

SERVING  
YOU  
COFFEE...

YOUR  
CUSTOMERS  
KEEP COMING  
BACK FOR

  
**ARTISAN**  
COFFEE co.



A MESSAGE FROM OUR CO-FOUNDER

Your coffee journey starts here...

This collection represents the best of the two incredible worlds I've been lucky enough to be a part of during my career: that of world class restaurants and, more recently, the exciting world of fresh, flavourful, zero-compromise speciality coffee.

I hope you'll love the seven blends as much as I enjoyed sourcing and crafting them.

*Ashley Palmer-Watts*



# 01

## REPUTATION

### Helping your business. Enhancing your brand.

Along with our reputation among consumers, we've built an enviable portfolio of trade and professional customers during our rapid rise to the top. Businesses of every shape and size and all over the UK, united by their commitment to providing unbeatable flavours and unforgettable experiences, just like us.

From independent cafes and fine food suppliers through to nationwide hotel chains, we love to work with those who share our passion and values. In return, we play a vital part in helping them win new customers, generate more sales and grow their bottom line. We add value to their brand too, because ours is a name and product range synonymous with quality, and that kind of kudos spreads.

“ Working with Artisan Coffee has been a game-changer for Fuller’s Hotels. Our customers have always appreciated a good cup of coffee, and thanks to our partnership with Artisan Coffee, we can now offer a premium coffee experience that sets us apart from our competitors.

ELLA CRANMER - FOOD MARKETING MANAGER  
Fuller, Smith & Turner P.L.C.



“ Working with  
Artisan Coffee Co.  
has been a  
game-changer...”

“ If you were served this in a cafe as a filter coffee you would probably not realise it came from a bag.

WINNER OF BEST COFFEE BAGS

**Daily Mail**



## 02

WE'VE GOT YOU

### Tried and trusted.

Our various awards and glowing reviews speak for themselves, but you can also judge us by the company we keep.

We've already earned the respect and business of prestigious wholesale customers: ones who stake their reputations on upholding high standards. They're also the kind of brands that value a smooth working relationship almost as much as our products themselves.

 **HOTELS AND ACCOMMODATION**

Impress your guests by upgrading their experience. Our in-room solutions include irresistible blends, high-quality coffee makers and stylish trays and menus.

 **RESTAURANTS AND CAFES**

Wow first-timers and encourage repeat business with our wide range of blends, a choice of brew formats, and a selection of machines available through our partners.

 **CORPORATE AND OFFICES**

From boardroom to the staff canteen, we can smarten your brand and satisfy your people by supplying on-site refreshments and corporate gifting.

 **RETAIL**

Expand or elevate your retail range, with our popular award-winning coffees and associated premium products from our trusted partners.

# 03

## OUR DIFFERENCE

### The Artisan advantage.

#### Why choose Artisan?

Simple: no other maker of premium coffee provides our 'goldilocks' blend of irresistible products, personalised wholesale services and friendly, attentive customer support.

A true one-stop supplier, we make serving your customers as simple, smooth and satisfying as it possibly can be – both for you and them.



#### MORE RELEVANT CHOICE

Seven unique and irresistible coffee blends for every taste, occasion and setting.



#### BETTER SERVICE

Accessible support from a dedicated account handler who understands you, your business and your customers.



#### EASIER ORDERING

Buy products however suits you best – by phone, email or through our easy-to-use website.



#### GREATER PROFITS

From loyalty schemes to the chance to retail Artisan's award-winning products – we'll help make sure our coffee boosts your business.



#### BRAND ENHANCEMENT

When you serve a premium brand, it rubs off on your own, helping to elevate your market position and increase your pricing accordingly.



#### FREE TRAINING

We'll educate and train your staff, helping them to serve our products with confidence and impress your customers in the process.



#### PROPER CUSTOMER PARTNERSHIPS

From collaborative projects to D2C fulfilment, we love to work long-term with our customers.



#### BESPOKE OPTIONS

Grow your reach and markets with branded packing and corporate gifting created on your behalf.





# 04

## AWARD WINNING COFFEE

No one else knows coffee like us.  
No one else does coffee like we do.



**The Telegraph**  
THE COFFEE POD  
TASTE TEST  
★★★★

If our coffee is good enough to win awards, it's good enough to win you new customers too. Perfected by a 2-starred Michelin chef along with some of the world's best Q graders, our seven unique blends each has a delicious and moreish character all of its own.

These are the kind of coffees people don't just remember; they tell their friends and family about them. We've consciously developed them with twice the aroma of everyday coffees too: a unique Artisan feature, perfect for capturing the attention of even more customers.

“

*I've ordered so many times and they have not faltered in their excellent service. Their coffee is wonderful (as I sit here drinking it).*

One happy brewer



“

*I discovered Artisan Coffee while staying in a hotel in Bridport and was so impressed I just had to order The Taste Experience when I arrived home. I'm not disappointed, the coffee bags speak for themselves, but the customer service and delivery was spot on also. I've recommended to so many friends too! And such great Christmas present ideas for the coffee lover in your family!*

One happy brewer



“

*I am a terribly fussy coffee drinker and after experiencing Artisan Coffee at a London hotel, I bought my own. The taste is smooth with no bitter after taste, which is generally what puts me off most coffee. I love the range as it suits every mood and the chocolate flights are a nice touch.*

One happy brewer



“

*Great range of coffees and I love the taster boxes with the chocolates and they also make a great present for coffee lovers. Love the bags they are so convenient. The de-caffeinated is the best I have ever tasted (and I have tried a number of different ones!). It is a lovely strong full bodied flavour which is hard to find in a decaf bag. Received a taster box from my husband for Christmas and now I'm hooked! Highly recommend these coffees.*

One happy brewer





# 05

## EXPERT SUPPORT

### We're here to serve you.

There's a lot more to us than just coffee: our services and support are exceptional too. It's these crucial 'extras' that make us a brand others want to partner with. That, and the fact that we don't really consider them extras at all - they're just part of the Artisan offer.

#### BARISTA TRAINING

We offer video and in-person training and mentorship to upskill your team. This helps them produce exceptional coffee consistently and safely, and provides the knowledge and confidence they need for selling more successfully. We can audit their progress and refresh their learning too.

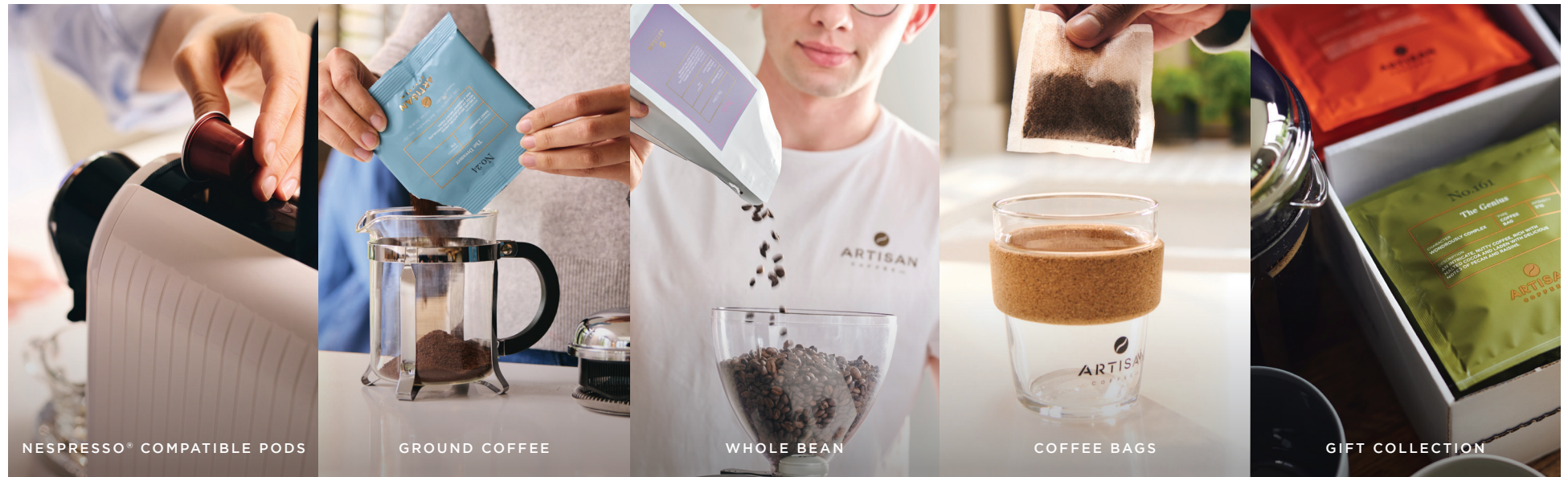
#### DESIRABLE ACCESSORIES

As well as our popular coffees we offer a range of accessories and technologies to go with them, like coffee machines and gift collections.

#### SPECIAL TERMS

We know how business works, so we've devised terms & conditions that maximise your efficiency and profitability by suiting your operations, cash-flow and stock control.





NESPRESSO® COMPATIBLE PODS

GROUND COFFEE

WHOLE BEAN


COFFEE BAGS

GIFT COLLECTION


## BREW TYPES

All the brew types you want.  
All the consistency you need.

Seven gorgeous blends and four different formats means a coffee for every taste, venue or occasion - from luxury hotels to office team meetings. This choice and versatility makes us an easy partner to work with; a supplier with an all-encompassing product range and every base covered.

 Ashley has personally fine-tuned every brew we produce to give a consistent flavour and feel through each coffee format.

**Aromax50** We use our secret, unique Aromax50™ technique to roast and rest all our ground coffees, optimising their aromas by protecting their molecules.

 Carefully portioned 30g sachets coupled with our ground coffee formats keeps our ground coffee fresher and more flavourful for longer.

“ At home, I’m a convert to the new Artisan Coffee by Ashley Palmer-Watts (of Heston Blumenthal’s Fat Duck fame) – its roasts are available in a choice of beans, ground, pods or brew-in-cup bags, all without a hint of pretension and just great taste. The best bit is there’s a chocolate paired with each flavour.

TABITHA JOYCE - DEPUTY DIGITAL EDITOR

## CONDÉ NAST

“ Lovely aroma, dark crema and silky-smooth mouthfeel. Packs a satisfying punch without a hint of bitterness.

**The Telegraph**  
THE COFFEE POD  
TASTE TEST  
★★★★★



# 07

## OUR COFFEE

### One range to rule them all.

Conceived, created and meticulously honed by Ashley Palmer-Watts, our seven signature blends each has a character all of its own, which means every coffee drinker is perfectly catered for. Our blends are made using premium beans and range from dark and rich to elegant and smooth, each one supplied with helpful tasting notes. We've got a deluxe decaf too, of course, and now even a delicious new half-caf called The Libra.

#### No.1 The Big Shot

A punchy, full-bodied coffee brimming with dark chocolate, gooey fudge brownie and warm vanilla. Brilliant black, magic with milk.

NOTES OF:



INTENSITY:

8 / 10



#### No.1813 The Heroine

A smooth and irresistibly intense coffee, bursting with notes of rich chocolate, caramel and roasted hazelnuts. Partners perfectly with milk.

NOTES OF:



INTENSITY:

7 / 10



#### No.12 The Smart Cookie

An elegant coffee laced with layers of velvety nibbed cocoa, fragrant honey and buttery biscuit.

NOTES OF:



INTENSITY:

6 / 10



# 07 cont.

## No.161 The Genius

An intricate, nutty coffee, rich with malted cocoa and laden with delicious notes of pecan and raisins.

NOTES OF:



INTENSITY:

7 / 10



## No.720 The Enigma

An intriguing coffee combining a deep cocoa body with dark fruit compote and a pleasingly jammy finish.

NOTES OF:



INTENSITY:

7 / 10



## No.24 The Dreamer

A deluxe decaf coffee with balanced notes of delicious honeyed chocolate and a fragrant walnut finish.

NOTES OF:



INTENSITY:

7 / 10



## No.50 The Libra

A bold, brilliant half caf, brimful with notes of dreamy milk chocolate, hazelnut and irresistible caramel. Full flavour, half the caffeine.

NOTES OF:



INTENSITY:

8 / 10





# 08

## PAIRED CHOCOLATES

A match made in heaven.  
An opportunity made for you.

Like yours, as a forward-thinking business we're always looking for ways to offer something extra and reap the rewards. Our delicious chocolate 'flights' collections are exactly that. Created and perfected by our own in-house team, these delicious confectionaries have been specially developed to complement each of our different coffee blends. For the consumer, the result is a fun and flavoursome treat which adds to the overall Artisan experience. For you, it's a chance to cross-sell something a little bit different and special, adding to your offer and growing your profit.





# 09

## CORPORATE GIFTING

### A brew to complement your brand.

Our exquisite coffee makes a perfect and original reward or thank-you for clients and staff, especially in our branded gifting boxes. We have products at every price point and corporate pricing for volume, with multiple options for packaging and design, including sleeves branded with your logo or ours.

For details email: [orders@artisancoffeeco.com](mailto:orders@artisancoffeeco.com)





# 10

## EVENTS

### Artisan on the go.

Artisan Coffee Co. offer flexible solutions for any event with a choice of mobile coffee stations. From a fully equipped van guaranteed to turn heads to a sleek coffee cart serving up your favourite brew, we can help create your perfect celebration.



“ It was AMAZING. The team was great, everything was really easy and the feedback was super positive. Thanks for working with us and making it happen, we're very pleased.

FANNY ACHARD-VENAULT - SENIOR MARKETING MANAGER  
Fabrica

**FABRICA**  
by A2Dominion

# 11

ANY QUESTIONS?

## Drop us a line.

If you're a discerning business new to our brand, you'll probably have at least a question or two. We'd love the chance to answer them.

Our team are on-hand to explain everything you need to know about our different coffees and associated products. They can also fill you in on our company history, various awards, and the unique services that make us a favourite with such a wide range of commercial customers. The chances are they'll be able to help on the phone, but they'll happily call you back or email you with more detailed answers if that's you what need. We can also arrange a visit from one of our trade account or training team.

CONTACT

## Find out more.

Visit our website - it's easy to use, fully e-commerce and packed with information and product reviews perfect for wholesalers.

### SAMPLES

With a reputation of your own to keep, you'll no doubt want to taste our products before you serve them yourself. Don't worry, we can send you free samples of everything we supply, including our delicious chocolate flights, specially developed to complement each of our speciality coffees.

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