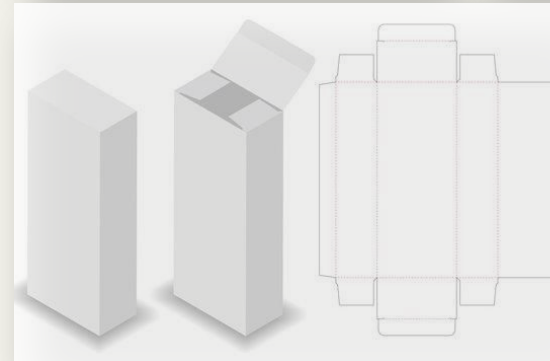
## Flexible Design Team

Use either our **in-house** design team or your **own graphic designers**



## Dielines & Compliance Agreement

**Dielines** and **compliance information** are provided







# ***Finals Steps for Production***



***Artwork Proofing***



***Design Printing***



***Production of  
Finished Goods***



***Shipping of  
Goods***



***POP Display &  
Floor Shippers***



# Contact Us



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**MR. ESPRESSO**

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