



*Jeremy  
Coffee*

**100% ARABICA**

FRESHLY ROSTED  
COFFEE BEANS





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**JEREMY COFFEE**



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# COFFEE HISTORY

By the 15th century, coffee was being grown in Ethiopia and by the 16th century it was known in Persia, Egypt, Syria, and Turkey.

The coffee trade soon expanded to Europe, spreading to Italy, England, France, Germany, Austria and the Netherlands.

With European colonial expansion, coffee was introduced to the Americas and Asia, and soon became an important industry

The raw form of coffee is berries and after the processing they become the familiar roasted coffee.

Berries have been traditionally selectively picked by hand.





# ROASTED JEREMY BEANS

- Once ripe, Jeremy coffee berries are picked, processed, dried and prepared for roasting.
- Roasted beans bring out the aroma and flavour they are grounded and then brewed with near-boiling water to produce the beverage known as coffee.







Jeremy  
Coffee



ALL YOU NEED  
— is —  
**LOVE**  
• and a cup of •  
*Coffee*







*Opening a coffee shop can be extremely profitable.*  
High quality 100% Arabica Jeremy coffee, varieties of espresso combinations like Cappuccinos, Americanos, lattés and comfortable relaxing atmosphere are key ingredients that can make a hugely successful business

## **HUGELY SUCCESSFUL COFFEE BUSINESS**





- Statistics show that coffee shops are the most popular place to meet friends
- Coffee shops are great places to socialize
- Number one place to relax and have fun
- Popular place for informal business meetings
- Reading a book or magazine
- Best place for study



# WHY COFFEE SHOPS ARE SO POPULAR





- Finest fresh-roasted 100% Arabica Jeremy beans
- High-quality espresso machine and related equipment
- Trained staff - a good barista is essential to the art of coffee making
- Fast serving
- Relaxing atmosphere

# KEYS FOR SUCCESSFUL COFFEE BUSINESS



# WORLDWIDE

The Jeremy Coffee products are specialized in the perfect 100% Arabica coffee at the highest quality and in competitive prices.

The excellent quality and exclusive distribution of the raw materials, result in truly high quality, making Jeremy Coffee one of the best coffees.

Our prospect for Jeremy Coffee is to expand all over the world and became a leader in global market, no matter the competition.





# Jeremy Coffee

## PACKAGING

- Packaging coffee is the process of enclosing roasted coffee (whole bean or ground) to protect it from sunlight, moisture, and oxygen, with the goal of preserving the coffee's taste and aromatic characteristics, and also to contain the coffee in controlled portions for ease of sale.
- Whole bean coffee or freshly-ground coffee is typically packaged in valve-sealed bags or vacuum-sealed bags, instant coffee is often packaged





According to Business Insider, coffee is the second most sought-after commodity in the entire world, with an industry that is worth over \$100 billion across the globe.

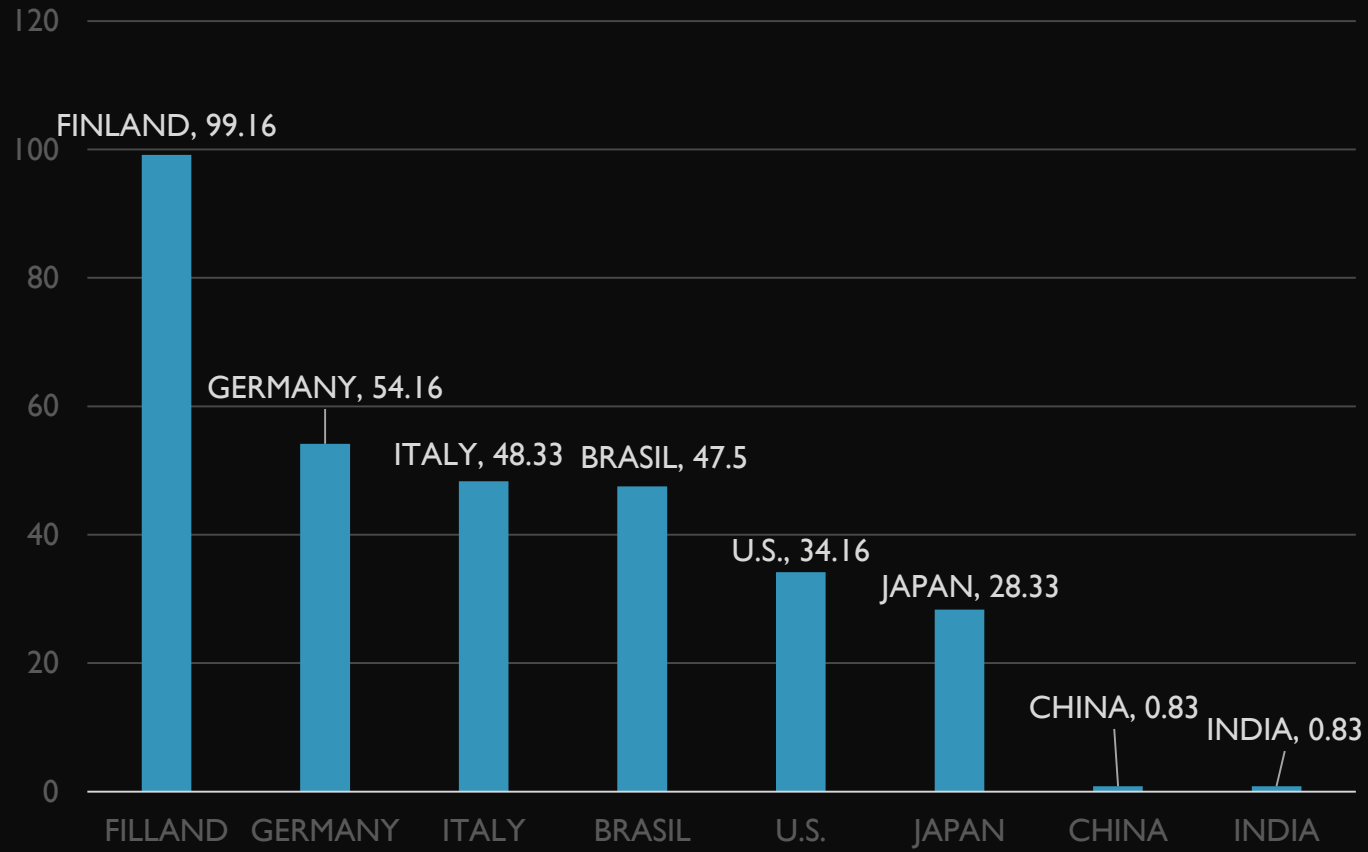


Worth over \$20 billion today, coffee farming and export are integral parts of the economy of many countries in South America, Africa, and Asia.

# ALL ABOUT THE COFFEE INDUSTRY



# WORLD COFFEE CONSUMPTION



According to an international news organization "Reuters" in 2011



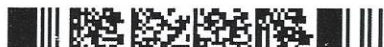


# COFFEE IN CHINA

- *China, is a huge potential market*
- China is a traditional tea market, but coffee consumption has exponentially grown in recent years.
- The coffee industry is a new promising market that is rapidly growing year by year with a huge prospect of profiting.
- China's urban population (about 732 million people) accounts for 54% of the country's total population. This gives an idea of the market size
- Coffee consumption is an aspirational experience, a new lifestyle, but also the result of the offer of better coffees, thanks to a new generation of entrepreneurs who sell high-quality coffee.
- Given the growing importance of China as an emerging economy, with a coffee market in full development







\*TMZC27748018D01T190314\*



第 27748018 号

# 商标注册证



“COFFEE”放弃专用权

## 核定使用商品/服务项目（国际分类：30；43）

第 30 类：咖啡；无咖啡因的咖啡；自动咖啡机用咖啡粉囊包；咖啡用调味品；预定剂量的袋装咖啡粉；咖啡饮料；烘焙的咖啡豆；咖啡麦乳精；烘烤过的咖啡豆；咖啡调味香料（调味品）；磨成粉末的咖啡；研磨咖啡；无咖啡因咖啡；速溶咖啡；即冲即饮的咖啡；加压煮出的浓咖啡饮料；作咖啡代用品的植物制剂；加糖的咖啡饮料（截止）<见背面>

注册日期 2019年02月14日 有效期至 2029年02月13日

局长

申长雨

发证机关







TERM	CLASS
Coffee	30
Decaffeinated coffee	30
Coffee capsules	30
Flavored Coffee	30
Coffee bags	30
Coffee drinks	30
Coffee beans	30
Malt Coffee	30
Coffee pods	30
Mixtures of malt coffee with coffee	30
Coffee based drinks	30
Ground coffee beans	30
Caffeine-free coffee	30
Coffee based beverages	30
Roasted coffee beans	30
Prepared coffee and coffee-based beverages	30
Coffee in brewed form	30
Beverages based on coffee substitutes	30
Sugar-coated coffee beans	30
Coffee essences for use as substitutes for coffee	30
Coffee, teas and cocoa and substitutes therefor	30
Cafes	43
Self -service cafeteria services	43
Catering in fast-food cafeterias	43
Provision of food and drink in restaurants	43
Provision of food and drink	43
Coffee supply services for offices (provision of beverages)	43



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