

POUR MOI

ALWAYS YOUR CHOICE

coffee shop concept



Enjoy real coffee shop standard drinks from a vending machine

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Coffee Shop Concept

*Love coffee but
often disappointed
by vended coffee?*

OK, we know where you are coming from – sometimes vended coffee fails to deliver. Why can't we get 'café culture' into our every day lives with vended coffee?

That's exactly what we have set out to achieve with **Pour Moi**

Pour Moi is the coffee shop concept that brings the real coffee shop experience to your business.

We started with the machine – it's ultra modern, high street inspired exterior design, simply shouts 'good coffee'.



*How about those
funny small cups?*

We banned them! **Pour Moi** serves a 12oz cup size – just like the high street. So it's a great value, great quality drink that people will keep coming back for.



*Do the drinks
taste good?*


We think so – we use specially selected ingredients combined with thoroughly tested settings to deliver a great tasting indulgent drink from first sip to last. You'll love the creamy Cappuccino or as a treat try the Mocha Latte, for kids there's a Babychino – option – just 100% skimmed milk with nothing added.

*What's in the machine?
A range of the UK's
finest ingredients:*


Coffee, choose from

- 100% Colombian coffee by Buendia – sourced from the FNC, a growers co-operative supporting more than 560,000 farmers.
- Award winning quality Fairtrade coffee by Percol 
- The UK's best selling roast & ground coffee brand – Douwe Egberts.

Chocolate, choose from

- Pour Moi chocolate, luxury continental style - HVO free
- Percol Fairtrade Hot Chocolate 

Tea, choose from

- PG Tips, leaf tea
- Percol, Fairtrade leaf tea 

Milk

- 100% dairy, skimmed milk that's virtually fat free 'tastes as good as fresh'

Soup

- Five great flavours, from Knorr – now with a more natural authentic taste and reduced salt.



How about those extra touches that make coffee shop drinks so special?

- Drink through sip lids are an option with **Pour Moi** – so you can grab and go, take a drink in the car or whilst walking.
- Our chalkboard menu is reminiscent of the high street experience.



Drinks Menu

	Regular	Regular + Sugar	Decaf	Decaf + Sugar
Cappuccino Coffee, milk, frothed	11	12	14	15
Latte Coffee, milk, flat	17	18	21	22
Americano Long black coffee	24	25	27	28
Espresso Doppio Short, strong black, rich crema	31	32	34	35
Hot Chocolate Thick, creamy continental style	37	38		
Freshly Brewed Tea	41	42		
Mocha Latte Coffee, milk and chocolate	44	45	47	48
Babychino Just 100% dairy skimmed milk (hot)	51	52		
Soup of the Day		61		

- There are no HVOs in our milk or chocolate – so it's healthier too.
- Our milk is 100% dairy skimmed so each and every cup is a skinny – virtually fat free milk tastes great, and is low in calories to.

How can I promote my machine and the great tasting drinks?

Your operator has a range of support materials that can help you 'shout' about the great new drinks, including banners, pavement signs, posters, and HTML Emailers.



checklist

standard

option
(at no
cost
unless
stated)

Ingredients Option Choose 1

Pour Moi Premium (Douwe Egberts coffee, Pour Moi chocolate, Pg Tips leaf tea, Knorr soup, Milfresh 100% virtually fat free skimmed milk)



Pour Moi Fairtrade (Percol Fairtrade coffee, Percol Fairtrade chocolate, Percol Fairtrade leaf tea, Knorr soup, Milfresh 100% skimmed milk)



Pour Moi Classic (Buendia 100% Colombian coffee direct from the growers, Pour Moi chocolate, PG Tips leaf tea, Knorr soup, Milfresh 100% skimmed milk)



Cups

Cup
12oz **Pour Moi** design paper cup



Lids Sip
Lids (domed, drink thru design)



cost

Lid Dispenser
Sip Lid dispenser, fitted to machine



cost

Advertising Materials

Banner - free loan
Floor standing (6ft high), roll up



cost

HTML Emailer
- for rapid on site distribution



A2 Posters



Pavement Signs - free loan
- for exterior or foyer impulse sales development



cost

Your Next Steps

To find out more about **Pour Moi** or to organise a trial / demonstration please speak to your local operator



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