



Ronnoco Beverage Solutions

WAMM
FOCUSED PROGRAMS • PROVEN RESULTS



Company Overview

- Founded in 1904 in Saint Louis, Missouri, by the O'Connor brothers
- The brothers purchased the first roaster from the 1904 World's Fair
- Began delivering coffee to Hotels/Grocery by Horse and Buggy
- Foodservice channel focus of first half of 20th century
- Entered Office channel in 1968 and C-store channel in 1995



Company Overview

- Employs a “single source solution” model – providing customers with a coffee-led turnkey beverage program, including equipment, service and graphics, in return for their on-going coffee business.
- Roasts, blends, grinds, packages and distributes premium quality coffee and distributes related tea, lemonade, other hot and cold beverages and a variety of related beverage necessities
- Offering highest quality Teas and Frozen Beverage products / programs
- 60,000 customer locations across 40+ U.S. states
- Proven ability to grow geographically and across channels
- Highly established in convenience store channel, which is experiencing strong growth particularly with in- store coffee & foodservice sales
- Additional breadth of customers across other channels, including foodservice, casino, office, retail grocery and private label
- Demonstrated ability to develop / build Distributor brands across multiple DC’s and diverse geographies
- Operate two well-invested roasteries...with capacity for growth



Highest Quality, Comprehensive Beverage Solutions Program

Coffee is just a component of our Solution!

- Ronnoco has been a leader in making specialty coffee mainstream
 - 100% Arabica coffee
 - 35 proprietary blends and over 300 coffee offerings
 - Single origins
 - Organic, Rain-Forest Alliance, Fair-Trade and Kosher-certified
 - Our beans are sampled no fewer than three times in a blind taste test by our Master Cupper, Robert Carpenter
 - Ronnoco is so particular about coffee, that we reject between 20-30% of the coffee beans that come our way in our commitment to choose only the best beans
- **Camellia Teas** are the Highest Quality available (Processed and Packaged in our facility)
- **Polar Wave** Frozen drink program delivers additional category
- **State Fair** BIB Lemonade and Teas are a growing part of the Ronnoco Beverage Solution



Well-Invested Roasting & Production Capabilities

FOOD QUALITY & THIRD PARTY QUALITY CERTIFICATION



TWO ROASTING FACILITIES

Two roasteries, with room for expansion, currently operating at 50% capacity

Fraction Packs	Whole Bean
Urn Packs	Retail Bag
Single Serve	Bulk (Supersack)
Filter Packs	Tea Processing and Packaging



COMMITMENT TO QUALITY

Automated roasting facility provides exceptional quality control, saves on product and material waste and ensures accurate, timely delivery. Cupping ensures consistency in your coffee's flavor profile. Your coffee is packaged within 24-hours of roasting.

EMERGING TECHNOLOGY

Inline Flavoring
Additive Blending



Proven Business Model Creating Clear Value for Customers

Turnkey Program in Exchange for Ongoing Business . . .

Superior Quality Coffee

- 100% Arabica coffee
- Proprietary blends
- Single origins
- Strong brands

Single Source for Beverage Solutions

- Cappuccino and espresso
- Tea and lemonade
- Full line of other “allied” products to support beverage offerings

Exceptional Customer Service

- Training
- Inventory management
- Equipment service
- Merchandising / POS

Investment in Brewing Equipment and Store Graphics

- Brewing equipment
- Dispensers
- Customized wall / store graphics



Providing a complete beverage solution that encourages strong customer loyalty

... Generates Customer Loyalty and Satisfaction

18+ Years

Average length of top 25 customer relationships

9/10

Quality rating among customers⁽¹⁾

94%

Customers are likely to recommend Ronnoco⁽¹⁾

8+

Rating for delivery sales, customer service and service technology Ronnoco team members⁽¹⁾

(1) Source: Third-party customer survey.

Internal Graphics Department

- Ronnoco has an in-house graphics department w/ 3 full-time designers on staff
- We offer industry leading Design Development / Production capabilities
- We supply your customers a unique design that drives category sales



Ronnoco's Commitment To Sustainability

100%

of our burlap coffee bean sacks are recycled and repurposed. A large portion of these are repurposed into wiping cloths or processed into fiber.



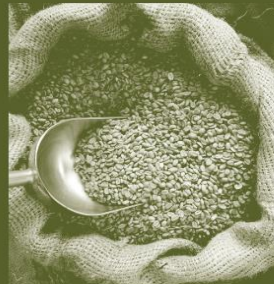
Burlap sacks are put out every Friday for personal gardening needs of our surrounding communities.



Ronnoco supports the **LIFT program** by sponsoring 20 farms in Central and South America.

Our goal is to eventually have **zero emissions.**

We utilize after-burner technology to eliminate airborne emissions from roasting. We use the chaff (by-product of roasting) as fuel for the afterburners.



natural gas

We have converted two of our DSD (Direct Store Delivery) trucks over to Natural Gas in an ongoing effort to try new ways to help the environment. As opportunities present themselves we always want to be moving towards new and better solutions. Both of these vehicles are in the Oklahoma market – where Natural Gas stations are more abundant.

Other ways Ronnoco stays sustainable:

- solar panels
- recycling of film caps
- recycling of print cartridges

100%

of our corrugated boxes and film cores are recycled. We want Ronnoco to stay out of landfills. Recycling corrugated materials helps to save water, prevent deforestation, reduce greenhouse gases, cuts down on CO2 emissions, and saves landfill space.



Featuring roasts and blends from farms supported by the LIFT program. Ronnoco is committed to "building a better coffee world" by partnering with the LIFT program in providing funds towards protecting the environment and creating safer working conditions for farmers and better agricultural practices to increase productivity.

40% to 50%

of our brewing equipment is upcycled for parts - that means it doesn't go to the landfill.



Corporate Responsibility

Ronnoco is an Active Community and Farmer Supporter



LIFT Program / Seeds for Progress

Ronnoco is collaborating with LIFT, a program of Mercon Coffee Group that helps small coffee producers to increase productivity in an environmentally conscious manner. The main component of this initiative is to provide technical assistance to coffee producers. Ronnoco is currently sponsoring 20 farmers in Guatemala, Honduras, Nicaragua and Brazil.



Angels' Arms

Ronnoco is sponsoring a Ballwin home for Angels' Arms. Angels' Arms is dedicated to providing and supporting loving homes for foster children by keeping brothers and sisters together within a nurturing family until a forever home is found.



Mission STL + Ronnoco Beverage Solutions

Partnering to empower people to transform their lives, families and neighborhoods...