



HOW TO BUILD YOUR COFFEE BUSINESS

A 12-Month Plan for Success



100 MILLION AMERICANS DRINK COFFEE EACH DAY

MORE PEOPLE ARE LOOKING FOR SPECIALTY, HIGH-END COFFEE

MILLENNIALS WANT TO SUPPORT BUSINESSES THAT GIVE BACK

YOUNGEVITY BE THE CHANGE COFFEE
IS EXACTLY WHAT PEOPLE ARE LOOKING FOR.



Here's to changing lives one cup at a time.

The Youngevity Be The Change Foundation and its family of charities (e.g. American Red Cross) are able to help people around the world because of the coffee you sell! Now imagine if you had just one partner repeating this same process, or two or even four. The potential for helping others just grows and grows, and that's something we can all feel good about.

THE WORLD'S BEST COFFEE DOING A WORLD OF GOOD.



CERTIFICATIONS



Our coffee proudly holds the following certifications:
USDA Organic • Fair Trade • Colombian Federation
Fair Trade International • Rainforest Alliance
OU Kosher • Swiss Water® Processed • Bird Friendly

WE GIVE BACK!



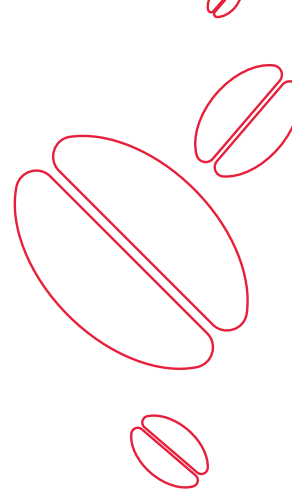
100%

Of Proceeds
Go to Be The Change
Foundation



WANT TO KNOW THE PERFECT BLEND FOR SUCCESS?

When you build your coffee business, you're building a foundation for the future. Coffee is an easy conversation starter, but is more powerful than you might think. By following a simple formula, you can generate monthly residual income and bonuses (compounded over time) and give back to the foundation and help people around the world!

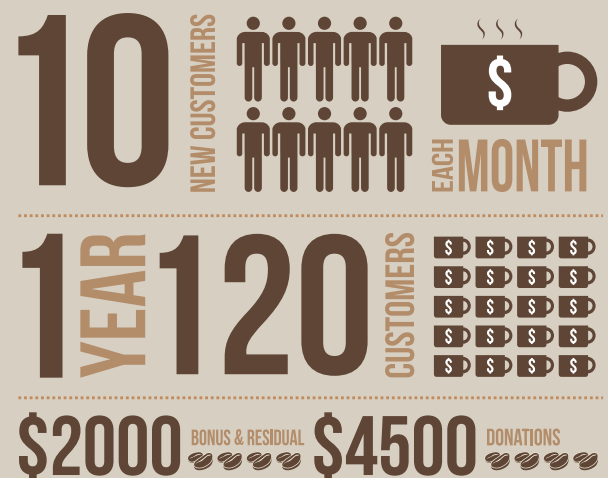


Follow this simple formula for your business:

10 new customers/mo x 12 months =
120 new coffee drinking friends!

120 coffee drinking friends x 2 bags per month =
over \$800 in Quick Start Bonuses and over \$1200 in
residual income per year.

Now imagine you have 2 partners that do the same
thing – by the end of the year you'd have earned
over \$4600! Four partners? Over \$7100!



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The coffee business really can grow into an
amazing opportunity . . .
just by sharing our coffee and getting it into
the hands of other coffee lovers!

1SOURCE: Statistic Brain, 2016

*Estimated projections based on 12-month plan of bagged coffee sales. If Y-Cup sales were included, numbers would increase. Youngevity prohibits its distributors from making income earning claims in association with the promotion of Youngevity business opportunities. Whether an individual who becomes a Youngevity Distributor will earn more than he or she pays for the business opportunity depends on multiple independent and dependent variables. These variables are impossible to predict, such as economic factors unique to each location where product sales are attempted and the sales talents of each individual distributor.