



Why complicate with bean-to-cup... when you can simplify with ***source. seal. serve.™*** from MARS Drinks?

Discover how MARS Drinks delivers the best-tasting, hassle-free drinks you'll ever get at work.

Sourcing strong, meaningful brands... **Sealing** the freshest ingredients... ..and **Serving** a perfect drink, every time.



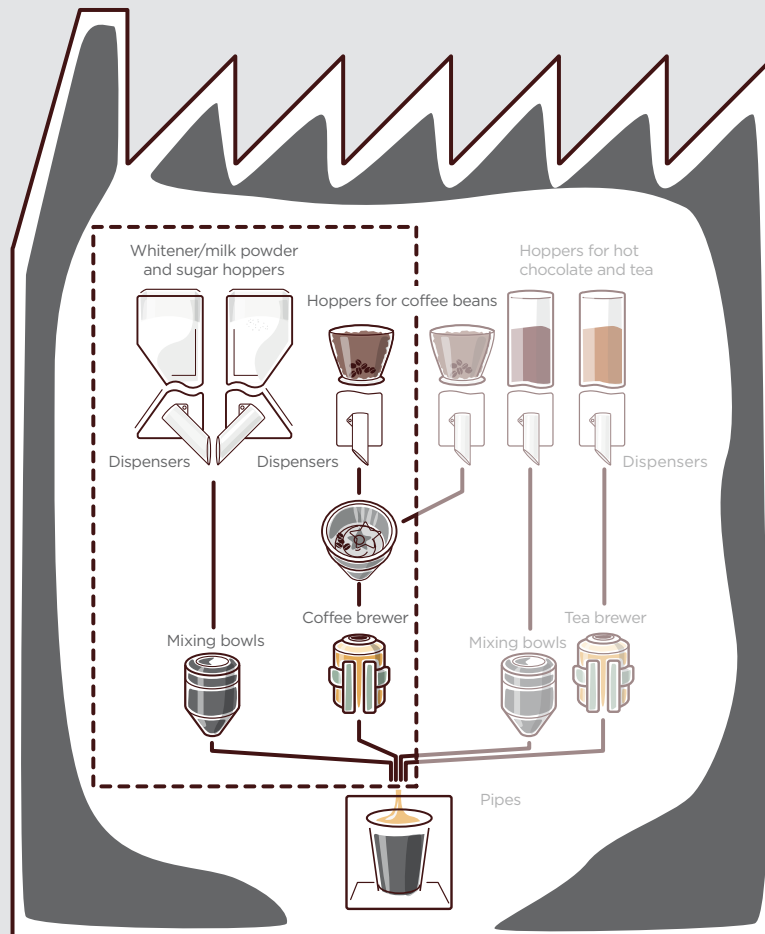
“ 77% of consumers would **ALWAYS** choose **source. seal. serve.™** from MARS Drinks over a bean-to-cup machine* ”

*MARS Drinks 2010 survey of 51 consumers with recent experience of both source. seal. serve™ and bean-to-cup



THE GRIND OF
BEAN-TO-CUP
MEANS...

- Exposed ingredients can be stale
- Limited choice
- Complex, noisy and unreliable
- Possible taste and allergen contamination

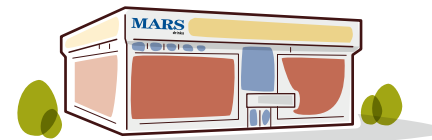


MARS
drinks

simplicity.

source. seal. serve.™

from MARS Drinks delivers a simplified process



- The grinding and dispensing of the fresh ingredients takes place in the MARS Drinks ISO9002 accredited factory – not in your workplace

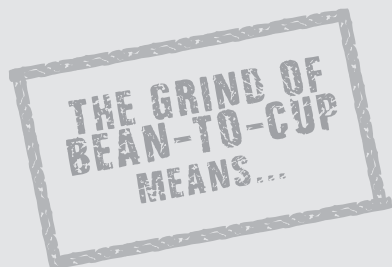


- The FLAVIA brewer only has to add hot water

- The ingredients are sealed in the freshpack until the moment they're brewed



- The drink brews directly into the cup ensuring no taste contamination



A maximum of two coffees

- Bean-to-cup machines typically offer just one type of coffee, with a maximum of only two.

No tea at all

- Most bean-to-cup machines don't even offer tea. Those that do only have one type of tea.

Often no hot chocolate

- Many bean-to-cup machines don't offer hot chocolate.

source.

Providing CHOICES through carefully selected brands

MARS
drinks



Good quality, hardworking coffee to satisfy everybody's needs

We discovered that it takes 4 combinations of roast & taste to make everybody happy and have developed the ALTERRA™ coffee range based on these findings. With distinctive roasts and big flavours, ALTERRA™ gives you hardworking coffees that have been created with a genuine passion and obsession for quality and originality. And that's why you can be confident of satisfying your consumers.



Hardworking Coffee.™

Discover the four distinct roast and taste combinations



High quality tea blends refreshed for the demands of today

THE BRIGHT TEA CO.™ offers perfectly balanced, full-flavoured teas that are never bitter, never bland. The collection is made up of black, green, and flavoured teas, along with herbal infusions. The teas are full of brightness in flavour and aromas, so each cup gives you exactly what you need to fulfill your day.



Discover the ultimate range of teas



A silky smooth indulgence in a cup

Indulge yourself in a silky smooth, delicious hot chocolate made with the finest ingredients, including real GALAXY® chocolate.



Discover our silky smooth hot chocolate



Hardworking Coffee.™

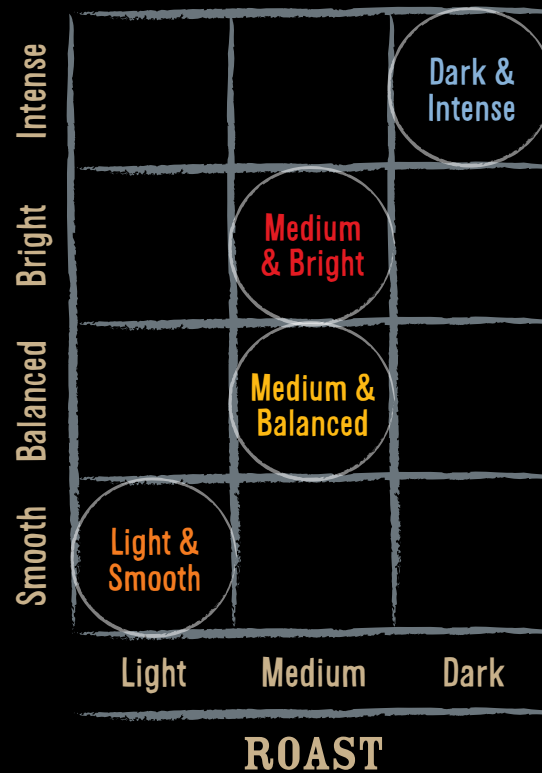
ROAST

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.

TASTE

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

TASTE



LIGHT & SMOOTH

Refreshing, clean and sweet for the all day coffee drinker

42%
of consumers

MEDIUM & BALANCED

Distinctive flavours for discerning palates who know what they like

29%
of consumers

DARK & INTENSE

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

8%
of consumers

21%
of consumers

MEDIUM & BRIGHT

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

*MARS Drinks workplace coffee research, April 2009
300 UK workplace consumers spread across three cities

love the leaf™

THE
**BRIGHT
TEA CO.**

WE'VE CRAFTED THE **ULTIMATE RANGE** OF TEAS THAT ARE REFRESHED FOR THE DEMANDS OF TODAY



S
drinks

We have conducted **EXTENSIVE RESEARCH** with UK consumers who drink tea at work*. Combining this knowledge with our **PASSION AND EXPERTISE**, we have developed the ultimate range of teas.

Many people start the day with a cup of tea and almost half of consumers drink 2 or 3 cups of tea a day. Black teas are the most popular but almost half of tea drinkers need a choice of six different teas to meet their needs.

Our tea collection includes: black teas, green teas and herbal infusions, that all complement each other.



WAKE UP AND START THE DAY, EVERY DAY

77% of consumers want
English Breakfast



FRESH AND FLORAL, PERFECT FOR THE AFTERNOON

50% of consumers want
Earl Grey



LIGHT & BRIGHT FOR A REFRESHING TREAT

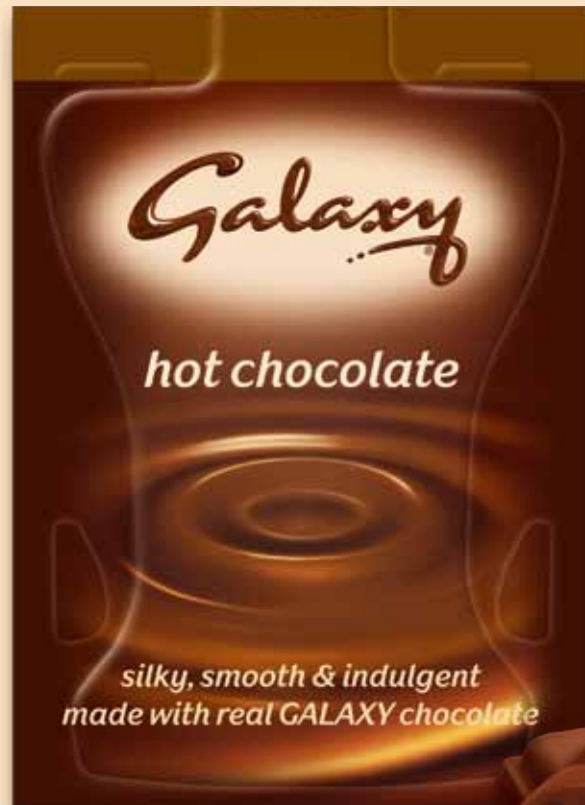
47% of consumers
want **Lemon Herbal**



BALANCED & SWEET, TO WIND DOWN

39% of consumers want
Select Green

*Online survey conducted with 1200 workplace tea drinkers, July 2010



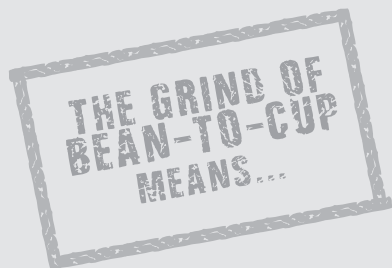
Silky smooth indulgence in a cup

Consumers demand indulgent, branded, premium hot chocolate.

We offer a silky smooth, delicious hot chocolate drink made with the finest ingredients, **including real GALAXY chocolate**. So your consumers can indulge in an unforgettable GALAXY chocolate experience.

Enjoy as an afternoon treat or as the drink of choice for those who prefer chocolate over coffee and tea.

Galaxy
hot chocolate



Watered down espresso

- Many bean-to-cup machines only brew espresso coffee, which very few UK consumers drink. To get around this they have to water it down to give you a full cup.

Limited specialities

- Most bean-to-cup machines don't provide the choice of drinks to allow you to create your own. Speciality options will be based on the 1 or 2 coffees in the machine, and may not even be available depending on whether the machine provides whitener and chocolate powder.

MARS
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Providing **CHOICES** through carefully selected brands



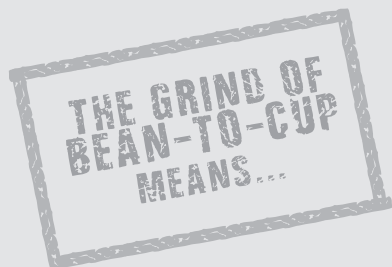
Brewing options based on consumer needs

- Most UK consumers prefer their ground coffee freshly filtered, which is why the FLAVIA FRESH RELEASE™ system prepares coffee this way. And if you prefer espresso, the FLAVIA system can also brew a short, strong espresso shot complete with a smooth crema on top.

Over 25 combinations of coffee shop specialities

- The FLAVIA FRESH RELEASE™ system can create over 25+ drink combinations from fantastic cappuccinos, lattes, and mocha to espresso style drinks with our unique two-pack technology – so you can have a Colombian Cappuccino, Hazelnut Mocha, Chai Latte, or Green Tea Latte.





Old, exposed beans

- Bean-to-cup machines store the coffee in bulk hoppers, leaving them exposed to oxygen, humidity and light – all factors that degrade their freshness. They can hold enough beans for hundreds of cups of coffee so, by the time your coffee is made, the beans could be several weeks old. It only takes five days for unsealed coffee to stale noticeably, so your coffee could regularly taste stale.*

*MARS Drinks expert sensory panel results 2010

seal.

Providing the freshest ingredients in our unique FLAVIA freshpack

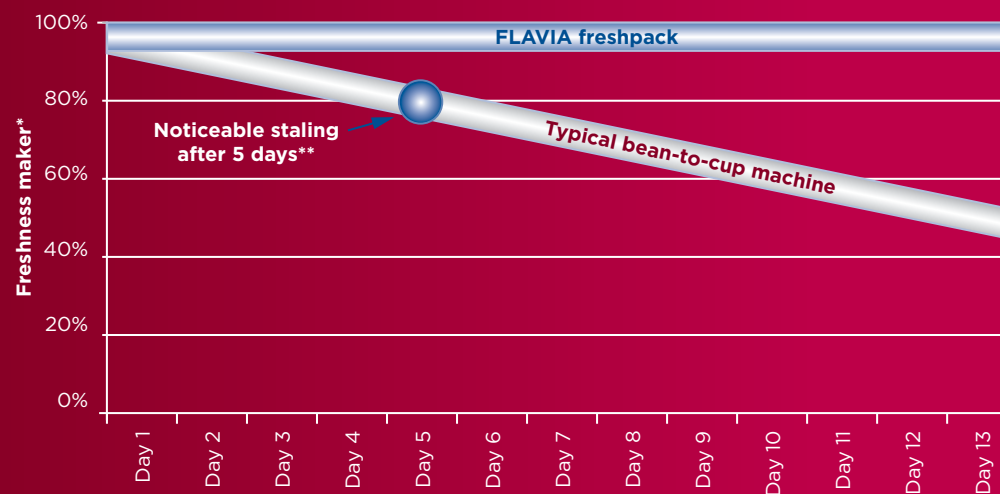
MARS
drinks

Superior ingredient protection from light, heat and air

We pack our carefully sourced ingredients into the unique FLAVIA freshpack in our ISO9002 approved factory. Our 24/7 quality controlled processes ensure we pack the right weight of ingredients every time. They are then sealed in the FLAVIA freshpacks to keep them fresh right up to the moment they're brewed.



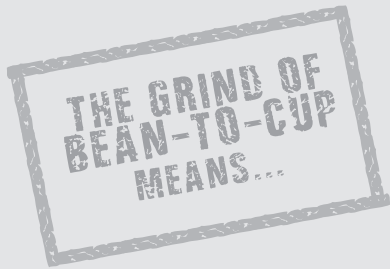
think fresh!™



*Concentration of dimethyl sulphide (Coffee freshness alteration of roasted coffee beans and ground coffee in the presence of oxygen and under protective conditions, L. Poisson, P Koch, J Kerler.) F501b

**MARS Drinks expert sensory panel results 2010





Over 2 weeks a year without coffee

- Bean-to-cup machines are like mini factories, with grinders, dispensers and mixing bowls. All these moving parts mean they tend to break down regularly so you could be without coffee at work for over 2 weeks every year.

Top five reasons for a bean-to-cup service call

Is your machine really clean?

- At least once a week all the mixing bowls and drink delivery pipes need to be dismantled, thoroughly cleaned and then reassembled back into the machine, and the grinder needs rinsing. It's a laborious job and painstaking to do properly. How often is your bean-to-cup machine cleaned properly?

Cleaning a bean-to-cup machine

Questions you should ask

Frustrated staff

- Regular breakdowns, limited choice and inconsistent taste can mean your staff become frustrated and that means they'll hassle you, distracting you from other priorities.

serve.

A brewing system that offers hassle-free convenience

MARS
drinks

10 times more reliable

- Because we do the grinding and dispensing in our ISO9002 accredited factory, the FLAVIA brewer simply has to add hot water. It's much simpler and typically runs for over 18 months between service calls, making it one of the most reliable hot drinks machines in the world.*



think fresh!™

Simple and quick to clean

- There are no internal grinders, dispensers, mixing bowls or drink delivery pipes to get dirty, so the FLAVIA brewer is simple and quick to clean. All that's needed is a cloth and a few minutes a week. Which means peace of mind for you when it comes to hygiene and cleanliness.



Satisfied consumers

- source. seal. serve.™ from MARS Drinks gives your consumers a choice of hot drinks and delivers them consistently, keeping everyone happy and leaving you to concentrate on your other areas of responsibility.

*MARS Drinks internal quality report (August 2010) shows on average over 80 weeks between breakdowns based on full service history of thousands of FLAVIA Creation 400 brewers



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drinks

Top five reasons for a bean-to-cup service call:

1. Splash
2. Overflow
3. Product empty on machine
4. Valve
5. Filter needs to be changed

Source: Top Canadian distributor



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Are you confident that the cleaning regime is being carried out thoroughly?

Cleaning a bean-to-cup machine, in an operator's own words

"My schedule for cleaning a bean-to-cup machine would be as follows. This would be for a full strip-down clean, which would typically be done weekly on a busy machine."

- Step 1.** Remove all canisters ready for filling
- Step 2.** Remove all bowls and pipes and place them to soak in hot water containing sterilising solution
- Step 3.** Remove the front cup station grid and place in to soak
- Step 4.** Remove the bean-to-cup brewer unit and rinse off any ground coffee under a hot tap. Replace in machine
- Step 5.** Top up any ingredients to full
- Step 6.** Clean all surfaces inside the machine and then replace all the canisters and pipes
- Step 7.** Flush the machine using the auto-flush program
- Step 8.** Replace any waste bags inside the machine (used to collect coffee grounds)
- Step 9.** Wipe the front of the machine and replace the cup station grill
- Step 10.** Empty and clean the waste bucket, and replace, putting in one sterilising tablet
- Step 11.** Take readings and collect cash when required
- Step 12.** Close door and test the machine

This on average will take up to half an hour per machine.

Source: Bean-to-cup machine operator



Residue of milk powder and hot chocolate powder in and around the mixing bowl



Used old coffee grounds build up around the grinder, which can affect the taste of coffee brewed

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A brewing system that offers hassle-free convenience

Cleaning a bean-to-cup machine, the questions you should ask:

- How often is your machine deep-cleaned and how long is being spent on it?
- Is the operator properly trained to effectively clean the machine?
- What cleaning cloths are being used? Are they dirty?
- Where does the cleaning water come from?
- How clean are the operator's hands?
- Are the beans and whiteners in sealed, unopened bags when they reach you?



Water from the rinse cycle of a
bean-to-cup machine



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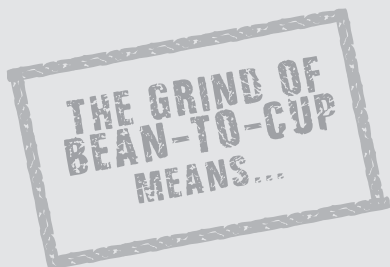
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Possible taste and allergen contamination

- Every bean-to-cup drink is dispensed through fixed brewers or mixing bowls and down pipes before it gets to your cup. This means all drinks from a bean-to-cup machine can contain traces of the drinks made before, which may lead to taste or allergen contamination.



serve.

A brewing system that offers hassle-free convenience

MARS
drinks

Simple, clean and consistent brewers

- The unique FLAVIA FRESH RELEASE™ system serves delicious hot drinks, brewed fresh every time. The hot water unlocks the sealed freshpack, releasing the aromatic ingredients to brew directly into your cup, ensuring you only taste the beverage you chose.
- FLAVIA brewing is more consistent than bean-to-cup ensuring that drinks will taste the same, every time. It is twice as consistent in the amount of coffee used each time and four times more consistent at controlling water temperature.

*MARS Drinks laboratory testing 2010

“ 88% of consumers say drinks brewed by the FLAVIA FRESH RELEASE™ system are fresher than bean-to-cup drinks ”

*MARS Drinks 2010 survey of 51 consumers with recent experience of both source, seal, serve.™ and bean-to-cup



think fresh!™



sustainability.

Helping you meet your sustainability targets

Saving energy

The FLAVIA CREATION™ 400 significantly reduces the energy needed to make a cup of coffee. In addition to containing fewer moving parts than a bean-to-cup machine, FLAVIA brewers feature an energy-saving function, heat only enough water for a few drinks at a time, and contain energy-efficient LED indicators instead of standard filament bulbs. As a result, the FLAVIA CREATION™ 400 brewer uses 17% less energy* than the leading bean-to-cup machines tested.

We have also established a program, through the organisation Save-a-Cup, to collect used freshpacks and send them to an energy plant which turns them into energy by generating electricity.



Reducing waste

The FLAVIA N-viro cup is an environmentally friendly alternative to traditional paper cups. It uses PLA, a bio-based plastic lining derived from corn, which is fully compostable. Most other 'paper' cups use an oil-based lining which is neither recyclable nor compostable.



Responsible sourcing

We offer a range of coffees and teas from Rainforest Alliance Certified™ farms. The Rainforest Alliance is an international non-profit organisation that helps farms in the tropics gain certification, ensuring they meet comprehensive standards for the conservation of natural resources and the rights and welfare of workers and local communities.

Brighter Tomorrow™ a program we developed as part of THE BRIGHT TEA CO.™ brand, encompasses our sustainability initiatives, including direct support for communities from which we source ingredients.



Our own operations

Our operations are ISO14001 accredited, a certification that recognizes a company's ambition to reduce the impact of their activity on the natural world. In 2010 our factory achieved zero waste to landfill and we're continuously reducing the energy and water we use during production.

We also run the MARS Volunteer Program where associates help out good causes in both their local communities and at coffee and tea origins.



*Measurement of energy consumption conducted by independent energy testing company

MARS Drinks delivers

the best tasting, hassle-free drinks you'll ever get at work

source.

“ Bean-to-cup is a good single-choice coffee but you can't beat the fresh smell of the FLAVIA individually sealed pouches with the variety of coffee that suits your own individual taste. The variety of coffee and tea is superb and well presented. ”

James Nolan, Eircom,
1400+ employees

“ The quality of the FLAVIA drinks is infinitely superior and the choice is far greater. ”

FLAVIA consumer, Leeds

seal.

“ 88% of consumers say FLAVIA drinks are fresher than bean-to-cup drinks. ”

MARS Drinks consumer testing 2010

“ We found the way the FLAVIA product is packaged for freshness and quality to be particularly attractive, and unlike anything else on the market. ”

Mark Pauley, RA Dining at Microsoft,
3000+ employees

serve.

“ The reliability is outstanding and being able to offer 18 varieties means everyone's really happy. FLAVIA gives me complete peace of mind and is no hassle at all – unlike the bean-to-cup machines we had before. ”

Paul Beales, Office Manager at
Shulmans, 80+ employees

