

**The CoffeeTrade Company**  
**460 East Cherry Lane**  
**Bellefonte, PA 16823**  
[www.ersatzcoffee.com](http://www.ersatzcoffee.com)

Dear Coffeehouse Owner, Manager, or Barista:

Okay, we know you have experienced this: potential customers come in and stare at your menu-board ; they cannot make up their minds --- maybe they have been drinking coffee or tea all day long, and are looking for something, anything, different .... Maybe hot chocolate, maybe chai ... or maybe nothing ....

The CoffeeTrade Company manufactures and sells **Ersatz**<sup>™</sup>, a coffee-alternative designed to fill that empty space in your menu that only your undecided customers can see. With a delicious nutty-and-roasted-grain flavor, **Ersatz** provides a satisfying alternative to coffee or tea for your customers.

**Ersatz** is caffeine-free.

**Ersatz** is made from the finest-quality all-natural roasted rice, roasted peas, and roasted chicory, in unbleached-paper brewing-bags.

**Ersatz** is sold in packages of 12 brewing-bags; each making one 8-oz. cup of brewed Ersatz. Steep bag in 8-ounce cup of hot water for 3 to 5 minutes and remove. Add sugar and/or cream to taste, as you would coffee or tea. Enjoy!

After you receive an order of **Ersatz**, we recommend that you simply do the following five (5) things:

1. You can serve it BREWED by-the-cup.

or

You can sell the PACKAGES (bar-coded) of 12 brewing-bags.

2. Please price a cup of brewed **Ersatz** as you would a cup of quality coffee or hot chocolate.

3. Please display the table-tents / counter-cards (enclosed with your order) prominently on your tables, your counter, or by your cash-register, so your customers will know you are serving **Ersatz**.

Please add "**Ersatz**" to your menu-board!

4. Please teach your (fellow) Baristas about **Ersatz**:

Q. "What is it?"

A. "A coffee substitute that actually tastes good!"

Q. "What is in it?"

A. "Roasted rice, roasted peas, and roasted chicory, in a brewing-bag (teabag)."

5. You can reorder **Ersatz** on our website: [ersatz coffee.com](http://ersatzcoffee.com).

Please remind your customers to visit our Website: [ersatzcoffee.com](http://ersatzcoffee.com) to visit the Home page's "Quotation/Wisdom of the Day."

This can become an enriching experience for your customers, which they will want to repeat often ....

Thank-you for your interest in this exciting new drink !

Sincerely,

The CoffeeTrade Company

P.S. -- We welcome your comments about our products. Please e-mail us at: [customer.service@ersatzcoffee.com](mailto:customer.service@ersatzcoffee.com)