



EST.

ROAST 440

2019

COFFEE SPECIALISTS

**DISCOVER THE PERFECT CUP,
EXPERIENCE THE PERFECT ROAST**



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We are passionate about quality and dedicated to a simple but demanding philosophy: always serve great coffee.

WHY ROAST 440?

Roast 440 is our own brand of coffee, designed with independent coffee shops, cafes, pubs, restaurants and hotels in mind. Our experts are painstaking about every aspect of Roast 440, the origin of the beans, the roasting process, the blends we create...

That's why you can be confident of delivering a perfect cup of coffee every time.

Roast 440 provides a high quality range of coffee beans and filter coffees to suit every taste, with a variety of roasts plus single origin and Rainforest Alliance options. Each blend has been carefully selected and balanced, using the finest coffee beans for each application.

Best of all, Roast 440 means your margins will be as satisfying as your coffee.



DID YOU KNOW?

— 440°F is the optimum roasting temperature for coffee beans. Less heat would fail to release the maximum flavour and aroma. More heat can cause burning leading to bitterness.



QUALITY

Roast 440 coffee beans are roasted with precision to extract the truest flavours and create fabulous coffee.

There are two main types of coffee bean, Arabica and Robusta. We use both, sometimes pure, sometimes in blends, to achieve a range of strengths and flavours.

— Arabica beans are sweeter with a softer taste, more complex flavours and fruity, sugary notes. Much cleaner acidity.

— Robusta beans are stronger, with a grainier taste and higher caffeine content. This bean produces an espresso with more crema, making for increased mouthfeel - which is why Robusta tends to be used in traditional espresso blends.

ORIGIN

We travel the world sourcing the highest quality beans wherever they grow, from Brazil and Colombia to Ethiopia, India and Central America. Then we create blends in which the different strengths and flavours work harmoniously together, enabling you to offer the perfect coffee for every application.



THE MOST POPULAR TYPES OF COFFEE

People are passionate about their favourite style of coffee, so it's essential to know exactly what they're ordering. Here's our at-a-glance guide.



LATTE

A traditional milky drink made by lengthening espresso with textured steamed milk.



AMERICANO

Simply an espresso lengthened with hot water. Milk can be served on the side if requested.



MOCHA

A latte with chocolate mixed in. Also known as a mochaccino.



FLAT WHITE

A shorter, stronger version of a latte. Typically half espresso, half textured milk.



CAPPUCCINO

Take an espresso, add steamed milk and finish with foamed milk. Stronger than a latte because there's less milk.



ESPRESSO

The classic concentrated 'shot' of coffee, made by shooting boiling water at high pressure through finely ground beans. Extraction time from start to finish is 20-30 seconds.



THE ROAST 440 RANGE

We start with the finest freshly roasted beans, and supply them as whole beans or ground coffee. The blends have been lovingly created to guarantee the quality that gives your customers a great cup of coffee every time.



ESPRESSO BLEND

1kg — 69973

Heavy bodied with dark chocolate sweetness and a long finish

80% Arabica, 20% Robusta

STRENGTH 1 2 3 4 5 6



PREMIUM BLEND

1kg — 78441

Syrupy in body with orange-like acidity and chocolate sweetness

100% Arabica

STRENGTH 1 2 3 4 5 6



PREMIUM BLEND RAINFORREST ALLIANCE

1kg — 86512

Full bodied with milk chocolate sweetness and a nutty finish

100% Arabica

STRENGTH 1 2 3 4 5 6



ITALIAN BLEND

1kg — 26115

Heavy and syrupy in mouthfeel with caramel sweetness and a smooth, nutty finish

50% Arabica, 50% Robusta

STRENGTH 1 2 3 4 5 6



DECAF

500g — 29401

Silky and smooth bodied, blonde caramel sweetness and a clean finish

100% Arabica

STRENGTH 1 2 3 4 5 6



The Rainforest Alliance is an independent, non-profit organisation which promotes sustainability, environmental conservation and the well-being of workers and their communities.





PREMIUM FILTER COFFEE

60g — 17333

Medium bodied and smooth in mouthfeel, with a rich cocoa sweetness, mild fruity acidity and a moreish finish

100% Arabica

STRENGTH 1 2 3 4 5 6



CLASSIC BLEND FILTER COFFEE

60g — 91858

Heavy bodied with nutty sweetness and a smooth finish

80% Arabica, 20% Robusta

STRENGTH 1 2 3 4 5 6



SINGLE ORIGIN FILTER COFFEE

60g — 16746

Full bodied and creamy with chocolate and hazelnut notes and a long, sweet aftertaste

100% Brazil BYB

STRENGTH 1 2 3 4 5 6



THREE ESSENTIALS TO MAKING GREAT COFFEE

CLEANLINESS

Make sure the machine is clean and the workplace spotless. This not only reduces the risk of cross-contamination, it also makes the expensive machine last longer.

MILK TEMPERATURE

Milk must be at the correct temperature to simplify the texturing process.

EXTRACTION

Every kind of coffee starts with a shot of espresso, and only great extraction allows you to make great coffee consistently.



This can all affect the quality of the coffee, and experienced coffee drinkers will be able to notice the difference in the taste.

ROAST 440 BRANDED ACCESSORIES

Attracting loyal customers is about much more than what goes into the cup.



— You may have noticed that there are a lot of coffee shops out there. So, to help you stand out, we've created a distinctive and stylish range of marketing materials, uniforms, crockery, point of sale displays and more.

Everything it takes to turn great coffee into great business.



Menu



Loyalty Card



COFFEE ENGINEERING

Even with Roast 440's impeccably selected beans, superb roasts and beautiful blends, you can't make great coffee without a great machine. That's why we've got together with the Italian maestros at Cimballi to offer a wide range of professional grade coffee machines. There's a Cimballi model to suit every type of business and handle every volume of coffee. And, as you can see, they look amazing.



For more information, email sales@cimbali.co.uk or stuart.fraser@cimbali.co.uk
Sales: 02476 854180
Stuart Fraser: 07701350470



ROASTED COFFEE BEANS

FULL BODIED WITH MILK CHOCOLATE SWEETNESS AND A NUTTY FINISH

BLEND: 100% ARABICA

STRENGTH 1 2 3 4 5

1kg e

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For more information, contact your Hunt's Foodservice sales representative.



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