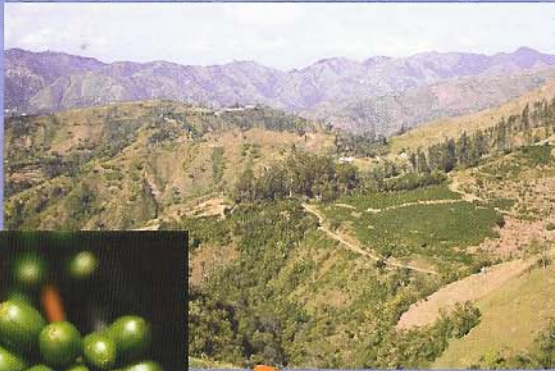


# Your search for the perfect cup of coffee ends with JAVANA™



The world's most fertile coffee growing regions can be found in wondrous groves of greenery, high atop mountain peaks or hidden under canopies of lush tropical foliage. They're places where the soil is rich and fruitful, where beans are still harvested by caring hands, and where the most prized coffee bean of all – the Arabica – is grown.



It is to these far-flung corners of the globe that we travel to bring you a world of rich, smooth, satisfying flavor in every cup of Javana coffee.

## Enjoy a Javana Moment

It begins with the aroma. Powerful and alluring, stimulating and welcoming. Simply close your eyes, take a deep breath and your senses will

awaken to the irresistible quality of the coffee you are about to enjoy.

Then there is the warmth in your hand as you raise your mug. It could easily be the heat of the sun that nourished each bean that goes into our coffee. Or the balmy tropical breezes that nurtured strong, healthy coffee plants tended to by dedicated farmers around the world.

Finally, the taste. Rich, and full-bodied. Brimming with the exquisite depth that only the Arabica bean can deliver. With the perfect mix of smokey overtones and smooth body, Javana coffees are prized by coffee lovers everywhere.

This is a Javana moment. A taste experience that will take you on an exotic global tour while you relax in the comfort of your own home. Javana Coffee – every moment, a world of flavor.







# Moments for Every Taste...

Whether it's time to wake up your senses in the morning, take a quiet mid-day break to slow down the world, or unwind in the evening ... with sixteen different delicious blends, you'll always find the perfect JavaNa coffee to suit your mood.\* From smooth and subtle to bold and complex, JavaNa prides itself on creating coffees to please every coffee-lover's palate!

## French Vanilla

Turn your breakfast room into a Paris cafe with the satisfying aroma and tantalizing taste of rich vanilla.

## JavaNa Breakfast Blend

The taste that mornings were made for, this rich roast is guaranteed to wake up all your senses!

## JavaNa Colombian

From the high, green hillsides of Columbia straight to your home, this five-star blend features the perfect balance of aroma, body and distinctive flavor.

## French Roast

The coffee lover's coffee - deep and rich, full of the robust taste that comes from our time-perfected roasting process.

## Hawaiian Kona

From the rich volcanic soil of Hawaii's legendary "Big Island" comes this full-bodied coffee. You're sure to taste the "Aloha Spirit" in every cup!

## Jamaican Blue

The Blue Mountains of Jamaica are one of the premier coffee-growing regions on earth. Just one taste of this rich, velvety coffee and you'll know why.

## Hazelnut

Take your coffee-drinking experience to a new and nutty level as you enjoy this delicious brew with a tantalizing aroma and enchanting flavor.

## JavaNa House Blend

If you want to pack maximum flavor into your coffee cup, this is the blend for you! We mix the ideal combination of our most-prized beans to create a perfectly balanced brew guaranteed to satisfy.

## Mocha Java

Rich chocolatey notes played against the silky smooth backdrop of perfectly-roasted arabica coffee beans. A symphony for your taste buds!

## Swiss Chocolate Almond

Highly aromatic and packed with rich flavors, you can never go wrong with this extremely popular coffee. Drift away to your own cozy Swiss chalet!

## Irish Cream

This jewel of a blend, with its full and creamy flavor, will place you right in the lush green hills of the Emerald Isle. Drink it and dream!

## Espresso Roast

Add a gourmet flair to any occasion with this deep, dark and rich coffee - specially developed to satisfy even the most discriminating coffee drinker.

## Cinnamon Cappuccino

The bright, inviting flavor of cinnamon softened by the rich, smooth, indulgent taste of real cream - that's what you'll discover in this uncommon cup of coffee.

## Kenya AA

The International Coffee Organization consistently rates Kenya coffee as one of Africa's finest. From your first sip of this wonderfully complex coffee, you're sure to agree!

## Amaretto

The aroma is intoxicating and the taste simply delicious. Rich, smooth coffee emboldened by the irresistible flavor of almond - a match made in Rome!

## Chocolate Raspberry

It's hard to resist a second cup of this deeply satisfying brew, rich with the comforting notes of cocoa and slightly sweet burst of raspberry. The perfect after-dinner cup!

# JavaNa Coffee Making Tips

## Grinding

In order to get the best flavor from your coffee, you must grind according to the brewing method you use. Rule of thumb is: the longer you brew the coarser the grind (for example, percolators require a very coarse grind, as opposed to an espresso maker which requires a very fine grind as it brews a single serving in only 20 seconds).

**Turkish Grind** This is the finest grind with a flour-like consistency. Used for coffees brewed in an ibrit.

**Espresso Grind** A very fine grind, with the texture of commmeal. Used for Espresso and Cappuccino.

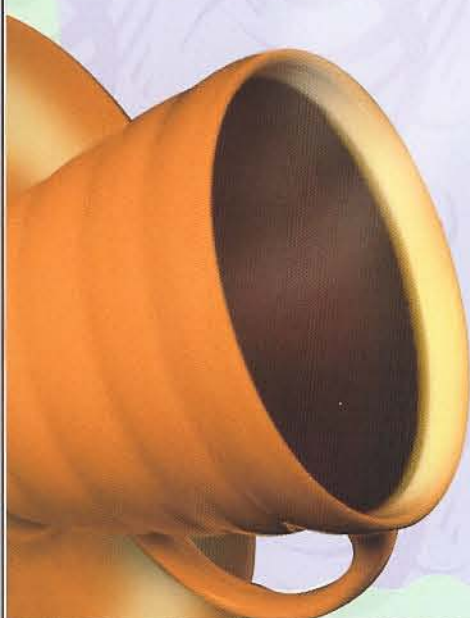
**Medium Grind** Ground to the consistency of sugar or salt. Primarily used in drip brewers with basket filters.

**Coarse Grind** Very large granules used in percolators and commercial brewers.

## Brewing

Brewing methods range from French Press to the Automatic filter, but the most common is the drip coffee maker with paper filter. To make a perfect pot of JavaNa coffee, follow these steps:

- 1 Use 1 tablespoon of coffee grounds per 6 oz. of fresh cold water. Enhance your flavored JavaNa coffee by adding 1 teaspoon of sugar to the grounds.
- 2 Remove the grounds immediately after brewing to avoid oils from the remaining grounds dripping into the pot and causing a bitter taste.
- 3 Serve immediately to ensure maximum flavor and aroma. Keep extra coffee in an airtight carafe - brewed coffee kept on the heat will break down causing a bitter taste to develop.



# A smoooooth deal!

# \$100 Off

# JavaNa

## Ground or Whole Bean Coffee

Excluding 1.4 oz. size



Offer good 9/28/03 through 2/29/04

\* All flavors not available in all stores