



WHITE HOUSE®

WHITE HOUSE®

Hot Beverage Program

Extraordinary coffees.
Unparalleled expertise.
Social Responsibility.

White House Coffees are selected and prepared by White Coffee. For 75 years, White Coffee has provided the finest coffees to the world's finest hotels and restaurants. In the early 1970's Irwin White and White Coffee launched the White House brand, introducing rare and unique offerings to consumers across the country demanding only the finest quality coffees. Shortly thereafter, Sury Kothari joined our team as our green coffee buyer. Sury had grown up on coffee plantations in Kenya and led the Coffee Marketing Board of Uganda. Over the next 25 years, Mr. White and Sury introduced to White Coffee customers a wide range of exotic coffees, many rarely seen in the US before. Today, we are refining and expanding their efforts to bring these extraordinary coffees to customers seeking the best of the best. Led by Carole White, our woman owned company selects exquisite green coffee from socially and environmentally responsible sources, such as Rainforest Alliance and USDA Organic, then prepares them in a SQF level 3 certified facility under strict quality control protocols. The result: the best, most consistent coffee, roast after roast, cup after cup. We hope you agree!

- ***Kenya AA, Kianjage***
- ***Ethiopian Yirgacheffe Kochere***
- ***Organic Honduras SHG EP
Santa Rosa***
- ***Sury's Personal Blend***
- ***Organic Rainforest Blend***
- ***Colombia Decaffeinated***
- ***Sumatra Aceh Ketiar "Adsenia"***



**white
coffee®**
established 1939

18-35 38th Street, Long Island City, NY 11105
718.204.7900 | 800.221.0140

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Kenya AA, Kianjage

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Sumatra Aceh Ketiara "Adsenia"



Whole Bean Coffee

Available in 2 LB

Black or Silver Bags

7 Labels

WHITE HOUSE®

**Kenya AA,
Kianjage**

Roasted in New York City

- Origin: Central Kenya
- Altitude: 5,134 feet
- Roast Color: American Roast

NET WT. 40 oz. (2.5 LB) 1.13 kg

WHITE HOUSE®

**Ethiopian
Yirgacheffe Kochere**

Roasted in New York City

- Origin: Ethiopia
- Altitude: 5,900 - 6,550 feet
- Roast Color: American Roast

NET WT. 40 oz. (2.5 LB) 1.13 kg

WHITE HOUSE®

**Organic Honduras
SHG EP Santa Rosa**

Beneficio Santa Rosa
Roasted in New York City

- Origin: Honduras
- Altitude: 4,500 - 5,900 feet
- Roast Color: City Roast

NET WT. 40 oz. (2.5 LB) 1.13 kg

WHITE HOUSE®

**Sury's
Personal Blend**

Roasted in New York City

- Origin: Sumatra, Kenya & Nicaragua
- Altitude: 4,500-5,000 feet
- Roast Color: American Roast

NET WT. 40 oz. (2.5 LB) 1.13 kg

WHITE HOUSE®

**Organic
Rainforest Blend**

Roasted in New York City

- Origin: Peru - Honduras
- Altitude: 5,000 feet
- Roast Color: Full City Roast

NET WT. 40 oz. (2.5 LB) 1.13 kg

WHITE HOUSE®

**Colombian
Decaffeinated**

Roasted in New York City

- Origin: Colombia
- Altitude: 4,000 - 5,000 feet
- Roast Color: American Roast

NET WT. 40 oz. (2.5 LB) 1.13 kg

WHITE HOUSE®

**Sumatra Aceh
Ketiara "Adsenia"**

Roasted in New York City

- Origin: Sumatra
- Altitude: 4,000 - 5,000 feet
- Roast Color: American Roast

NET WT. 40 oz. (2.5 LB) 1.13 kg



WHITE HOUSE® Hot Beverage Program



Kenya AA, Kianjage Sumatra Aceh Ketiar "Adsenia" Colombia Decaffeinated

Ethiopian Yirgacheffe Kochere Sury's Personal Blend Rainforest Blend

Organic Honduras SHG EP Santa Rosa

Removable Flavor Decals Sheet of 7 flavors



Removable CoffeeCoat™

Easy to apply, easy to clean. To fit Fetco LD-15 Server



Removable CoffeeCoat™

Easy to apply, easy to clean. To fit Service Ideas 2.2L Eco Air airport model ECA225



Removable CoffeeCoat™

Easy to apply, easy to clean. To fit Fetco L3D-15 Server

Wall Mural 48" H X 96" W



GOURMET COFFEE			
HOT DRINKS		COLD DRINKS	
	12oz	16oz	20oz
Gourmet Coffee	\$1.25	\$1.50	\$1.75
Decaffeinated	\$1.35	\$1.60	\$1.85
Flavored Coffees	\$1.35	\$1.60	\$1.85
Hot Chocolate	\$1.50	\$1.75	\$2.00
Cappuccino	\$1.50	\$1.75	\$2.00
Refills	\$0.00	\$0.00	\$0.00

HOT DRINKS		COLD DRINKS	
	16oz	20oz	
Mocha Smoothie	\$3.75	\$4.00	
Strawberry Smoothie	\$3.75	\$4.00	
Raspberry Smoothie	\$3.75	\$4.00	
Blueberry Smoothie	\$3.75	\$4.00	
Mango Smoothie	\$3.75	\$4.00	
Refills	\$0.00	\$0.00	



Double-Sided Dangler

12" x 12" Includes hanging hardware

Airtop Rack Merchandiser

Includes backdrop and channel card to fit Wilbur Curtis airtop rack model CAR-4

Fresh Coffee

Magnetic Menu Board 18" H X 48" W

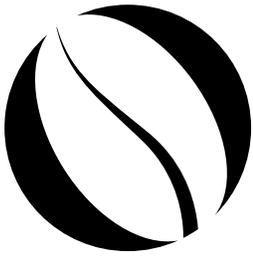
GOURMET COFFEE			
HOT DRINKS		COLD DRINKS	
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Decaffeinated	\$1.35	\$1.60	\$1.85
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Raspberry Smoothie	\$3.75	\$4.00	
Blueberry Smoothie	\$3.75	\$4.00	
Mango Smoothie	\$3.75	\$4.00	
Refills	\$0.00	\$0.00	

Price Matrix - Single number tiles to build your own price

Offering Strips - Custom flavor strips available to suit your product

Hanging Hardware - Wall and ceiling application



WHITE HOUSE®

Ethiopian Yirgacheffe Kochere

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- Origin: Ethiopia
- Region: Kochere
- Altitude: 5,900-6,550 feet
- Varietal: Ethiopian Heirloom
- Roast Color: American Roast



Kochere is a small area within the Yirgacheffe coffee-growing region of Ethiopia. The area contains washing stations where local farmers can bring their coffee for processing after it is harvested. The coffee is fully washed and sun dried on raised beds. The iron-rich acidic soil and high altitude of the region are ideal for growing specialty coffee. The flavor is sweet and bright with rich, tart acidity and a smooth, creamy mouthfeel. Layers of juicy berry and lime with finishing notes of cocoa make this a superb cup.

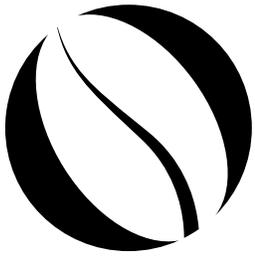


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WHITE HOUSE®

Sury's Personal Blend

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- Origin: Sumatra - Kenya - Nicaragua
- Altitude: 4,500 -5,000 feet
- Roast Color: American Roast



Sumatra, a remarkable cup of coffee with smooth full body, notes of molasses and cedar and a sweet, clean finish; Kenya, bright but sweet, with the distinct tart and complex citrus flavors, notes of ruby red grapefruit and lemon; and Nicaragua, mild with chocolate and nut flavors, well balanced with light fruit notes. Combined, these attributes shine through for an unforgettable experience.

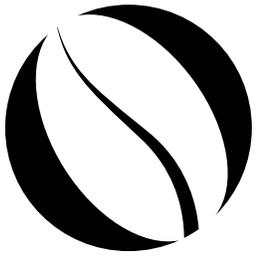


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WHITE HOUSE®

Organic Rainforest Blend

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- Origin: Peru - Honduras
- Region: San Ignacio - Copan
- Altitude: 5,000
- Varietal: Catimor, Typica - Caturra, Pache
- Roast Color: Full City Roast



Meticulously blended and roasted organic coffees from South and Central America create a taste like no other; this dark blend of various shades brings out the best of these origins, lower acidity and heightened sweetness along with an unexpected touch of plum and jasmine with a rich burst finish of bittersweet chocolate, un-mistakenly delightful.



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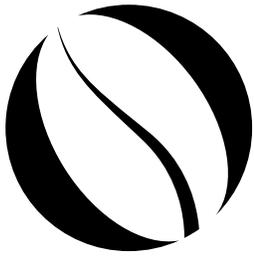
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Certified Organic by QAI





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Organic Honduras SHG EP Santa Rosa



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- Origin: Honduras
- Region: San Juan Intibuca, Corquin, La Labor, San Pedro, and Dulce Nombre
- Altitude: 4,500 -5,900 feet
- Varietal: Honduran
- Roast Color: City Roast



Our Honduras SHG EP Santa Rosa coffee comes from small community cooperatives working together with Beneficio Santa Rosa, located in Santa Rosa de Copan, Honduras. Beneficio Santa Rosa was founded in 2005 to facilitate the commercialization and export of high quality coffee from the western region of Honduras. The coffee is washed and dried on patios. The cup is very smooth, rich and clean, with full body and low acidity. The taste reveals deep semi-sweet chocolate notes, balanced with just a hint of a floral aspect. A sweet, balanced coffee with a nice spice note and slight wineyness.

Beneficio Santa Rosa is also firmly invested in community development as one of the founding members of Amigos del Café, an organization established to assist coffee producers with education, medical care and food security.



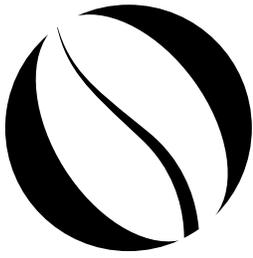
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Colombian Decaffeinated

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- Origin: Colombia
- Region: Huila
- Altitude: 4,000 -5,000 feet
- Varietal: Caturra
- Roast Color: American Roast



Grown in the high mountains of the famous coffee-axis in central Colombia, this Methylene Chloride decaffeinated coffee has been processed to maintain the richness and nuances of Colombian coffees, mild acidity, medium body, and wonderful nutty aroma mixed with a lingering taste of caramel sweetness.



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WHITE HOUSE®

Kenya AA, Kianjege

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- Origin: Kenya
- Region: Kirinyaga County (Central Kenya)
- Altitude: 5,134 feet
- Varietal: SL 28
- Roast Color: American Roast



Coffee was first introduced to Kenya in 1893 when the Fathers of the Congregation of the Holy Spirit brought Arabica trees from Ethiopia and planted them in the Kiambu district, north of Nairobi. To promote environmentally friendly farming techniques, farmers inter-crop macadamia and coffee so both crops complement each other. The coffee beans are fully washed and patio sun dried. This cup starts off bright but sweet, with the distinct tart and complex citrus flavors that make Kenya famous. Striking notes of ruby red grapefruit and lemon shine through while the lasting, clean finish makes this coffee an overall pleasure to drink.



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WHITE HOUSE®

Sumatra Aceh Ketiara "Adsenia"

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- Origin: Sumatra
- Region: Takengon - Gayo - Aceh
- Altitude: 4,000 - 5,000 feet
- Varietal: Adsenia
- Roast Color: American Roast



A small group of members of the Ketiara cooperative live in the highlands of the Bener Meriah area that produce coffee from the oldest variety in Aceh call "Adsenia". Many of the producers are women who lost their husbands in the civil war from 2003 to 2006. Grown at 4,000 to 5,000 feet elevation, the beans are harvested from September to May then sun dried on patios. From these beans comes a remarkable cup of coffee with smooth full body, notes of molasses and cedar and a sweet, clean finish.



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