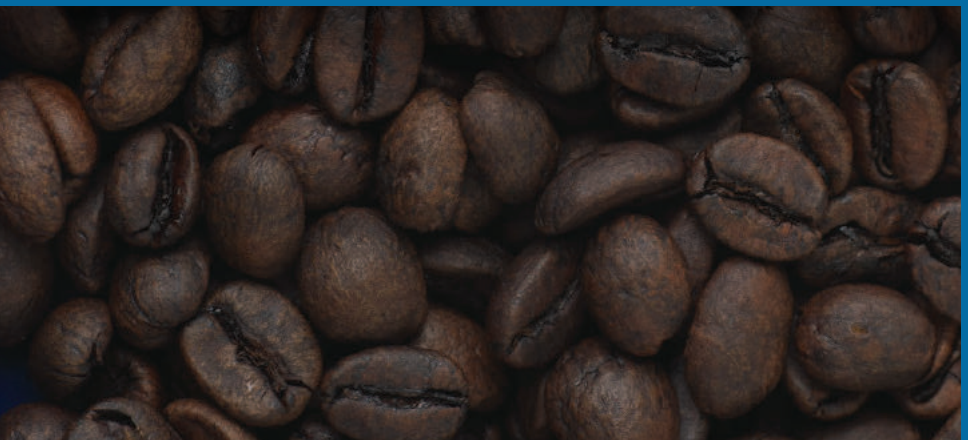
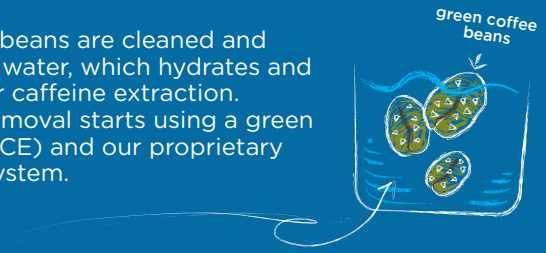


SWISS WATER® PROCESS

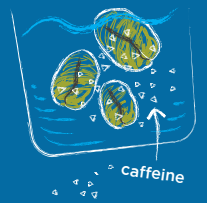
THE CASE FOR GREAT COFFEE WITHOUT CAFFEINE



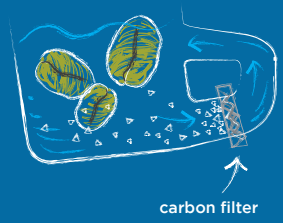
1. The green coffee beans are cleaned and pre-soaked using water, which hydrates and prepares them for caffeine extraction. Gentle caffeine removal starts using a green coffee extract (GCE) and our proprietary carbon filtering system.



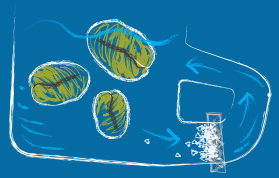
2. The GCE is water-saturated with soluble coffee components minus caffeine. The beans are held in extraction tanks where the GCE flows over them. Looking for equilibrium, the caffeine begins to migrate from the coffee beans into the GCE. By carefully controlling time, temperature, and flow, we are able to optimize the driving force which removes caffeine from the green coffee into the GCE.



3. The GCE, now saturated with caffeine, flows through the carbon filters that trap only the caffeine. This is a continuous process in which the GCE flows from the carbon filtration system back to the extraction columns until the coffee beans are 99.9% caffeine free. This takes approx. 8-10 hours.



4. When the carbon is saturated with caffeine, it moves to the carbon regeneration furnace where the caffeine is burned away. After the beans are decaffeinated, they are removed from the holding tanks, dried, bagged, tagged, and ready to be roasted.



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Amazing Coffee Without Caffeine
866.564.6449
® Trademark of Swiss Water Decaffeinated Coffee Company, Inc

Nearly 900M pounds of coffee are decaffeinated globally each year with increasing consumption...

- 26% increase in decaf cups/person/day from 2016-2018[1].
- 3.7% specialty decaf sales growth, compared to flat regular coffee growth[2].
- 42% of coffee drinkers consume decaf only or both, regular and decaf[1].
- 62% of consumers think its important to limit caffeine intake[1].
- Millennial/Gen Z drink more decaf than other age groups at 15%[3].
- 37% decaf consumers who consume 3+ cups/day, vs. regular only with 18% who consume 3+ cups per day[3].

...yet, 3 out of every 4 pounds are decaffeinated using chemicals[4].

Chemicals negatively impact taste, are hazardous to the environment and are residually present in unroasted coffee[3,6].

Swiss Water® Process decaf is preferred by coffee drinkers.

- 84% of consumers consider purchasing if they know its Swiss Water® Process[5].
- 70% of consumers increase purchase intent if they see the Swiss Water® Process logo[5].

Sources:
(1) NCA 2018 US Coffee Drinking Trends Report, (2) Studylogic US Consumer Panel, (3) Studylogic custom data on behalf of Swiss Water Jul 2017, (4) [European Coffee Federation 2016 Coffee Review, US International Trade Database 2016, International Coffee Organization 2017], (5) IPSOS Process Awareness Study, May 2015 and Feb 2016, (6) [Nature Communications volume 8, Article number: 15962 (2017), CFR - Code of Federal Regulations Title 21, Volume 3, Part 173, Section 173.255 Methylene chloride.]



Swiss Water® Process Delivers the Finest Quality Decaf Coffee. Four Key Benefits:

1. 100% Chemical Free: Consumers continue to demand purity of ingredients and our chemical free process meets that demand.
2. Sustainable: More than just being chemical free, our company and process play a role in the sustainable coffee supply chain through our sourcing practices and CSR initiatives.
3. True Flavor Delivery: All natural process gently removes caffeine from the coffee and nothing else, leaving unique origin flavor characteristics intact.
4. Ensuring Quality: Through process consistency, temperature stability, carbon technology and optimal moisture distribution, great coffee retains what makes it great.

Swiss Water® Decaf is available through all major roasting partners in the US.

For more information contact Ray Flowers, Director of Business Development, Food Service
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