

SELL SHEET



Huila, Colombia Single Origin · Grower Series

Castillo & Colombia Varietals · 1,200-1,800 MASL · Washed Process

FLAVOR PROFILE

Milk Chocolate · Roasted Almond · Mild Citrus

01 MARKET OPPORTUNITY

45%

of Americans now drink specialty coffee daily

(14-year high)

62%

prefer medium roast (up from 46% in 2020)

Dark roast declining

10.8%

retail specialty CAGR through 2030

Fastest-growing channel

Consumer preferences are shifting. This product meets them where they're going.

02 PRODUCT PROFILE

ORIGIN
Huila, Colombia

PROCESS
Washed

DESIGNATION
Denomination of Origin

FORMAT
10 oz bag

VARIETALS
Castillo & Colombia

CASE PACK
6 bags per case

ROAST
Medium/Light

WHOLESALE
\$65/case

MSRP \$24/bag

— Premium price point for specialty positioning



03 WHY THIS PRODUCT

Test a Growth Category

Specialty coffee is the fastest-growing segment in retail. Limited release = low-risk category trial.

Proven Partner

Melissa's has 40 years changing buying habits in specialty produce. Same playbook, new category.

Built-In Trust

Melissa's shoppers already seek quality and discovery. Cross-merch drives trial from trusted brand.

04 COMMON QUESTIONS

"Premium coffee is too niche for our shoppers."

45% of Americans drink specialty coffee daily—a 14-year high. 62% now prefer medium roast over dark. This isn't niche; it's where mainstream is heading.

"\$24 is a high price point."

Premium positioning is intentional. Specialty grocery shoppers expect quality at premium prices. Melissa's brand trust supports the value proposition.

"What if velocity doesn't meet expectations?"

Limited release format = limited inventory commitment. Test the category without long-term SKU obligations. Scarcity drives urgency and trial.

"We already carry specialty coffee brands."

This offers differentiation: produce-department cross-merchandising creates a unique discovery path competitors can't replicate. Incremental, not substitutional.