

*But wait, it gets better.* If you believe that variety is the “spice of life” and want a different delectable coffee delivered to you, perhaps on a different schedule... then contact us and we’ll change your selection or shipping interval immediately. We want to make it as simple as possible for you to enjoy *Café Belmondo’s* world-class gourmet coffee that’ll get your palate puckering for more.

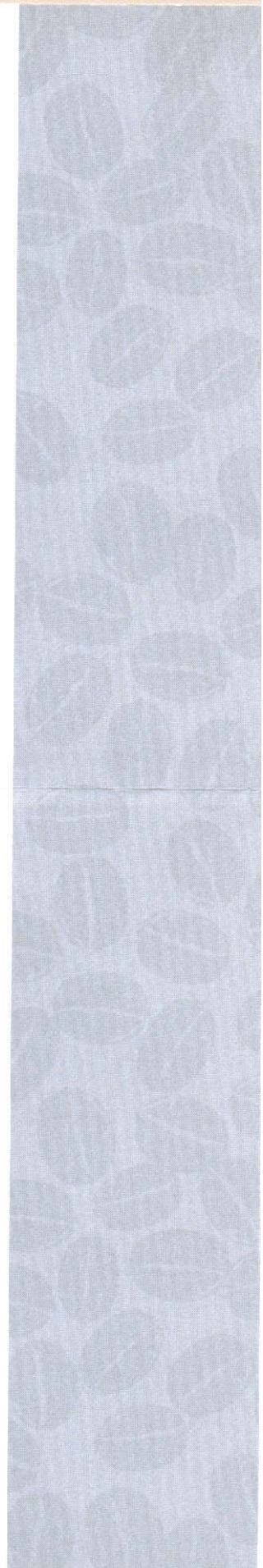
I welcome you to our family of satisfied customers and look forward to serving you.

Sincerely,

*Elizabeth Valdez*

Elizabeth Valdez  
Artisan Roaster – *Café Belmondo Coffee*

P.S. With *Café Belmondo Coffee* you never, ever have a commitment or minimum purchase. If you’re not satisfied, just cancel at any time. Your **FREE** coffee maker and biscotti are yours to keep, no matter what you decide. Just our thanks for giving us a try.



You see, an Artisan Roaster like me relies on sight, smell and touch. This allows me to find, as we say in the business – ‘the sweet spot’. Once I do, I immediately lock in the true flavor of the beans before oxygen and moisture can change it.

Then, when these naturally perfect flavors are captured, I immediately ship my pure, flavorful fresh roast out to you so you can experience *Café Belmondo's* perfect cup of coffee!

**Consistently Balanced Coffee with Just the Right Blend  
of Aroma And Rich Body... Every time!**

Even with all the variables that go into roasting, it's always been my goal to bring you a consistently balanced coffee with just the right blend of aroma and body that'll always brighten your day with its rich taste!

And if you enjoy flavored coffee, imagine experiencing right now Jamaica Me Crazy, a delicious mix of Kahlua, caramel, and vanilla... or Jazzy Java, our unique blend of maple, nutty pecan, rich caramel and cinnamon. From a sweet and medium bodied coffee to highly aromatic sophisticated worldly full-bodied roast... my *Café Belmondo Coffee* will please the most important discerning taste... yours!

As I told you earlier this is your **No-Obligation-You-Call-The-Shots Trial Offer**. And because it is, you get to choose from over 15 scrumptious selections, which include signature blends, estate coffees, and flavored coffees. You just have to tell us whether you want your coffee delivered as whole bean or ground. It's that simple!

And here's something I'm proud to tell you: Our flavored coffees are so satisfying and delightfully tantalizing you can even experience them either with — or without sweeteners or creamers.

**Customized Service Tailored To Meet Your Needs**

Now is the time to pamper yourself with *Café Belmondo* gourmet coffee. So while it's fresh in your mind, why don't you try our introductory offer today.

To get your Free Gifts (retail value \$63), the **12 Cup Programmable Coffeemaker** and package of mouth-watering **Gourmet Biscotti PLUS** your 2 bags of Artisan Roasted *Café Belmondo* coffee (delivered Free to your home or office) for only \$10.00, just fill out the enclosed introductory offer form and return it in the postage paid envelope. Or for faster service call us toll-free right now at 1-800-413-1860, or visit us online at [www.cafebelmondo.com/DM06](http://www.cafebelmondo.com/DM06).

When you receive your coffee, enjoy it and do nothing. That's because, unless we hear from you, every 6 weeks we'll send four 1/2-lb. packages of the coffee you chose in your initial shipment (prices range from \$5.95-8.45 per 1/2-lb., plus shipping & handling) and we'll conveniently bill your credit card.

*(continued on back,*

## **A Coffee That'll Bring Smiles to Your Guests**

I believe that you demand quality and will never settle for anything less than the best, especially when it comes to the coffee you drink... or when you're serving it to your guests at the end of an enjoyable meal. And the best way to do that is to deliver a perfect delectable cup of coffee... *Café Belmondo Coffee*.

My friend, you'll know immediately when you open my freshly roasted bag of coffee and take in the rich intoxicating aroma of freshness. You'll instantly recognize excellence with your first sip. Once you relish its richness and delicate nuances – then you'll know my gourmet coffee was truly worth waiting for.

*But I want you to be the judge.* Which is why I insist on the “bribes”. This is to earn your loyalty if we're to continue to do business together. Allow me to introduce myself. I'm Elizabeth Valdez, an Artisan Roaster who wants to share with you the joy of drinking world-class gourmet coffee.

### **Harvested From The World's Most Fertile Growing Areas**

Just as I'm sure you have a passion in your life, mine has been the pursuit of “the perfect cup of coffee”. And that's exactly what you'll get when you drink *Café Belmondo Coffee*.

And because I have traveled the coffee world for over 20 years, I'm able to select for you the finest Highland-grown gourmet coffee beans from exotic locations that have just the right amount of rain, sun, shade, and fertile soil. Exotic locations such as Brazil, Costa Rica, Guatemala, Jamaica and Ethiopia.

And make no mistake: Only 10% of the world's coffee is considered specialty or gourmet. So from the farm to the roasting plant, I painstakingly choose the cream of the crop that'll eventually carry the *Café Belmondo* name. I personally bid on some of the world's finest beans, truly the “cream of the crop”, at auctions throughout the world. *A naturally, delicious gourmet coffee that stands head and shoulders above anything you've had up to now.* I guarantee you won't get that with mass marketed coffee. (You only have to open any bag of supermarket, industrial process coffee and you'll know what I'm talking about.)

### **The Artisan's Secret Is in How the Coffee's Roasted**

Now you may not know this but in their raw form, coffee beans are jade green with a grassy aroma. And they all possess over a thousand compounds. When the proper amount of heat is added, this jade green then turns a very rich brown color and expands into a wide range of mouth-watering tastes.

And that's why I'm meticulous in the preparation of my *Café Belmondo Coffee* and have no choice but to roast my beans in small batches... slowly... and deliberately. I do this so I have complete control over the fleeting flavors of these compounds.

*(continued on next page)*



## Artisan Roasted Gourmet Coffee

5401 Hangar Court, Tampa, FL 33634

www.cafebelmondo.com/DM06

1-800-413-1860

Colombian

Dear Serious Coffee Lover,

Allow me to cut to the chase. Yes, I am guilty as charged! To take our taste test I'm offering you 2 shameless bribes today! (You'll soon know why I'm doing this and how it'll serve us both).

Guatemalan

But for now, don't you agree that even with rising energy costs... a temperamental economic environment... the daily stresses of life... there are certain undeniable *affordable luxuries* that we can't live without, such as delightfully rich Artisan Roasted coffee?

Kona Blend

And to help you decide, I'm going to personally authorize my shipping department to send you a **FREE 12 Cup Programmable Coffeemaker** and a package of mouth watering **Gourmet Biscotti!** (Retail value of gifts \$63)

Jamaican Blend

And make no mistake: once you receive your **FREE** gifts sent with **FREE** shipping and handling, you'll have no worries, because: There are no contracts nor any minimum requirements. You have my guarantee of absolutely no commitment of any kind, or any further obligations to us whatsoever.

Virtuoso Blend

Because you appreciate delicious coffee, I am committed to you savoring my *Café Belmondo Coffee...* and I am accepting 100% of the risk in having you experience it. Now let that sink in for a moment: Because when you respond within 10 days and I send you...

The Real Stuff Blend

**Your choice of 2 delicious Artisan Roasted Coffees, gourmet Biscotti, Plus Your Programmable Coffeemaker... All this Is Yours For Only \$10! (PLUS I'll pay shipping and handling, too)**

Hazelnut

Along with your **FREE** gifts I'd like for you to choose two delicious *Café Belmondo Coffees* that'll make your taste buds feel as if they're on an exotic vacation...

Jamaican Me Crazy

I call it your "**No-Obligation-You-Call-The-Shots Trial Offer**". So why am I doing this? To make a believer out of you, to absolutely prove to you that the coffee you've had up to now is, and forgive me for saying this... *inadequate*. And what absolutely amazes me is that some folks "accept" the bland blends they get at the market.

Jazzy Java

Yes, they accept it just like their early morning nerve-racking commute to work. "It is what it is", they probably think. Perhaps they don't feel they have to raise the bar when it comes to experiencing nature's truly sweet gift.

Cinnamon Vanilla

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Artisan Roasted  
Gourmet Coffee  
P.O. Box 31275,  
Tampa, FL 33633-1463

Presorted  
Standard  
U.S. Postage  
PAID  
North Wales, PA  
Permit No. 387



Select white or black



**FREE** 12-cup programmable coffeemaker!  
Yours just for sampling Café Belmondo™'s  
rich, handcrafted coffees.



***Because life's too short to drink ordinary coffee***

Approximate  
Retail Value  
**\$63**

Bring Home the Aroma of Café Belmondo  
Gourmet Coffee with  
your **FREE** 12-cup  
Coffeemaker!



The 12-cup coffeemaker is our gift to you for trying our delicious Artisan Roasted coffees. There's no further obligation - so enjoy



**FREE 12-Cup Programmable Coffeemaker and Biscotti, no obligation Introductory Offer reserved for:**

• Your \$10 Introductory Offer includes two 1/2 pound packages of your choice of over 15 delicious Artisan Roasted coffees, a 12-Cup Programmable coffeemaker, and gourmet biscotti. It will be delivered to you with Free Shipping.

• You are under no obligation to join anything. Simply select the two 1/2 pound packages of the coffees of your choice with the understanding that you will continue to receive additional shipments of Café Belmondo coffee (four 1/2 pound packages) approximately every six weeks, plus you may receive a special annual shipment.

• **Your 100% satisfaction is guaranteed.** There is no obligation to receive any further shipments. You may cancel this offer at any time after receiving your introductory shipment. Regardless of your decision, the 12-Cup coffeemaker and biscotti are gifts for you to keep, just for trying Artisan Roasted Café Belmondo coffee.

Key: 02060061 Acct #: CA0238359  
Mr Harvey Haase  
40 Hartwell St  
Waltham, MA 02453-8908



Call toll-free **1-800-413-1860**

or Fax your order **1-813-882-4605**  
*(If transmission problems require faxing your order more than once, mark "duplicate" on any additional transmissions.)*

Order online at [www.cafebelmondo.com/DM06](http://www.cafebelmondo.com/DM06)

**YES! Send me the Two – 1/2 lb. packages of coffee I selected and my FREE coffee maker and biscotti for only \$10!**

**My coffee selections are:** *See enclosed color brochure for coffee selections*

<b>Bag 1</b>	<input type="checkbox"/> Whole Bean	<input type="checkbox"/> Ground
<b>Bag 2</b>	<input type="checkbox"/> Whole Bean	<input type="checkbox"/> Ground

(All shipments to AK, HI, Guam, Virgin Islands and Puerto Rico must go priority mail. Add an additional \$4.95. Florida residents add 6% sales tax + appropriate county tax.)

**Method of payment:**

Enclosed (Personal check payable to Cafe Belmondo or money order)

Charge to my:

VISA     MasterCard     American Express     Discover

Printed name as it appears on credit card \_\_\_\_\_ / /

Credit Card No. (Print all digits) \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature (Your order cannot be processed without signature) \_\_\_\_\_

Daytime phone # (       ) \_\_\_\_\_

Email Address \_\_\_\_\_

Please check this box if you do not want to receive Special Café Belmondo offers via e-mail

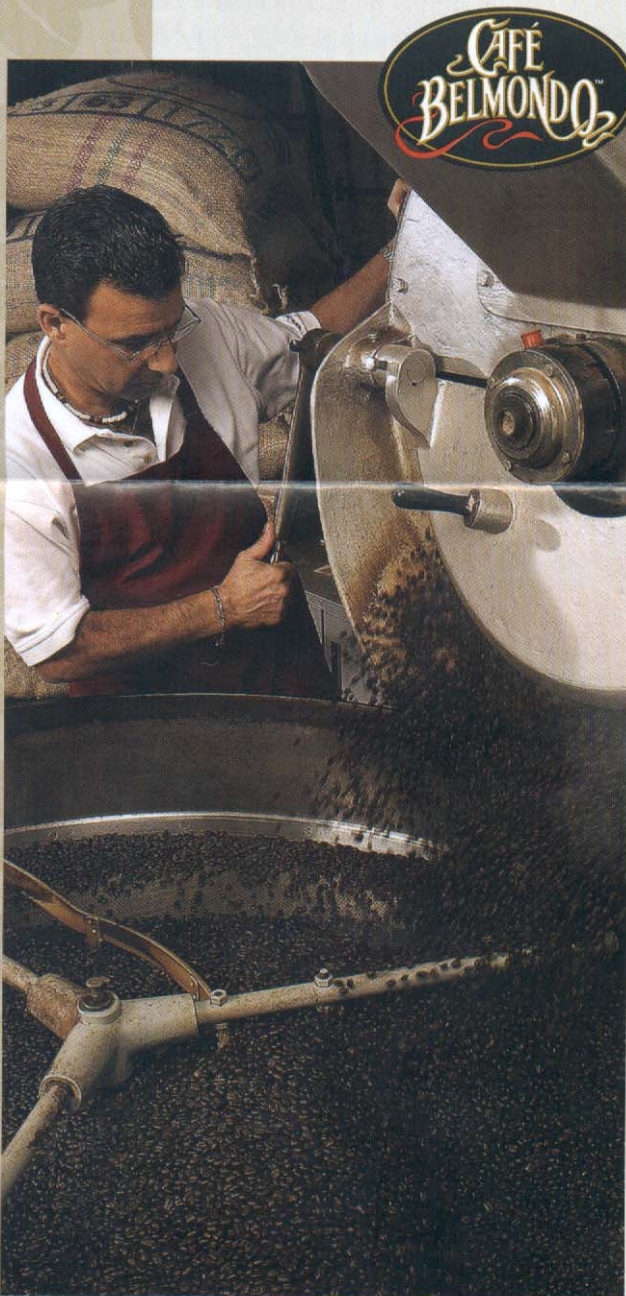
**Circle your coffeemaker color selection:**

All yours FREE for trying our coffee

**\$63** Approximate retail value of gifts



Every one of our  
**Artisan Roasted coffees**  
 is as distinctive as  
 it is pleasureable... and  
 only available through  
**Café Belmondo™**



## Artisan Roasts and Blends

	Regular	Decaf
<b>Colombian</b>	<b>R1</b>	<b>D1</b>
Enticing aroma and deep, full-bodied characteristics.		

<b>Guatemalan</b>	<b>R2</b>	<b>D2</b>
Rich flavor and sparkling brightness.		

<b>Kona Blend</b>	<b>R3</b>	
A delicate coffee with a smooth finish.		

<b>Jamaican Blend</b>	<b>R4</b>	<b>D4</b>
Smooth, aromatic, and mellow blend.		

<b>Virtuoso Blend</b>	<b>R5</b>	<b>D5</b>
Highly aromatic coffee that is distinctive and smooth.		

<b>The Real Stuff Blend</b>	<b>R6</b>	<b>D6</b>
Complex, yet hearty and full-bodied aromatic coffee.		

<b>Café Zanzibar</b>	<b>R7</b>	<b>D7</b>
African exotic coffees, dark roasted to bring out a highly floral aroma, full body and hearty flavor.		

<b>Café Budapest</b>	<b>R8</b>	
A rich coffee with a smoky aroma and velvety dark roasted flavor.		

<b>Café Iguana Organic</b>	<b>R9</b>	
Our very own exceptional blend of mostly organic grown coffees from the finest estates in South and Central America.		

<b>Cuban Espresso</b>	<b>ER1</b>	
Ideal for making cafecitos and café con leche.		

<b>Café Puccini</b>	<b>ER2</b>	
Italian Espresso		
Premium beans dark roasted to yield a smooth, full bodied taste with a golden crema that is perfect for making espresso, cappuccino and latte.		

<b>Gringo Blend Espresso</b>	<b>ER3</b>	
Perfect for those who prefer a lighter – but still highly aromatic and full-bodied version of Café Puccini Italian Espresso.		

## Artisan Flavored Blends

	Regular	Decaf
<b>Hazelnut</b>	<b>FR1</b>	<b>FD1</b>
Delightfully rich and nutty.		

<b>Jamaican Me Crazy</b>	<b>FR2</b>	<b>FD2</b>
Captivating mix of Kahlua, caramel and vanilla.		

<b>Jazzy Java</b>	<b>FR3</b>	<b>FD3</b>
A dazzling combination of maple, caramel, pecan and cinnamon.		

<b>Cinnamon Vanilla</b>	<b>FR4</b>	<b>FD4</b>
Mild cinnamon is added to creamy vanilla for a soothing warm treat.		

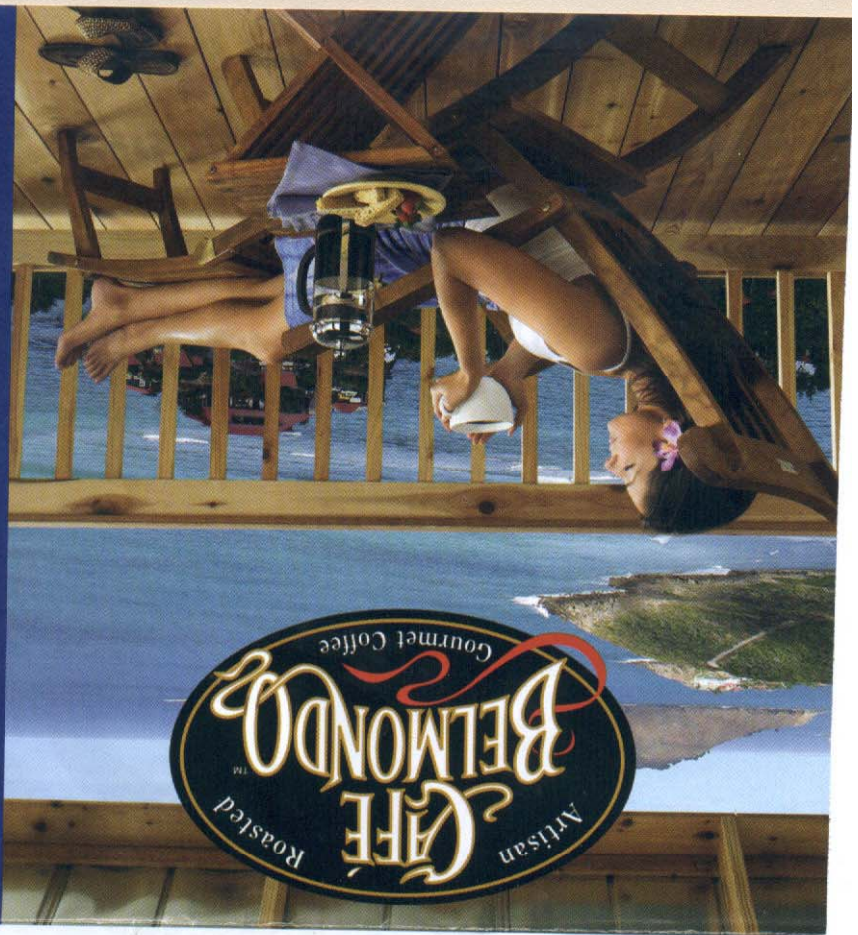
<b>Chocolate Turtle</b>	<b>FR5</b>	
Rich chocolate, toasted nuts and creamy caramel are combined for a decadent guiltless taste treat.		

<b>Very Vanilla</b>	<b>FR6</b>	
Paired with breakfast pastries or savory desserts, it's smooth sipping all the way.		

*All Café Belmondo Roasts and Flavors are available in whole bean or ground, regular, or decaffeinated where indicated.*



It's not just coffee.  
It's Artisan Roasted coffee.  
And that makes  
all the difference  
in the world...  
Café Belmondo.™



**You're not an  
average coffee drinker.**

**So why drink  
average coffee?**



- Your \$10 Introductory Offer includes your selection of two half-pound packages from over 15 Café Belmondo Artisan Roasted coffees, a Free 12-cup programmable coffeemaker, and gourmet biscotti. Shipping is Free anywhere in the Continental U.S.
- You are under NO obligation to join a club or make any subsequent purchases.
- We guarantee you will be 100% satisfied with Café Belmondo. After you receive your introductory offer, you may cancel at any time. The Free coffeemaker and biscotti are yours to keep just for trying Artisan Roasted Café Belmondo.
- Questions? Call our coffee experts at 1-800-413-1860 for advice on your coffee selection.

Call toll-free **1-800-413-1860**

Or order online at

**[www.cafebelmondo.com/DM06](http://www.cafebelmondo.com/DM06)**