



Hardworking Coffee.™

**GOOD
QUALITY
HARDWORKING
COFFEE**

**THAT YOU FEEL GOOD
ABOUT DRINKING**



Hardworking Coffee.™

It all started with three friends who required something that was hard to come by in 1993 – something strong, sturdy and **FULL OF FLAVOUR** – to keep them well fuelled for long nights and **HARD WORK**. These guys were in need of some real **QUALITY COFFEE**, and in order to get it they decided to do it themselves.

And so ALTEERRA was born. They spent long hours roasting, testing and tasting to make sure every pound of coffee delivered the best characteristics from the beans used. This hard work, expertise and commitment remains today, with ALTEERRA giving you great quality coffee with a distinctive big flavour.

And, as a quality brand carefully selected by MARS Drinks, ALTEERRA is now available to every workplace, everywhere!





Hardworking Coffee.™



**GOOD QUALITY, HARDWORKING COFFEE
THAT YOU FEEL **GOOD** ABOUT DRINKING**

ALTErrA cares about the coffee, the community and you. At ALTErrA we believe in connecting people who love good quality coffee.



Quality coffee

We are genuinely and enthusiastically obsessed about delivering good quality coffee for all – with distinctive roasts and big flavours.

Deeper relationships

We are committed to promoting strong local communities, forging quality relationships with our suppliers and showing true respect to the environment.



Great coffee at great value

Our hard work and dedication ensures you can enjoy great specialty coffee at work every day.

Sustainable commitment

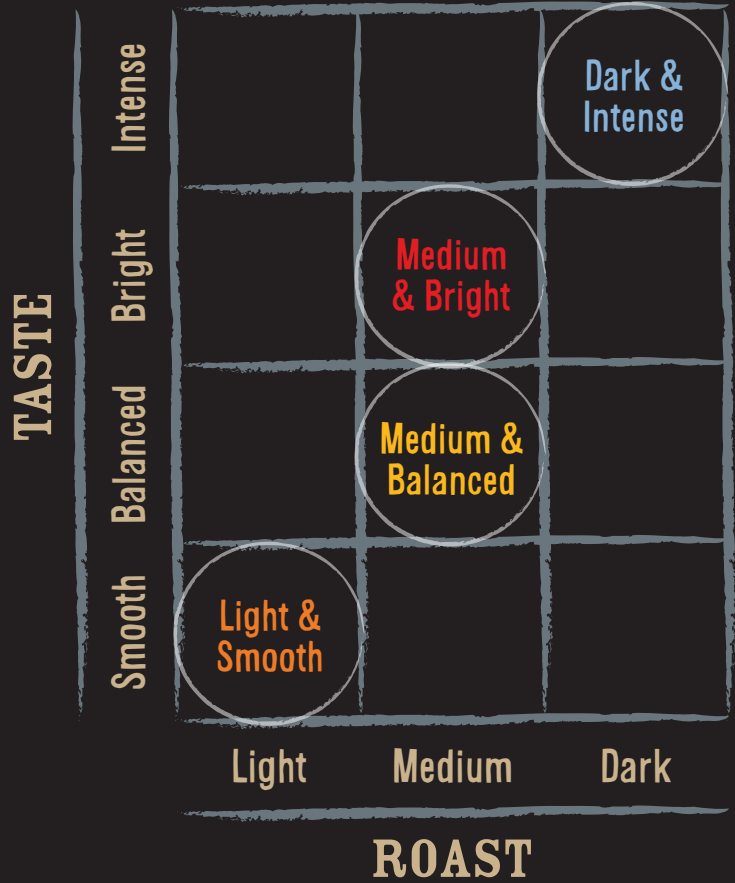
We are constantly seeking ways to minimise the environmental impact of our operations and with over 50% of our coffee range being certified, we help you to achieve your sustainability goals.





Hardworking Coffee.™

**WE DISCOVERED
IT TAKES 4
COMBINATIONS
OF ROAST & TASTE
TO MAKE EVERYBODY HAPPY**



ROAST

Every coffee has a sweet spot: lighter roasts are brighter from the acidity of the bean, darker roasts are more intense and develop caramel flavours during roasting.

We have conducted extensive research with our workplace consumers and combined this with our coffee expertise to understand exactly what coffees they prefer to drink*.

TASTE

The unified combination of flavours, textures and sensations that stimulate the tastebuds and make each coffee drinking experience totally unique.

LIGHT & SMOOTH

Refreshing, clean and sweet for the all day coffee drinker

DARK & INTENSE

Dark roasted, intense and full-bodied for those who enjoy a complex cup

42%
of consumers

29%
of consumers

8%
of consumers

21%
of consumers

MEDIUM & BALANCED

Distinctive flavours for discerning palates who know what they like

MEDIUM & BRIGHT

Lively experience for the adventurous who enjoy different aromas and fruity flavours

*Segments were developed through extensive consumer research in the UK. Percentages represent the number of workplace consumers who like this segment of coffee

LIGHT & SMOOTH



A delicate easy drinking coffee, with a sweet finish to enjoy all day long. Delightful!

Smooth, well-rounded and wonderfully comfortable. A light roasted cup, with a refreshing flavour, a real classic.

MEDIUM & BALANCED



A medium bodied coffee with a fruity and sweet flavour that will shine through. Full-on!

Our aromatic, 100% Colombian beans are medium roasted to give a balanced, fragrant experience.

MEDIUM & BRIGHT



From an exotic island in the Pacific Ocean our 100% Papua New Guinea coffee is medium roasted to give a full bodied yet fruity flavourful cup.

From the Ethiopian highlands, to your cup, our 100% Yirgacheffe beans are medium roasted to give a distinctive bright, fruity flavour.

DARK & INTENSE



Our 100% Sumatran arabica beans are dark roasted to give a heavy bodied, complex cup with a bold finish.

A luscious blend of dark roasted beans, delivering a heavy bodied, bold and earthy flavoured cup.

FLAVOURED & DECAF



Enjoy a luxurious blend of medium roasted beans and the continental flavour of hazelnuts.

Smooth, well-rounded and wonderfully comfortable. A light roasted cup, with a refreshing flavour, without the caffeine!





Hardworking Coffee.™



All original Freshpack artwork created for ALTEERRA & MARS Drinks by artist Nate Williams.

For more information please visit: alterracoffee.com