

The roaster who shows up after the first order.

Coffee for cafés & coffee shops



THE NUMBERS

≈ \$0.80

Espresso cost per double shot

18 g at the 5 lb tier (~\$20/lb)

≈ 18% coffee cost

On a \$4.50 latte

milk and cup extra

5 lb from \$100

Starting price

tiers fall with volume; standing orders priced on your actual volume

Organic single-origin espresso at a price under the Chicago specialty houses, roasted to order, with a person on the other end who dials in with your baristas.

THE PROGRAM

- Free samples of the roasts that fit your menu, shipped in about two business days
- A cupping and dial-in session with your baristas (Chicagoland in person, elsewhere on video)
- Weekly or bi-weekly delivery, roasted to your schedule
- 20% off the first order, net-30 terms, free shipping, 5 lb minimum
- "Proudly pouring Moksha" counter card and menu copy you can use
- Grinder on loan from 25 lb a month; espresso machine with the lease paid by us from 60 lb

WHAT HAPPENS NEXT

- 1 Samples arrive; you pull shots and batch-brew for a week
- 2 We open your account: tier, terms, delivery day, portal login
- 3 First order ships with 20% off; reorder in one click from the portal

TERMS

20% off the first order · net 30 from the first invoice · free shipping · 5 lb minimum · USDA organic · roasted to order in Chicago, shipped within two business days.

Equipment: brewer or grinder on loan from 25 lb a month; espresso or bean-to-cup with the lease paid by us from 60 lb; or program pricing with the machine included at +\$1.50/lb on a 12-month term.

Free samples: coffeemoksha.com/wholesale/samples

A person replies within 48 hours · rsurana@coffeemoksha.com

Price examples at the published 5 lb tier; your tier improves with volume.