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**THE
BLESSED
BEAN**

**ARTISAN
COFFEE ROASTERS**



At The Blessed Bean Coffee Roasters & Cafes,
coffee is our way of life.

We want to share our incredible love of coffee with
like-minded individuals and businesses.

To work with you as a partner and friend, by providing you
with the knowledge, expertise and training to succeed.



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WHY CHOOSE THE BLESSED BEAN?

- Association with one of the most **popular emerging coffee brands**.
- Coffee selected from **the top 20%** quality in the world, **freshly roasted** to order and delivered to your door within 2-3 days.
 - **Central location** between Melbourne and Sydney, access to the roaster and roasting house for training and education.
 - Discounts on the highest quality Italian **La Marzocco machines and Mazzer grinders**, plus full technical support.
- Connections to **suppliers** of syrups, hot chocolate and tea, specialty equipment and alternate brewing methods.
 - Ongoing **support and education**, including comprehensive training and online how-to guides.
- As part of The Blessed Bean family, you are never alone. We are always working to **help you build your business** with our extensive operational and marketing expertise.

A vintage Giesse Probat coffee roaster is the central focus of the image. The machine is dark blue with a large, funnel-shaped hopper at the top. It features various mechanical components, including a large hand-crank wheel on the left side and a pressure gauge. The brand name 'GIESEN' is visible on a small plaque, and 'PROBAT' is printed in large letters on the front. The background shows a workshop or laboratory environment with various tools, equipment, and a workbench. The overall lighting is warm and slightly dim, creating a nostalgic atmosphere.

Unplug
and
Connect

WE PROVIDE

- Handcrafted coffee roasted in small batches for consistency and delivered to your door
- The opportunity to create your own Signature Blend
- Branded disposable cups, ceramic cups & keep cups
- Merchandise including aprons, umbrellas, barriers, t-shirts, buttons
- Aeropress products for sale within your café or retail outlet
- Access to top quality La Marzocco equipment and Mazzer grinders
- Ongoing Training on site, including barista training and latte art
- Professional business advice and marketing support - including social media, publicity, offers, incentives and campaigns to drive sales
- Limited places available on origin trips. Imagine being able to hand pick the berry, speak to the farmer, and pass this on to your customer!





THE BLESSED BEAN CAFES

In October 2011 construction began on The Blessed Bean Cafe, which was opened in December 2011 on Best Street, Wagga Wagga, NSW. In March 2012 The Blessed Bean opened the doors of its second espresso bar at the Wagga Airport.

BEST STREET CAFE

Ranked #1 Café in Wagga on Facebook with (4.5 Stars, over 2,750 Likes & over 1,500 Visits)

92% rating on Urban Spoon

Pours 400-500 coffees per day

That's 100kg of coffee beans per week!!

AIRPORT CAFE

Servicing 4000 commuters who travel through Wagga Airport each week

COFFEE CART

Wagga Farmers Market

River & Wren Boutique Markets

In store demonstrations and tastings –
Knights Meats & Deli, Wagga
and The Essential Ingredient, Albury



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As one of Australia's most significant emerging gourmet roasting brands, **The Blessed Bean** offers a delectable range of coffee blends which are quickly developing a staunch following in the market space. Sourced from the most caringly cultivated coffee plantations across the world, The Blessed Bean comprises **100% arabica coffee beans** universally loved for their unrivalled delicacy and flavour.

As part of The Blessed Bean wholesale family, you are an extension of us and we offer you the same care as we would our own staff and shop. **The Blessed Bean offers a holistic approach.** Most roasters stop at the supply of coffee, however The Blessed Bean continues to work with its customers to ensure they are comfortable with the product and it is being served at its best.

Coffee is much more than a commodity, **it's a tale to be told.** The stories entwined in our coffee and its origins are rich in tradition and legend. Our goal is to empower you with this knowledge to pass onto your customers so they in turn will tell the story.

We offer you the ability to excel and **exceed your expectations.** Our relationship is based on the same principles that we hold for everyone that comes in contact with us, based on common goals of **excellence, trust, and the passing on of knowledge.**



COFFEE
is
THE BLESSED BEAN
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SOURCING

- We commit to sustainable and ethical farming and business practices.
- Build direct relationships with the primary producers the head of the specialty coffee associations of Origin countries.
- Immerse ourselves in the plantations, get to know the farmers first hand.
- The Blessed Bean does not support child labour, unsustainable practices or unfair treatment and/or lack of services to the workers in the plantations.

ROASTING

- We give personality to coffee!
- We believe that each palette is different, so our blends have been handcrafted to have a specific character which have been designed to meet our blends persona.
- Our head roaster, Justin, is passionate about small batch roasting and aims to deliver consistency and premium flavour within every blend.
- We invite you to attend our regular cuppings to learn more about origins, strength, body, acidity, flavor and aroma, as well as give you the opportunity to create your own signature blend for your café.

SELECTING

- We select only 100% arabica coffee which has a delicacy and flavour that is unrivalled in its botanic variety.
- Choose high grade arabica which is judged by international panels of qualified professionals as being the finest coffee on offer.
- From around the globe we search for coffee that displays attributes that will tantalise the senses of our customers and spark the curiosity of the adventurous.

SERVING

- Coffee is our way of life, it's at the core of everything we do.
- We have Barista, and Latte Art champions, and we know how to get the most from the coffee we provide.
- In our cafes, every customer we serve, every interaction we make is an opportunity to make someone's day.
- Through our coffee, we always strive to:

*connect, inspire
make a difference*

SINGLE ORIGINS

Single origin coffee is coffee grown within one geographical location, usually from just one farm or estate, although it could be as specific as coffee from just one field.

At The Blessed Bean, we source our coffee from a range of regions, each with a unique flavour profile. South & Central America, Indonesia, India and Africa.

Individual flavours are shaped by factors such as plant variety, altitude, sun exposure, rainfall, soil and farming techniques.

Single origin coffees offer the opportunity to appreciate the unique stories and profiles delivered by different regions.



DESIGN YOUR OWN BLEND



**HAND ROASTED
ARTISAN COFFEE BEANS**
by The Blessed Bean

500g

Have you ever sipped a Guatemalan coffee and wished that it had just a little more body and richness to it? Do you love the deep, rich notes of a traditional Ethiopian but miss the bright citrus acidity of an Indian coffee? When you blend single-origin coffees together, you can tailor the cup to precisely match your preferences by choosing coffees that complement and enhance each other.

We invite you to design your own private blend, tailored for your restaurant or cafe, and packaged in a way that you can sell your own beans in retail packs to your customers.

It all starts with a private cupping, where you participate in a tasting session of the latest coffee to arrive in Australia.

Learn about the flavours and aromas of coffee, textures and mouthfeel, and how you can bring together different coffees to amplify the tones of others, finding the perfect balance.

Known as your own specialty blend.

**THE
OAKROOM**
KITOHENABAR

**HAND ROASTED
ARTISAN COFFEE BEANS**
by The Blessed Bean

500g

OUR PREMIUM CAFE BLENDS

At The Blessed Bean, we aim to combine our origin coffee in such a way that it is the perfect balance of flavour and complexity. We have undertaken research with almost 1000 customers to help us uncover the best flavour combinations that Australians seek. Noting the subtle differences in preferences between women and men, and locality such as Sydney versus Melbourne. We have a range of our own tried and true premium blends available, which we know have broad appeal and the ability to delight the tastebuds of all who appreciate top quality specialty coffee.



Top dog, numero uno. With rich chocolate and caramel sweetness, nutty undertones, and hints of spice to finish, this coffee is by far the most popular in our cafes. An easy crowd pleaser, you can't go wrong with this blend.



Unashamedly brilliant. If this blend was a movie, it would have the cult status of Pulp Fiction mixed with the legendary Bruce Lee icon Enter the Dragon, followed by just a touch of Pretty Woman pizzazz. Light spicy tones followed by luscious fruity flavours.

CENTRAL & SOUTH AMERICAN BLENDS

THE HOMBRE

Adventurous and courageous by nature, The Hombre embodies the essence at the core of every man. Flavours abound with deep chocolate, hazelnut, and a touch of tobacco. The subtle acidity and medium body bring balance to this brew. Lastly, ripe stone fruit linger on the pallet. Hombre is reliable to the last drop.



SENORITA

The Senorita is a classic female. It is short and sharp up front which softens into a well rounded blend. This coffee displays ripe fruit characteristics with a brightness and acidity that's apparent from the first sip. Underneath the crema is a full bodied buxom wench that oozes the sweetness of milk chocolate and caramel. This coffee leaves an aftertaste of desire and the need for another cup. Brazilian, Guatemalan and Indonesian are the origins of choice for this spirited blend.



GOD CUP

God Cup is a divine blend of the far reaches of the globe and delivers a unique and intensely satisfying taste experience. This product delivers the history of families and individuals steeped in decades of hard work and pride in one cup. God Cup is a reflection of what is tasting great and whose story we would like to tell. Enjoy the expression and interpretation of this wonderful coffee.



ESPINGARDA

Espingarda kicks like an angry mule. It is fully loaded with a combination of strength and flavour to catapult you into action. Not for the faint at heart, Espingarda is rich and earthy with inherit undertones of the monsoonal winds of India. A heady combination of four powerful coffees give a smooth well balanced mouth feel and a slightly honeyed aftertaste. The coffees chosen for this powerhouse are seasonal and will change slightly according to harvest times and availability, but be rest assured it will always be a well balanced, hand crafted, sensation on the palate.





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BEAN AWESOME
♡ The Blessed Bean
Crew