



**INNOVATIVE™**

BEVERAGE  
CONCEPTS

**PROFESSIONAL COFFEE BAR PRODUCTS**

frappes | chai | organics | cocoa

matcha | smoothies



# specialty beverages



Specialty beverages include:

- ❖ Ice blended coffee frappes
- ❖ Non-coffee blended crèmes
- ❖ Chai
- ❖ Cocoa
- ❖ Smoothies



# market growth



- ❖ Specialty coffee beverages are growing rapidly at a rate of 16% annually.
- ❖ Traditional beverages are losing share to a \$341MM specialty coffee market for coffeehouse operators in the US.
- ❖ Combined retail and foodservice sales totaled \$44 billion in 2007, surpassing even soft drinks, and are estimated to grow to \$59 billion by 2012.



# market expansion



- ❖ Specialty coffee has spread into new markets, such as fast food, with companies like McDonalds offering a variety of specialty coffee items.
- ❖ McDonald's expects its combined beverage business to add \$1 billion to the company's sales.
- ❖ McDonald's president Ralph Alvarez recently said that in the last 2 years, the fast food chain's coffee business has grown from 2 to 5 percent of sales.

# why Mocafe?



- ❖ New, innovative products are constantly being developed in order to stay on top of evolving consumer preferences and stay relevant.
- ❖ Adding Mocafe Professional Coffee and Tea Bar products to your menu will help your business capture part of this growing market.
- ❖ Ease of use makes it possible for any size operation to compete with industry giants



# products



The multi-award winning MOCAFE™ line of products are a result of pursuing the world's finest point of origin ingredients and organic/fair trade, when possible. Packaged in both foodservice and retail configurations, the MOCAFE™ line of products include:

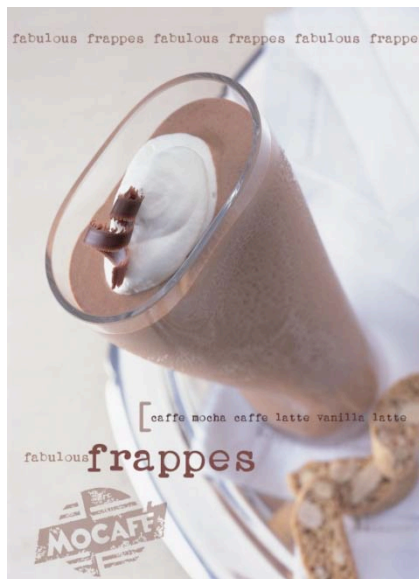
- ❖ Ice Blended Coffees
- ❖ Chai Teas
- ❖ Azteca D'Oro 1519™ Ground Chocolates
- ❖ Madagascar Vanilla Smoothies
- ❖ Premium Tea Frappes
- ❖ Mocafe Organics™ Frappes
- ❖ Organic Dominican Sweet Ground Chocolate
- ❖ Blended Fruit Crèmes & Fruit Smoothie Mixes
- ❖ Probiotic Tart Smoothies



# ice blended drinks



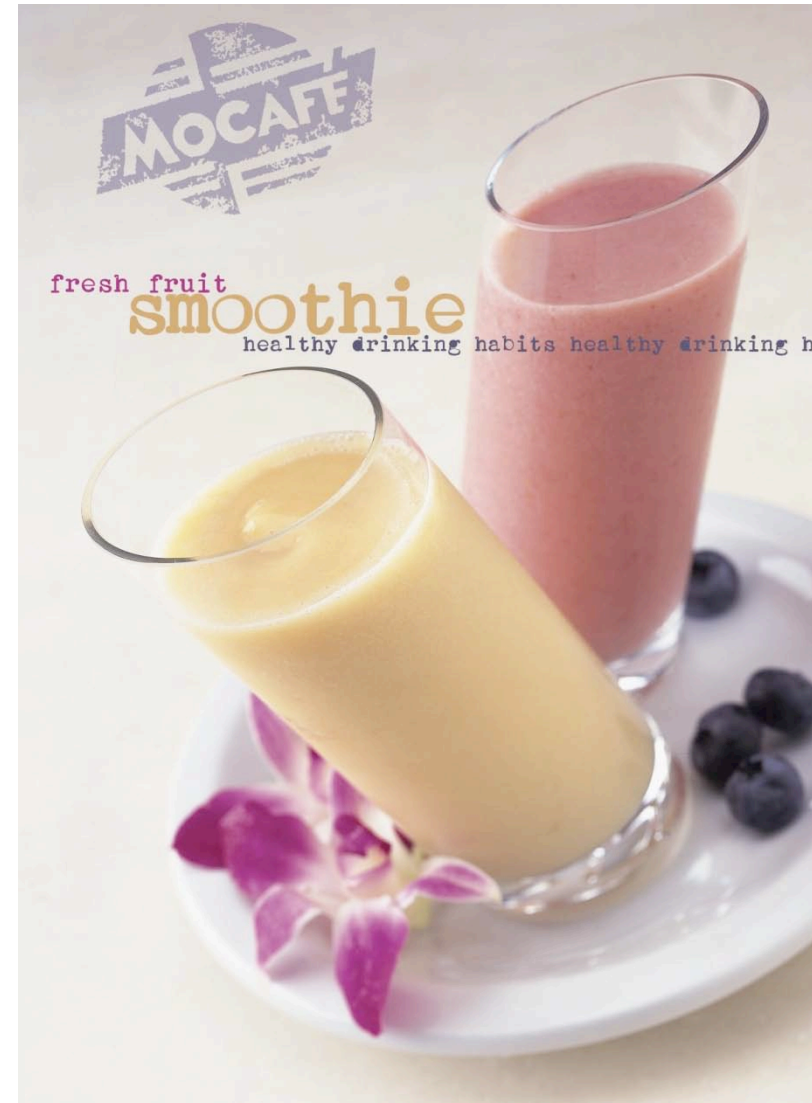
- ❖ Mochas continue to be the #1 drink in coffee houses.
- ❖ The market within the coffeehouse segment is \$23.5MM, with an annual growth of 19%
- ❖ Foodservice Research Institute states that over 24% of portable food and beverage items on chain menus are specialty coffees.



# smoothies



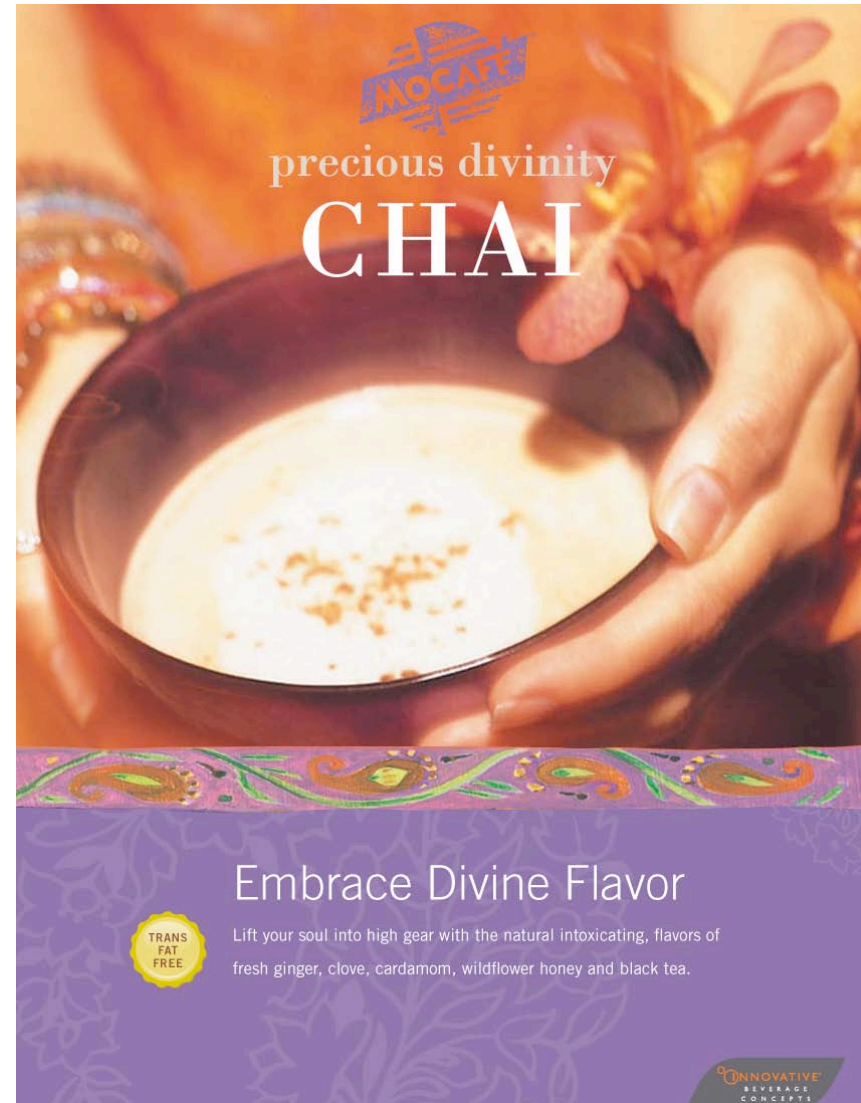
- ❖ Smoothies are a leading category and have a 37% menu item share, according to The Foodservice Research Institute.
- ❖ Smoothies are great for breakfast, a snack, dessert, as a meal accompaniment or a meal replacement.
- ❖ The trend for breakfast is portability. Over half of current menu items may be eaten with one hand on the phone or computer.



# chai



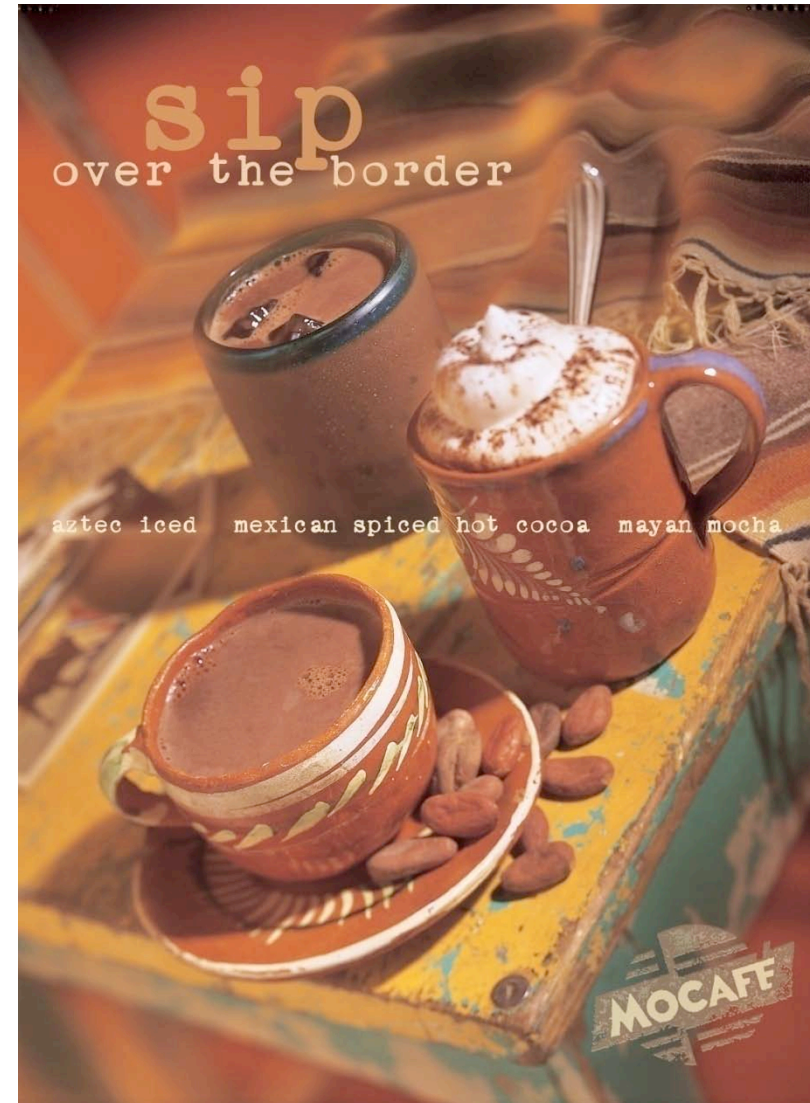
- ❖ Demand for chai is growing strong. According to AC Nielsen data, chai sales are up 82% in retail grocery sales from last year.
- ❖ The chai market will continue to thrive, as more and more consumers are becoming aware of the product.
- ❖ Chai tea sales are expected to grow at a minimum of 15% per year over the next 5 years



# cocoa



- ❖ The hot chocolate and malted drinks sector showed growth in value terms in 2007/2008, with one of the most significant increases being recorded in the largest segment, hot chocolate products.
- ❖ This growth has been due to the success of premium lines. The increase of chocolate quality has resulted in an increase of sales.



# sofetto



- ❖ Probiotic yogurt is the most active area of the functional foods market.
- ❖ Yogurt-based drinks have captured nearly \$400 million in 2004 sales.
- ❖ The US market for functional foods is experiencing the fastest growth rates compared with other countries.

The advertisement features a central image of two glasses of smoothie: one white and one orange. The orange smoothie is garnished with a yellow straw and fresh fruit. The background is white with decorative orange swirls and fruit. Text elements include the Mocafe logo, the Sofetto brand name, and product details.

**MOCAFE**  
~sofetto~  
blended  
tart smoothie

**INTRODUCING the NEW Low Fat Luxury**

Mocafe's new Blended Tart Smoothie made with real yogurt powder. A creamy luxurious healthy drink packed with pro and prebiotics. Low fat with no compromise on flavor.

**TRANS FAT FREE**

- With live active cultures
- No expensive equipment. Just use a blender.
- Easy to use powder
- 10x more cells delivered than yogurt\*

**POWERED BY**  
Correlation  
**BC30**  
PROBIOTIC

**INNOVATIVE BEVERAGE CONCEPTS**

# organics



- ❖ Organic Food is the fastest growing segment of food sales in North America. U.S. organic food sales have grown between 17 & 21 percent each year since 1997, to nearly triple in sales.
- ❖ Coffee and cocoa are the most heavily sprayed crops in the world. Mocafe Organics offers healthier, pesticide-free frappes.

The advertisement features a close-up of a blended mocha drink in a white cup with a blue straw. The background is a soft, light brown color. The Mocafé Organics logo is at the top center. The headline 'blended mocha that matters' is written in a mix of orange and black text. Below the headline is a list of three mocha flavors. At the bottom, there is a small image of cocoa pods on a branch, followed by a paragraph of text and several logos including USDA Organic and Innovative.

**mocafé™**  
organics

blended  
mocha that  
matters

- dominican mocha
- vera cruz caffe latte
- belizian vanilla latte

**F**eel good about your frappe and make every mocha matter by only consuming organic, blended mocha frappes by Mocafé Organics™. Our USDA organic Dominican mocha uses only forestero cocoa from the yacoo project insuring that farmers and families were paid and treated fairly.

USDA ORGANIC Certified organic by Oregon Certified.

# distribution



Quality products need quality distribution partners.  
Contact us today to learn more about becoming an  
authorized Mocafe™ distributor.



# international



- ❖ **We have an experienced International Sales Office that is prepared to serve your export sales needs. With distribution on four continents (and counting!), we are well-versed in all aspects of export, including:**
  - ❖ **Export documentation / certification**
  - ❖ **Ingredients regulations**
  - ❖ **Foreign language labeling / packaging**
  - ❖ **International shipping & logistics**
- ❖ **Innovative Beverage Concepts, Inc. has been custom formulating coffee and tea products since 1996 in a branded and private label capacity. Our clients include some of the largest coffee and tea bar retailers in the U.S. and other countries, which have relied on our quality and consistency to create beverages with uniquely winning profiles.**



# thank you

about Innovative Beverage Concepts, Inc:

Headquartered in Irvine, CA, Innovative Beverage Concepts, Inc is a leader in producing innovative products for the coffee and tea industry since 1996. Innovative Beverage Concepts, Inc brands include MOCAFE™ Professional Coffee & Tea Bar Products and MOCAFE™ Organics, the first organic frappes on the market. Innovative Beverage Concepts, Inc products can be found in leading retailers nationwide.

All content and images copyright Innovative Beverage Concepts, Inc

9600 Research Dr.  
Irvine, CA 92618  
phone (888) 662-2334  
fax (949) 831-2390

The logo for Innovative Beverage Concepts is located in the bottom right corner. It features a stylized blue leaf shape. Inside the leaf, the word "INNOVATIVE" is written in a large, orange, sans-serif font. Below it, the words "BEVERAGE" and "CONCEPTS" are stacked in a smaller, white, sans-serif font.

INNOVATIVE™  
BEVERAGE  
CONCEPTS