
JAVA & Co. • WELCOME

Welcome to JAVA & Co.

Think the coffee market is tapped...nothing new and exciting to come?

It had to happen and the founders of JAVA & Co. have done it!

Through innovation, we fill a niche in this coffee devoted society that no other company has matched. Our distinctive Small Batch Recipes are the next line of evolution in coffee products.

Just as you were waiting for a NEW decadent idea for the coffee lover, breakfast lover, dessert lover and food lover in all of us, JAVA & Co. has made it happen!

It took a husband and wife team with a background in restaurants and hospitality, who had taken time out from their busy non-stop lives, first in New York and then Las Vegas, to spend quality "downtime" in the Midwest. Yes, it may have been a few years at a slower pace, but the fruits of this free time have brought us a truly rich and decadent specialty item. We invite you to visit **www.javaandco.com** and discover JAVA & Co.!

Hand Made.
Hand Labeled.
Hand Packaged.

JAVA Inspired!

Bon Appétit!

Brian R. Knoll
Co-Founder

Jamie L. Knoll
Co-Founder

WELCOME • PRESS • FACT SHEET • PRODUCTS • Q & A • the BUZZ • EVENTS

JAVAANDCO@LIVE.COM • WWW.JAVAANDCO.COM • HENRY, ILLINOIS U.S.A. • 971.225.5220

JAVA & Co. • PRESS • NEW PRODUCT LAUNCH 2008

JAVA & Co. has launched and is bringing to the marketplace a fresh NEW product. Our signature syrups are attracting non coffee drinkers as well. They are quickly becoming some of our biggest supporters.

The syrup is made from Kosher certified, small-batch roasted coffee beans from a local roasting company, and presented in five rich flavors – Original (coffee), Original DARK (espresso), Hazelnut, French Vanilla and a founder's favorite, TiRUMisu, made with Pure Dark Jamaican Rum.

JAVA & Co. Syrups add Smooth Rich Flavor to:



- Pancakes
- Waffles
- French Toast
- Oatmeal
- Ice Cream
- Brownies
- Tiramisu
- New York Style Cheesecake
- Creamy Hot Chocolate
- Espresso Martinis
- And More!

JAVA's signature syrups are made from Small Batch Recipes to ensure the highest level of freshness, uncompromised quality and pure flavor. We do not enlist the help of large manufacturing plants with automated machines, conveyor belts and multiple employees handling our products, but rather, we make our items locally, to order, from tried and true recipes, in a state certified kitchen...hand mixed, hand bottled and hand packaged by us, the owners. For the busy consumer, having an item made-to-order is a dream. It's as though they have their own private kitchen staff making their items on demand – and in fact, they do. And by design, our syrups are able to accent and compliment so many different dishes – one size fits most.

Our premium line of syrups is a great indulgence and an excellent choice for gift-giving. **JAVA & Co.** signature syrups packaged in our custom handcrafted wood gift crates are at the very least, a unique and stylish gift idea. Pair our syrups with our handmade sweets for a delightful combination. From our oven and into your home – what could be easier?

For further inquiries or product samples, email javaandco@live.com
or contact Jamie Knoll at 309.361.3276.

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A portion of the sales from **JAVA Pink** gourmet gift purchases will be donated each year to breast cancer research and awareness.

One would be challenged to find someone who has not been directly or indirectly affected by breast cancer - as a survivor, as a survivor's supporter or one who has lost someone to this disease. The founders of JAVA & Co. are a part of the many whose lives have been touched by breast cancer. As we enter a new year of hope, of change and of challenges, we find that at these times especially, it is important to give back and support those causes we hold most dear.

JAVA Pink! was born.

A portion of the sales from JAVA Pink gourmet gift purchases will be donated each year to breast cancer research and awareness. The founders chose to have **JAVA Pink** products available year round and to not limit our guests' opportunity to give to breast cancer awareness month alone.

To launch **JAVA Pink**, custom gourmet JAVA gifts have been prepared. Enjoy a decadent JAVA Pink Specialty Gift while Giving to a Most Worthy Cause. Thank you in advance for your supportive purchase!

Note: JAVA Pink's signature syrup is made from coffee. JAVA JAX contain flax, whole wheat flour and whole grain oats. Studies have said that coffee may protect against cancer and that lignans, a natural antioxidant found in flaxseed, can maintain breast and colon health. Most plant foods have some lignans, but flaxseed has at least 75 times more than any other. Flaxseed is also a good source for alpha-linolenic acid - the plant version of omega-3. The amount of fiber in flaxseed and whole grain oats may have positive cholesterol and health benefits. JAVA & Co. boutique bottled syrups do not contain corn syrups or added preservatives. Our products are made from the finest and freshest ingredients. JAVA & Co. doesn't endorse or validate any health claims. We recommend you do your own diligent research and reach your own conclusions.



Gourmet Coffee Infused Syrups made especially for the Breakfast Lover, Coffee Lover and Dessert Lover in All of Us. Our signature syrups, "small batch" sweets and custom gift crates are a great indulgence and an excellent choice for gift-giving.

JAVA & Co. • FACT SHEET

BUSINESS NAME: JAVA & Co.

COMPANY OVERVIEW: JAVA & Co. is a husband and wife team operated, specialty food manufacturer located in Henry, Illinois. JAVA & Co. specializes in 'small-batch' coffee infused syrups and chef-inspired JAVA themed foods. The company began small batch food production in 2008.



PRODUCT OVERVIEW: JAVA & Co. 'small batch' foods are handmade, hand packaged – one item at a time.

- Biscotti
- Specialty Caramels
- Tom & Jerry Drink Mix
- JAVA Spice
- Snack Bars
- Granola Nibbles
- JAVA JAX – Hearty Pancake Mix
- Signature Coffee Infused Syrups

JAVA & Co.'s boutique bottled syrups are wonderful as **breakfast** syrups on pancakes and waffles; as **dessert** toppings on ice cream and tiramisu; as **beverage** ingredients in hot chocolate and espresso martinis and as **entree** glazes for meats and seafood; and more. The menu possibilities are endless! Visit our website for recipe ideas and suggestions.

CHARITY SUPPORT: JAVA & Co. supports breast cancer research and awareness. A portion of the gross sales from our JAVA Pink specialty line will be donated each year to breast cancer research and awareness.

MAILING ADDRESS: 303 Market Street
Henry, Illinois 61537

WEBSITE: www.javaandco.com

MEDIA CONTACT: Jamie Knoll, (309) 361-3276
javaandco@live.com

JAVA & Co.
CELEBRATES FOOD –
SIMPLE, FLAVORFUL AND
CAN'T GET ENOUGH –
SPECIALTY FOOD IDEAS.
THE PREPARATION
SUGGESTIONS PAIRED
WITH OUR FRESHLY
MADE SIGNATURE
GOURMET SYRUPS WILL
HELP GUESTS PREPARE
AND SERVE
UNFORGETTABLE TREATS.
WHERE THERE IS FOOD,
THERE IS A
PARTY...WHERE THERE IS
GOOD FOOD AND
SOMEONE TO SHARE IT
WITH, TIME CAN STAND
STILL...
AND THAT IS HOW
MEMORIES CAN BE
MADE.
EAT WELL...LIVE WELL!



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JAVA & Co. • PRODUCT LINE

Boutique Bottled Coffee Infused Syrups.

Handmade. Hand bottled. Hand labeled.

Featured in three bottle sizes – 5 ounce and our signature 6.8 ounce and 16 ounce JAVA & Co. flask glass bottles; packaged in our custom branded, cotton muslin drawstring bag or our JAVA & Co. handcrafted wood gift crates nestled in recycled shredded newsprint and finished with satin ribbon. Gift crates are uniform in design, wood tone and size. No two are *exactly* identical.

The syrup is made from Kosher certified, small-batch roasted coffee beans from a local roasting company, and void of corn syrups, fillers or added preservatives. Presented in five rich flavors – Original (coffee), Original DARK (espresso), Hazelnut, French Vanilla and a founder's favorite, TiRUMisu, made with Pure Dark Jamaican Rum. New flavors introduced seasonally.

Note: 100% Swiss Water DECAF is available in our Original Small Batch Recipe. 100% Flavor. 0% Caffeine. 0% Chemicals.

In 2009, as part of our JAVA Pink! Campaign, we introduced a JAVA Pink! Label specialty syrup ~ warm vanilla, cinnamon and spice. A portion of the gross sales from our JAVA Pink! Specialty products is donated to breast cancer research and awareness.

JAVA & Co. syrups are ideal as **breakfast** syrups on pancakes or oatmeal; as **dessert** toppings on ice cream or tiramisu; as **beverage** ingredients in hot chocolate and espresso martinis and as **entree** glazes for meats and seafood; and really so much more. The possibilities are only as limited as your imagination.

Retail Priced from \$12.00 to \$39.00



JAVA Specialty Syrup Sampler - SRP: \$39.00

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JAVA & Co. • PRODUCT LINE

Biscotti.

Handmade, hand cut, twice baked biscotti. Made from scratch – not from a mix - with real butter, hand cracked eggs and the freshest ingredients, packaged in three sizes – 10 count, 15 count JAVA kraft bags and Grab & Go Gift Bag Set.

Lemon Iced, Vanilla Spice with White Chocolate or Dark Chocolate Orange

Retail Priced from \$8.00 to \$12.00



Biscotti 'Bites'.

Same delicious small batch recipes, hand cut in smaller "bite-size" biscotti cookies. Honoring a special request, Biscotti 'Bites' were initially designed for our wineries and wine shop retailers. Perfectly offered with a sampling of wine; keep at your desk for a quick nibble with your morning coffee; share with a friend over a cup of espresso...all of the flavor, none of the guilt.

Lemon Iced, Vanilla Spice with White Chocolate or Dark Chocolate Orange

\$8.00 to \$12.00



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JAVA & Co. • PRODUCT LINE

JAVA Snack Bars.

A JAVA & Co. combination between a whole grain oat bar and a rice krispy bar. Each bar contains whole grain oats and ground flax seed, packaged in two sizes – Individual Grab & Go and Gift Collection. Available in four flavors:

JA•MOCHA

Cappuccino Almond

Cinnamon Hazelnut Protein

Ginger Chai

Retail Priced from \$3.95 to \$11.95



Ginger Chai Gift Collection - SRP: \$11.95

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JAVA & Co. • PRODUCT LINE

Gourmet Specialty Caramels.

Creamy, buttery soft gourmet caramels. Handmade in small batches. Individually wrapped large pieces of caramel packaged in ¼ pound and ¾ pound amounts in our re-useable cotton muslin gift bags. Caramels are hand cut so the individual size of each caramel will vary. Enjoy each piece on its' own or hand cut into smaller bite size pieces.

Available in **three** soon-to-be four small-batch recipes:

Original: old-fashioned / traditional

TiRUMisu: dark Jamaican rum & coffee infusion

Cinnamon Latte

*Vanilla Chai ***coming soon****

Retail Priced from \$6.95 to \$37.95



Gourmet Caramel Gift, ¼ Pound - SRP: \$6.95

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JAVA & Co. • PRODUCT LINE

Granola Nibbles

A hearty 'pick-me-up'!

JAVA & Co. brings you coffee infused granola. Handmade, freshly toasted granola infused with our signature JAVA syrup instead of the traditional honey infused granola. A hearty snack infused with coffee?! Brilliant! Delicious!

A JAVA twist on an American favorite!

The Granola Nibbles are light, crunchy and delicious! In an unofficial taste test, JAVA Granola Nibbles were chosen over traditional honey granola five out of five times. Ideal as a snack, over ice cream, in yogurt, for breakfast - a great 'pick-me-up'. Granola Nibbles arrive tastefully packaged in our JAVA Kraft bag.

Ingredients: Whole grain oats, milled flaxseed, coconut, cranberries, cinnamon, JAVA & Co. coffee infused syrup.

Contains: Caffeine. Made in a kitchen that handles Wheat, TREE NUT and PEANUT products. No Added Preservatives.

Retail Priced at \$6.95



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JAVA & Co. • PRODUCT LINE

JAVA Spice – Meat and Seafood Rub.

Five spices blended with roasted coffee. Savory. Pure Flavor. Similar to a traditional Asian Five Spice - but kicked up a notch! We start with fresh whole spices and whole coffee beans and then grind fresh right before mixing and packaging. Handmade. Hand packaged. Presented in guests' choice of our re-useable, cotton muslin gift bag in a 1.5 ounce packet, nearly 1/2 cup of pure spice or our re-useable wire bale glass gift jar.

Ideal for beef, lamb, pork, wild game, duck, chicken and seafood.

No Preservatives. No Fillers. No Additives. 100% Sodium FREE.

Serving Suggestion: Apply a sprinkling of dry rub to meat, poultry or seafood approximately one hour before cooking. Use sparingly at first. Adjust amount to individual taste. The recipe possibilities are only as limited as your imagination. JAVA Spice is a great flavor addition to pasta; toasted crostinis; garlic bread; chicken wing dipping sauces and so much more!

Packet Retail Priced \$5.95
Wire Bale Glass Jar Retail Priced at \$7.95



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JAVA & Co. • PRODUCT LINE

Papa's Traditional Tom & Jerry Dry Mix

Tom & Jerry Recipe passed down from generation to generation from Papa to my father and then to me.

A tradition of good food, warm drink, wonderful memories and family. Just add Friends and Family...and then add Egg, Hot Water and Steamed Milk...and start creating traditions and memories of your own.

For those of you who like spiced chai, you will enjoy this! In my opinion, this was and is the traditional, original hot spiced drink. Sweet, warm with fresh spices and nutmeg.

For a twist, Papa's Traditional Tom & Jerry Dry Mix is delicious made into a sweet, spice frosting for cupcakes, cakes and sugar cookies.

Visit our website for the [recipe](#).

Available in two sizes and packaging – 'Old Fashioned' Glass Jar with Handle or JAVA kraft bag. Makes approximately 4 servings.

Retail Priced from \$5.95 to \$6.95



Tom & Jerry, Glass Jar - SRP: \$6.95

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JAVA & Co. • PRODUCT LINE

JAVA Pink Specialty Gifts.

A portion of the annual GROSS sales from JAVA Pink will be donated to breast cancer research and awareness.

JAVA JAX Hearty Pancake Mix, Specialty Syrup, JAVA Gift Crate Combination
Retail Priced from \$5.95 to \$29.00

JAVA JAX Hearty Pancake Mix

15 ounces of JAVA JAX Dry Mix arrives packaged in our JAVA Kraft bag with Recipe Card. JAVA JAX, our Whole Grain Dry Pancake Mix - made with whole wheat flour, whole grain oats and flaxseed (adding a robust, nutty flavor and high in fiber) - just add wet ingredients for a healthy and hearty jump start to breakfast.

Makes approximately 20 - pancakes.

Who knew 'good for you'
could taste this good?!

JAVA JAX Kraft Bag \$5.95

JAVA JAX & Syrup Gift Crate \$29.00



JAVA Pink Syrup

Specialty Coffee infused syrup with Cinnamon, Fresh Spices and Warm Vanilla. So smooth. So delicious. Warm and rich with a little spice. Complement your oatmeal in the morning, drizzle over apple pie or cobbler or use as a glaze on poached peaches and pears. The possibilities are endless!

JAVA Pink Syrup Crate
\$19.00

Syrup & JAX Gift Crate
\$29.00



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JAVA & Co. • Q & A

When did you start your business? January 2008.

Why did you decide to start your business & why did you choose the type of business you chose?

Brian and I have combined experience from NYC and Las Vegas in the food, beverage, restaurant and hospitality industry. Moving to Illinois, we began to desperately miss the business, the challenges, the food and the people. JAVA & Co. allows us to bring past work, life experiences, talents and passion for food and blend all of this into a new specialty food venture – JAVA & Co.

What is your favorite thing about being in business for yourself? Flexibility and the freedom of creativity. The freedom to be creative is priceless – pairing that with good business is so rewarding. Business is slowly building right now. I like that I can forward my calls to voicemail, have a cup of coffee, take my boxers for a walk, garden and then return to the day of work. At the end of the day, my customers are my priority, but with effective time management, it's a win-win for everyone. And yet, always remembering - if it happens or doesn't happen it's because of the person looking back at me in the mirror.

What turned out to be harder than you thought? The Time Factor. Taking it slow, keeping up with the details and finding the time to DO everything that needs to be done.

Looking back, what is one thing you know now, but wish you knew back then? I wish I knew how willingly fellow colleagues and entrepreneurs were at the 'ready' to help. I would have utilized them more in the beginning vs. trying to research and do everything on my own.

Do you participate in any business groups (mentoring, networking, etc)? (1) As a new start-up specialty food business, JAVA & Co. has been accepted into NASFT's (National Association Specialty Food Trade) member candidate program. This is a well-rounded, prestigious program to be a part of. NASFT and many of its' members are leaders in the specialty food industry. (2) I have an open-door policy for colleagues and new business owners and I'm always open to sharing, networking with and mentoring specialty food start-ups. For example, locally, there is a small batch fudge company that was transitioning from retail into wholesale production. I was able to offer assistance in packaging suppliers, labeling, market suggestions, etc. JAVA & Co. has been there and done that. Why re-create the wheel? I'll share with companies the course JAVA & Co. took through start-up. If there is anything they can take away or apply to their business – wonderful! Entrepreneurial networking has been truly invaluable for me and I hope to extend the same courtesy and shared information to others.

As a business owner, it can be easy to work all the time – do you have any tips for balancing your business and your personal life? Good question. Brian has a full-time job in addition to JAVA & Co. We do work a lot. We have a home office and some of my best work comes at 10:30 p.m. at night. We strive to keep each other balanced. It's a daily battle to master the business to personal life balance and as business increases, I imagine it to become only more challenging. Some days it is necessary to remind myself of the purpose and my personal measure of success, "I'm in business to have a better personal life", vs. "I'm in business to be in *business*."

What have been some of your best business successes? (1) Making a specialty food product that my guests love as much as I do and that I am proud of – to this day. I love it. I really love it. (2) The invaluable new relationships that have developed with fellow entrepreneurs. (3) The sheer joy of watching guests faces light up when they try our JAVA specialty syrups and foods.

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JAVA & Co. • the BUZZ

[The Washington Post Express Night Out](#) | March 12th, 2010 | Grab Bag

[The Beautiful Life](#) | March 4th, 2010 | "the neatest website devoted to all manner of coffee-based cooking rubs and syrups..."

[DailyCandy.com](#) | February 23rd, 2010 | 20 Excuses for a Coffee Break



[the knack](#) | January 22nd, 2010 | Looking for What's New or What's Hot?

[Crafters for a Cure: JAVA & Co.](#) | January 15th, 2010 | Chai Latte Please

[Eat Me! A Celebrity Gift Guide](#) | December 6th, 2009 | "Unlock your inner foodie..."

[The Nibble's TOP PICK OF THE WEEK](#) | November 17th, 2009 | Artisan Syrups will Wake You Up!



[Women 2 Women Business Magazine](#) | November - December 2009 | Holiday Extravaganza Gift Guide

[2009 Emmy's](#) | October 2009 | Inclusion in Emmy Bags through Style Network PR

[Style Café Moms](#) | September 2009 | Inclusion in Celebrity Gift Bags

[MyGourmet Connection Food Find](#) | Online Finds for the Food Lover | Fabulous Flavors 2009

[StyleCafeMoms.com](#) - Click for Link | May 19th, 2009 | Business Profile

[IndieBizChicks.com](#) - Click for Link | April 13th, 2009 | Business Profile

[Fresh Cup Magazine](#) | October 2008 | "One bottle at a time..."



Sassy JAVA Baby | October 8, 2008 | "Cool, this is something new I haven't seen before!"

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JAVA & Co. • EVENTS • PAST, PRESENT, FUTURE

Peoria Heights Market | June 16th through September 15th, 2010 | Wednesdays, 4:00 pm to 7:00 pm

Peoria Riverfront Market | June 5th through September 25th, 2010 | Saturdays, 8:00 am to 12 Noon

Bloomington Farmer's Market | May 15th through October 30th, 2010 | Saturdays, 7:30 am to 12 Noon

Illinois Food Products Expo | Saturday, March 6th & Sunday, March 7th, 2010 | Orr Building, Illinois State Fairgrounds – Springfield

Illinois Food Expo - 6th Annual | Wednesday, October 7th, 2009 | 12:30 pm to 5:00 pm
Renaissance Schaumburg Hotel & Convention Center

2009 Emmy's | October 2009 | Inclusion in Emmy Bags through Style Network PR

Style Café Moms | September 2009 | Inclusion in Celebrity Gift Bags

Peoria Riverfront Market | June 6th through September 26th, 2009 | Saturdays, 8:00 am to 12 Noon

Bloomington Farmer's Market | May 16th through October 31st, 2009 | Saturdays, 7:30 am to 12 Noon

Country Living Women Entrepreneurs | Saturday, May 30th, 2009 | Navy Pier, Illinois



Pink-A-Palooza | Wine Tasting with a Purpose | Friday, May 1st, 2009 | Corkscrew Pointe, Illinois
Support breast cancer research and education.

JAVA Signature Tasting | Saturday, March 7th, 2009 | Crafter's Village, Illinois

JAVA Signature Tasting | December 4th, 5th, 6th, 2008 | Parkside Cottage Gift & Sweet Shop, Illinois

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