

RUSH

ROASTING CO
X
SINCE 1998

NITRO COFFEE

RUSH Roasting Co is one of the first coffee roasters to launch NITRO Coffee in Australia. After many months of trial and error we believe we have developed a NITRO recipe that we can be proud to offer to the market. We have developed two brew recipes.....a Nitro Brew for Nitro Coffee and a Martini Brew used for Espresso based Cocktails.

Following is a proposal for new and existing RUSH Roasting Co partners.

What is NITRO Coffee?

Nitro Coffee is a relatively new concept and an exciting way of serving cold brew coffee. It is cold brewed coffee that has been infused, or gassed, with 100% food grade nitrogen and served chilled through a tap system, much like a Guinness beer. We brew the NITRO at our roastery and keg the liquid in 19L and 9.5L kegs. Each keg is delivered with 18L or 9L of gassed liquid. Visit our Facebook page to see how it works.

Our Brew Recipes

We have developed two distinct brew recipes. The first recipe is our Martini Brew which we developed for the use of mixing espresso/coffee based cocktails. This brew has a full bodied flavour with a hint of bitterness in the aftertaste. The second recipe is our Nitro Brew which we developed for the use of straight Nitro Cold Brew Coffee from the tap and can mixed with other elements as required. This brew is smooth bodied with no bitter aftertaste.



How much does it cost?

We have developed two pricing structures;

RUSH Wholesale Customers – If your business uses RUSH wholesale beans already then the wholesale price for the 18L keg is \$77 GST inc (9L keg is \$38.50 GST inc) plus freight if required.

NON RUSH Wholesale Customers – If your business isn't interested in changing bean suppliers, that's OK, we would still love to introduce you to NITRO Coffee so your business can be one of the first to offer this unique product. The wholesale price for the 18L keg is \$119 GST inc (9L keg is \$59.50 GST inc). plus freight if required.

How much can you make?

RUSH Wholesale Customers			NON RUSH Wholesale Customers		
Sales GST inc	\$ 350.00	18L	Sales GST inc	\$ 350.00	18L
Sales GST exl	\$ 318.18		Sales GST exl	\$ 318.18	
COGS	\$ 70.00		COGS	\$ 108.18	
CM	\$ 248.18		CM	\$ 210.00	
Fixed Costs	\$ -		Fixed Costs	\$ -	
Net Profit per keg	\$ 248.18		Net Profit per keg	\$ 210.00	

Notes: Sales amount has been calculated by taking the average of four different scenarios including three different size beverages including 300ml, 150ml-200ml and 100ml. The range of sales is between \$270 and \$540 GST inc. These scenarios are available upon request.

How much does the investment cost

In order to serve your customers NITRO Coffee you will need to install one of the following;

The Kegerator System

1	KEG MASTER SERIES 4 SINGLE TAP FC (FLOW CONTROL)	\$ 700.00
	Series 4 Single Tap FC Includes:	
	- 1 x Intertap Flow Control Stainless Steel taps and Stainless Steel Shanks	
	- Stainless Steel 304 grade font	
	- MKIII regulator	
	- Font Fan	
	- CO2 Cylinder Bracket Holder	
	- Beer and Gas Line	
	- Hose Clamps	
	- Tap Tool	
	- Castor Wheels	
	- Guard Rail	
	- Drip Tray	
		
1	INTERTAP STOUT SPOUT	\$ 11.00
1	STAINLESS BALL LOCK DISCONNECT MFL (BLACK/LIQUID)	\$ 15.00
1	STAINLESS BALL LOCK DISCONNECT MFL (GREY/GAS)	\$ 15.00
2	PUSH IN 8MM X FFL FITTING (TO SUIT MFL DISCONNECT)	\$ 10.00
		\$ 551.00
1	Food Grade Nitrogen Gas Cylinder (available through Leading Gas Suppliers)	①
1	Nitrogen Adaptor	\$ 50.00
1	Keg	\$99.00
	TOTAL INVESTMENT EX GST	\$ 900.00

① Nitrogen Cylinders are available through all leading Gas Suppliers including BOC and Supagas. Customers will need to setup an account with their local gas supplier/agent.

Delivery

We can organise to deliver the liquid in 19L or 9.5L kegs in and around our delivery region which includes Sydney, Illawarra & South Coast and Southern Highlands. For all other regions including interstate we deliver the liquid in 10L bladders.

Rental Program

We also offer a monthly rental plan. The cost of the rental is \$66 per month GST inc which includes all the equipment, installation and setup. We retain ownership of the system and repair and maintain the equipment. There is a minimum rental term of 12 months at which point the rental agreement reverts to a monthly plan. At any point after 12 months the Nitro Coffee is no longer required we will remove from the premises. This is an excellent option for businesses that aren't quite sure if Nitro will work or not but gives the option to try it out and at least *'give it a go'*.

Nitro Coffee Menu

At RUSH roasting co we are offering our customers the following the Nitro Coffee Beverages

- Straight Nitro Coffee available in two sizes, Full Glass or Half Glass
- Nitro Latte which is mixed with milk by putting the required amount of milk in first and then filling with Nitro Coffee
- Nitro Mocha which is mixed with chocolate, then milk and then filled with Nitro Coffee

There are many other recipes available and are only limited to ones imagination.



What type of Vessel should I use?

We recommend the following vessels for the Nitro Coffee as these tend to give the Nitro Coffee a larger, thicker head on top of the beverage.



**OLD FASHION GLASS 300ML MALEA
ARCOROC**

This glass is ideal for straight Nitro Coffee and Nitro Coffee menu beverages such as Nitro Latte and Nitro Mocha.

RRP \$5.00

Can also be used for Nitro Martini Menu



BRANDY GLASS 266ML EMBASSY LIBBEY

This glass is ideal for straight Nitro Coffee and Nitro Coffee menu beverages such as Nitro Latte and Nitro Mocha.

RRP \$4.00

Can also be used for Nitro Martini Menu



BRANDY GLASS 355ML EMBASSY LIBBEY

This glass is ideal for straight Nitro Coffee and Nitro Coffee menu beverages such as Nitro Latte and Nitro Mocha.

RRP \$6.00

Can also be used for Nitro Martini Menu



COUPE GLASS 251ML PERCEPTION LIBBEY

This glass is ideal for Nitro Espresso Martini and other Nitro Martini menu items

Branding and Marketing

We supply a Tap Label for the tap with a laser etching of the RUSH Nitro Logo and a small chalkboard as per the image on the first page. We will also promote the business as a Nitro Stockist and undertake marketing through Social Media.

Current Stockists

Kombi Kapers Mobile Coffee - Based in the Southern Highlands Bowral

Lou & Bobby's - 368 Lawrence Hargrave Dr Thirroul

Raw & Wild - 250 Bong Bong Street Bowral

The Hopper Society - 92 Kinghorne Street Nowra

Salty Joes - 1/54 Owen St, Huskisson NSW 2540

Morning Owl - 16/17 George Young Street Auburn

UFC Gyms Australia Wetherill Park - 60/1183-1187 The Horsley Drive Wetherill Park

4 Beans Cafe - 1/15 Bells Line of Rd North Richmond

Parfait Patisserie - Manning Street Kiama

This is a fantastic opportunity to be one of the first outlets in your area to offer your customers RUSH roasting co NITRO Coffee and differentiate from your competition. We would love to explore this opportunity in more detail and show you how we can make it happen.

Don't delay.....Contact us now on the following details

Baedon Terry – 0410 487 945
hello@rushroasting.com.au

