

# Youngevity® Coffee Business

*"This is more than a cup of coffee  
— this is changing lives."*



Dave Briskie,  
President and CFO,  
Youngevity International

## OUR COFFEE STORY

In May of 2014, Youngevity® International purchased a 1,000-acre coffee plantation in Matagalpa, Nicaragua. We're proud to offer the best coffee from one of the most pristine locations on the planet.



The Youngevity coffee business is a completely vertical operation—from planting and growing to distribution. Our goal is to be the most dense coffee plantation in the

## WHAT DOES THIS MEAN FOR YOU, AS AN ASSOCIATE?

You have access to some of the finest coffee products available, with the broadest customer opportunity possible. It's a fantastic way to build your Youngevity business!

Three key reasons:

**Market Potential:** Coffee is the second most widely consumed beverage behind water. It's a \$100 billion industry and is one of the most sought commodities in the world, putting it ahead of natural gas, gold, sugar and corn.

**Current Household Expense:** Over 100 million cups of coffee are consumed each day. For most, coffee is already part of their household expenses. This is the easiest "swap where you shop" item—it requires no explanation: Consumers are already spending money on it, and we have a higher-quality product!

world. Within five to six years we will have planted a million trees from our own seedlings. Our Matagalpa-based coffee operations have quietly become the third largest coffee exporter in Nicaragua.

We control all aspects of coffee growing and processing to ensure the production of the best products. Our coffee is hand cultivated, picked and processed, and can be found as a component of many superior private label brands around the world. We sought out and received all the major coffee certifications in this industry, and we're proud to say we are triple certified: Fair Trade, Organic, and Rainforest Alliance Certified. We also have the Bird Friendly certification. Our estate grown, triple certified, single origin coffees are only offered under the Youngevity Be The Change brand and through our Youngevity family of Associates. Because we are a vertical business with coffee, AND a business with a heart, we've chosen to donate 100% of the proceeds to Youngevity's

**Be The Change Foundation**, which helps support the plantation and many other charitable organizations, making our world a better place both locally and across the globe.



**Changing Lives:** One hundred percent of the proceeds from the sale of our coffee go to our Be The Change foundation, so it's a complete win-win for the consumer. It's convenient, it's a better product, and your purchase helps to change lives!

**Check out our Coffee CEO Mega Pak™ >>>**



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**(800) 982-3189 • www.Youngevity.com**

# REACH OUT TO YOUR PROSPECTS WITH THE AMAZING COFFEE CEO MEGA PAK™ AND CONVENIENT SAMPLE PACK\*!



Includes a Welcome Kit, plus a collection of Be The Change Coffee products and other coffee products to get your business started.

A Be The Change Coffee CEO **AutoShip** (\$125) will occur monthly. BV 60 QV 120.

**USYC0001**  
One-Month of the Javalution Coffee Club

**USYC400001**  
Be The Change Coffee Variety Pack - Y-Cups 24ct

**USYC400222**  
YBTC Coffee - Variety Pack 2oz Fractional Packs 36ct



\* **CONVENIENT SAMPLE PACK**  
**USYC400222** / YBTC Coffee 2oz Fractional Packs - Variety Pack (36ct)

## #1057 - COFFEE CEO MEGA PAK™ INCLUDES:

**USYC100120** / YBTC Coffee - Fair Trade Organic Dark Roast 12oz Whole Bean

**USYC200110** / YBTC Coffee - Donut Shop Fair Trade Organic 12oz Ground

**USYC200120F** / YBTC Coffee - Fair Trade Organic Dark Roast 6-2oz Ground Fractal

**USYC200130** / YBTC Coffee - Fair Trade Organic Medium Roast 12oz Ground

**USYC200130F** / YBTC Coffee - Fair Trade Organic Medium Roast Ground 6-2oz Fractal

**USYC200140** / YBTC Coffee - Fair Trade Organic Royal Water Decaf 12oz Ground

**USYC200405** / YBTC Coffee - Java Impact Fair Trade Organic Coffee w/Mushrooms

**USYC200405F** / YBTC Coffee - Java Impact Fair Trade Organic Coffee w/Mushrooms 6-2oz Fractal

**USYC200410F** / YBTC Coffee - Diet Plus 62 - 6-2oz Ground Fractal

**USYC200415** / YBTC Coffee - Energy Extreme 62 - 12oz Ground

**USYC200904** / YBTC Coffee - Hazelnut Cream 12oz Ground

**USYC200906F** / YBTC Coffee - French Vanilla Ground 6-2oz Fractal

**USYC200909F** / YBTC Caramel Coffee Cake Ground 6-2oz Fractal

**USYC200910** / YBTC Chocolate Creme 12oz Ground

**USYC300110** / YBTC Coffee - Donut Shop - Y Cups 24ct

**USYC300120** / YBTC Coffee - FTO Dark Roast - Y Cups 24ct

**USYC300130** / YBTC Coffee - FTO Medium Roast - Y Cups 24ct

**USYC300140** / YBTC Coffee - Signature Decaf - Y Cups 24ct

**USYC300150** / YBTC Coffee - Breakfast Blend - Y Cups 24ct

**USYC300904** / YBTC Coffee - Hazelnut Cream - Y Cups 24ct

**USYC300906** / YBTC Coffee - French Vanilla - Y Cups 24ct

**USSI000033** / SOZO Colombian Instant Coffee (30 sachets)

**USSI000034** / SOZO Instant Coffee w/African Mango (30 sachets)

**USRLCAPTRB01** / Royal Black 20 stick packs (2 boxes)

**USYC800001** / Coffee Mugs (2)

## THERE'S SOMETHING FOR EVERYONE:

- **Whole Bean** - Highest quality exclusive blends
- **Ground** - Roasted to perfection
- **Flavored** - Our flavored coffee is unique - we use the same high quality beans as our regular coffee
- **Decaf** - We use only a fresh water removal decaffeination process for a healthier product. No chemicals
- **Instant Coffee** - Easy and convenient
- **Fortified** - Coffee with the added impact of nutritional that may provide health benefits
- **Javalution Club:** Exclusive coffees from around the world are delivered fresh to your door each month, with loyalty gifts



**WHAT COULD BE BETTER?**

**SHARE WITH YOUR FRIENDS, DRINK COFFEE AND BUILD YOUR BUSINESS!**