



# FRIEDRICHS COFFEE ROASTERS

WHOLESALE CATALOG



COLD BREW BLEND  
IS YOUR NEXT  
YEAR ROUND  
COFFEEHOUSE  
STAPLE.

FIND YOUR PERFECT RECIPE INSIDE

# FRIEDRICH'S FRESHLY CRAFTED RECIPES

Fresh beverage ingredients for some next-level coffee shops!



## COLD BREW

### THE SUPERIOR SOLUTION TO ICED COFFEE

#### MATERIALS:

- 1 lb Friedrich's coffee beans (we recommend our Cold Brew Blend)
- 3 large pitchers (for storage)
- Filtered water
- Large coffee brewer basket
- Filter paper

#### INSTRUCTIONS:

1. Grind 1 lb Cold Brew Blend on a coarse setting.
2. Combine with cool water in large pitcher.
3. Brew for 12-14 hours.
4. Filter with paper filter and brew basket over large pitcher.
5. Split concentrate evenly between 3 pitchers. Dilute each pitcher with filtered water for a total volume of 64 oz.
6. Refrigerate. Best used within 10 days.

**COLD BREW BLEND** | MED. DARK ●●○  
*Complex spice, Berry, Caramel, Smooth chocolate*

*\$9.50 per lb*

# D.I.Y. FRAPPÉ BASE

**NO POWDERS, NO ADDITIVES, NO PROBLEM!**

## MATERIALS:

1/2 lb Friedrichs Italian Roast coffee  
Large pitcher (for storage)  
Filtered water  
3 cups sugar  
16 oz liquid ice cream mix

## INSTRUCTIONS:

1. Brew 48 oz double strength Italian Roast coffee.
  - a. For practicality, we run a half brew on our 1.5 gallon commercial brewers, using a full 1/2 lb coffee. (This helps avoid brew basket overflow.)
2. Add sugar gradually and dissolve completely.
3. Refrigerate. (May store for up to 2 weeks until needed.)
4. Mix 16 oz liquid ice cream mix with 48 oz double strength Italian coffee sugar solution. Stir well.
6. Refrigerate. Best used within 3 days.

## MAKING A FRAPPÉ:

1. Fill desired cup with ice, add frappe mix to just below top of cup.
2. Pour in blender, add desired sauces, (chocolate, caramel, etc.) blend, serve.



**ITALIAN ROAST** | DARKEST ●●●  
*Smokey, Rich and tangy, Full-bodied depth*

*\$8.70 per lb*

# D.I.Y. CHAI BASE

**FRESH-STEEPED SPICES FOR AN AROMATIC GAME-CHANGER**

## MATERIALS:

1/4 lb Friedrichs Chai (loose leaf)  
64 oz thermal carafe  
Filtered water  
Large pitcher (for storage)  
Mesh sieve  
1 cup white cane sugar (or other sweetener i.e. honey, brown sugar, or agave)

## INSTRUCTIONS:

1. Add Friedrichs Chai to thermal carafe.
2. Fill with boiling filtered water, steep for 20 minutes.
3. Pour sugar into large pitcher.
4. Strain steeped chai into pitcher. Stir well.
6. Refrigerate. Best used within 1 day.



**CHAI (LOOSE LEAF)** | BLACK TEA  
*Our custom blend of spices with a malty Assam Estate Base*

*\$16.00 per lb*

**PLEASE CALL FOR SAMPLES | 888-612-5050**

# FRIEDRICH'S COFFEE ROASTERS SPECIALIZES IN WHOLESALE COFFEES & TEAS

All orders are fresh-roasted and shipped out the same day. Serve your customers with the highest quality and freshest coffee around!



## ORIGIN




	PRICE/LB	5 LB BAG
<b>BRAZIL</b>   LIGHT <i>Clean and bright, Nutty, Citrus</i>	\$9.00	\$45.00
<b>BURUNDI</b>   MED. LIGHT <i>Complex acidity, Sweet citrus, Light floral</i>	\$9.30	\$46.50
<b>COLOMBIA</b>   MEDIUM <i>Balanced, Rich, Mild, Brown sugar</i>	\$9.00	\$45.00
<b>COSTA RICA</b>   MEDIUM <i>Bright citrus, Clean and complex, Berry fruitiness</i>	\$9.30	\$46.50
<b>COSTA RICA</b>   MED. DARK <i>Distinguished brightness, Clean and complex, Berry fruitiness, and Sweet citrus</i>	\$9.30	\$46.50
<b>ETHIOPIA</b>   MEDIUM <i>Floral, Citrus, Cocoa</i>	\$9.60	\$48.00
<b>GUATEMALA</b>   MEDIUM	\$9.30	\$46.50
<i>Bright and fragrant, Floral, Bold fruitiness</i>		
<b>GUATEMALA</b>   MED. DARK <i>Richly fragrant, Floral, Bold fruitiness</i>	\$9.30	\$46.50
<b>HAWAIIAN KONA</b>   MEDIUM <i>Balanced and smooth, Milk chocolate, Fruit acidity</i>	MKT	MKT
<b>INDONESIA JAVA ESTATE</b>   MED. DARK <i>Subtle sweetness, Rustic and woody, Herbaceous, Lingering spice</i>	\$9.70	\$48.50
<b>INDONESIA SULAWESI</b>   MED. DARK	\$9.90	\$49.50
<i>Developed complexity, Herbaceous, Minimally-processed sugar, Moderate</i>		
<b>INDONESIA SUMATRA</b>   MED. DARK <i>Deep body, Earthy complexity, Musty, Warm Spice</i>	\$9.60	\$48.00
<b>KENYA</b>   MEDIUM <i>Winey richness, Deep spice, Lemon and dark fruitiness, Powerful complexity</i>	\$10.70	\$53.50
<b>MEXICO CHIAPAS</b>   MEDIUM <i>Clean and balanced, Mild sweetness, Ripe berry and citrus</i>	\$8.90	\$44.50

	PRICE/LB	5 LB BAG
<b>PAPUA NEW GUINEA</b>   MEDIUM <i>Bright citrus, Herbaceous, Savory-sweet</i>	\$9.20	\$46.00
<b>PERU</b>   MEDIUM <i>Citric acidity, Gentle sweetness, Caramel and Toffee</i>	\$9.20	\$46.00
<b>RWANDA</b>   MEDIUM <i>Winey, Delicate acidity, Citrus, Sweet</i>	\$9.30	\$46.50
<b>TANZANIA</b>   MEDIUM <i>Bright and complex, Winey fruit, Clean and savory</i>	\$8.90	\$44.50

## BLENDS

	PRICE/LB	5 LB BAG
<b>BOLD ROMANCE SWEDISH BLEND</b>   MED. DARK <i>Rich, Full, Dynamic flavor</i>	\$8.50	\$42.50
<b>COLD BREW BLEND</b>   MED. DARK	\$9.50	\$47.50
<i>Complex spice, Berry, Caramel, Smooth chocolate</i>		
<b>FRENCH ROAST</b>   DARK <i>Robust, Rich and sophisticated, Full-bodied depth</i>	\$8.70	\$43.50
<b>ITALIAN ROAST</b>   DARKEST <i>Smokey, Rich and tangy, Full-bodied depth</i>	\$8.70	\$43.50
<b>LIVELY LATIN BREAKFAST BLEND</b>   MEDIUM <i>Bright, Rich, Dynamic flavor</i>	\$8.70	\$43.50
<b>MOCHA JAVA</b>   MED. DARK <i>Complex spice, Richly sophisticated, Caramel</i>	\$9.30	\$46.50
<b>RISE AND SHINE BLEND</b>   MEDIUM <i>Rich and balanced, Smooth, Citrus fruitiness</i>	\$8.70	\$43.50
<b>SLEEPYHEAD BLEND</b>   MED. DARK <i>Bold, Robust, Bright and full</i>	\$9.20	\$46.00
<b>TEMPLETON RYE BARREL-AGED BLEND</b>   MED. DARK	\$15.00	\$75.00
<i>Dark chocolate, Rich and full, Smooth, Front-end rye notes with a coffee toffee finish</i>		
<b>TRADERS BLEND</b>   MED. DARK	\$8.70	\$43.50
<i>Rich and balanced, Smooth body, Fruity</i>		

# ESPRESSO

	PRICE/LB	5 LB BAG
<b>CRIMSON MOON ESPRESSO</b>   MED. LIGHT  <i>Light sweetness, Floral, Fruity</i>	\$8.90	\$44.50
<b>DAYLIGHT ESPRESSO</b>   MEDIUM  <i>Vibrant sweetness, Full-flavored, Smooth and balanced</i>	\$8.80	\$44.00
<b>HOME FIRE ESPRESSO</b>   MED. DARK  <i>Caramel, Deep flavor, Smooth and balanced</i>	\$8.70	\$43.50
<b>DECAF DAYLIGHT ESPRESSO</b>   MEDIUM <i>Vibrant sweetness, Full-flavored, Smooth and balanced</i>	\$9.50	\$47.50
<b>DECAF HOME FIRE ESPRESSO</b>   MED. DARK <i>Caramel, Deep flavor, Smooth and balanced</i>	\$9.30	\$46.50

# ORGANIC

	PRICE/LB	5 LB BAG
<b>ORGANIC COLOMBIA</b>   MEDIUM <i>Balanced, Rich, Mild, Brown sugar</i>	\$10.00	\$50.00
<b>ORGANIC COSTA RICA</b>   MEDIUM <i>Bright citrus, Clean and complex, Berry fruitiness</i>	\$10.00	\$50.00
<b>ORGANIC ETHIOPIA</b>   MEDIUM <i>Floral, Citrus, Cocoa</i>	\$10.30	\$51.50
<b>ORGANIC FRENCH ROAST</b>   DARK <i>Robust, Rich and sophisticated, Full-bodied depth</i>	\$9.60	\$48.00
<b>ORGANIC GUATEMALA</b>   MED. DARK <i>Bright, Richly fragrant, Floral, Bold fruitiness</i>	\$10.00	\$50.00
<b>ORGANIC HOME FIRE ESPRESSO</b>   MED. DARK <i>Caramel, Deep flavor, Smooth and balanced</i>	\$9.80	\$49.00
<b>ORGANIC INDONESIA SUMATRA</b>   MED. DARK <i>Deep body, Earthy complexity, Musty, Warm spice</i>	\$10.20	\$51.00
<b>ORGANIC MEXICO CHIAPAS</b>   MEDIUM <i>Clean and balanced, Mild sweetness, Ripe berry and citrus</i>	\$9.70	\$48.50
<b>ORGANIC PAPUA NEW GUINEA</b>   MEDIUM <i>Bright citrus, Herbaceous, Savory-sweet</i>	\$10.00	\$50.00
<b>ORGANIC PERU</b>   MEDIUM <i>Bright citric acidity, Gentle sweetness, Caramel and toffee</i>	\$9.90	\$49.50

*\*Prices are subject to change*

# DECAF

	PRICE/LB	5 LB BAG
<b>DECAF COLOMBIA</b>   MEDIUM <i>Balanced, Rich, Mild, Brown sugar</i>	\$9.40	\$47.00
<b>DECAF COSTA RICA</b>   MED. DARK <i>Bright citrus, Clean and complex, Berry fruitiness</i>	\$9.40	\$47.00
<b>DECAF DAYLIGHT ESPRESSO</b>   MEDIUM <i>Vibrant sweetness, Full-flavored, Smooth and balanced</i>	\$9.50	\$47.50
<b>DECAF ETHIOPIA</b>   MEDIUM <i>Floral, Citrus, Cocoa</i>	\$9.50	\$47.50
<b>DECAF FRENCH ROAST</b>   DARK <i>Robust, Rich and sophisticated, Full-bodied depth</i>	\$9.30	\$46.50
<b>DECAF GUATEMALA</b>   MED. DARK <i>Bright, Richly fragrant, Floral, Bold fruitiness</i>	\$9.30	\$46.50
<b>DECAF HOME FIRE ESPRESSO</b>   MED. DARK <i>Caramel, Deep flavor, Smooth and balanced</i>	\$9.30	\$46.50
<b>DECAF INDONESIA SUMATRA</b>   MED. DARK <i>Deep body, Earthy complexity, Musty, Warm spice</i>	\$9.80	\$49.00
<b>DECAF MOCHA JAVA</b>   MED. DARK <i>Caramel, Deep flavor, Smooth and balanced</i>	\$9.90	\$46.50

 **Our Most Popular Coffees**

	PRICE/LB	5 LB BAG
<b>ORGANIC RISE AND SHINE</b>   MEDIUM <i>Rich and balanced, Smooth, Citrus fruitiness</i>	\$9.60	\$48.00
<b>ORGANIC TRADERS BLEND</b>   MED. DARK <i>Rich and balanced, Smooth body, Fruity</i>	\$9.60	\$48.00



## ORDER YOUR PERFECT ROAST TODAY

FREE SHIPPING ON ORDERS OF 20+ LBS.

*All coffees are specialty grade and roasted fresh per order in 5 lb heat sealed bags.*

PLEASE CALL FOR SAMPLES | 888-612-5050

# WHAT MAKES OUR FLAVORED COFFEES & TEAS BETTER THAN THE REST?

At Friedrichs Coffee Roasters we start with some of the finest freshly roasted beans available, which are roasted and flavored per order and shipped the same day!



TM

## FLAVORED COFFEES \$42 for a 5 LB bag

All Flavored Coffees are available in Decaf (\$47.00 for a 5 LB bag of Decaf)

### ALMOND JUMP START

Chocolate, Coconut, Almond

### AMARETTO ◊

Almond Amaretto

### APPLE CRUMB CAKE

French Apple Buttery Cinnamon Crumb Cake

### BANANAS FOSTER

Banana, Butter Rum, Caramel, Vanilla

### BIRTHDAY CAKE

Vanilla Cake

### BLUEBERRY COBBLER ◊

Blueberry Cobbler, Cinnamon

### BOURBON PECAN ◊

Bourbon Pecan

### BRANDY OLD FASHIONED

Brandy Orange (non alcoholic)

### BUTTER PECAN

Butter Pecan

### BUTTER RUM

Butter Rum

### BUTTERSCOTCH TOFFEE

Caramel Crème, Butter Pecan

### CARAMEL CRÈME

Caramel, Vanilla

### CINNAMON FRENCH TOAST

Maple Syrup, Cinnamon

### CINNAMON ROLL

Cinnamon, Brown Sugar, Vanilla Crème

### COCONUT CRÈME PIE

Coconut Crème, Graham Cracker

### COFFEE CAKE

Coffee Cake, Graham Crackers, Vanilla Crème

### CRÈME BRÛLÉE

Vanilla Custard, Creamy Caramel

### DUTCH ALMOND COOKIE

Almond Cookie

### ENGLISH TOFFEE

Butter Rum Spiced, Caramel Crème

### FRENCH VANILLA

French Vanilla

### FROSTY'S FAVORITE ◊

Cinnamon Graham Cracker, Hazelnut, French Vanilla

### GERMAN CHOCOLATE CAKE

Chocolate, Coconut

### HAZELNUT CRÈME

Hazelnut Crème

### HAWAIIAN HAZELNUT

Hazelnut, Coconut

### HIGHLANDER GROGG ◊

Butterscotch, Butter Rum, Vanilla

### JAMAICAN ME CRAZY ◊

Kahlua, Caramel, Vanilla

### JAMAICAN ME NUTS

Kahlua, Caramel, Roasted Nuts

### JAZZY JAVA

Cinnamon, Vanilla

### JINGLE BELL JAVA ◊

Caramel, Cinnamon, Butter Rum, Pecan, Vanilla

### LUCK O' THE IRISH

Vanilla, Irish Whiskey

### NANA'S WHITE CHRISTMAS

Coconut, Caramel, Roasted Nuts

### NUTELLA

Hazelnut, Chocolate, Cinnamon

### PECAN STICKY BUN

Caramel, Butter Pecan, Cinnamon

### PUMPKIN SPICE

Classic Holiday Pumpkin Pie

### RASPBERRY CRÈME CHOCOLATE

Chocolate, Raspberry Crème

### RED VELVET CAKE ◊

Chocolate, Vanilla, Buttermilk

### S'MORE PLEASE

Toasted Marshmallow, Chocolate, Graham Cracker

### SEA SALT CHOCOLATE MOCHA

Caramel, Chocolate, Sea Salt

### SNICKEROO ◊

Hazelnut, Cinnamon

### SOUTHERN PECAN

Butter Pecan, Vanilla

### SPICED HIGHLANDER GROGG

Butterscotch, Butter Rum, Spice, Vanilla

### TIRAMISU TREAT

Custard, Butter Rum, Chocolate

### TURTLE SUNDAE

Chocolate, Caramel, Butter Pecan

### VERMONT MAPLE NUT

Maple Syrup, Roasted Nuts

### WHITE CHOCOLATE CARAMEL

Caramel, White Chocolate

### WHITE CHOCOLATE RASPBERRY TRUFFLE

White Chocolate, Raspberry

### WHITE RUSSIAN

Kahlua, Vanilla

◊ Our Most Popular Coffees

# HERBAL TEA

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<b>ALMOND ROOIBOS</b> <i>Red rooibos, papaya pieces, almond pieces, almond, and hazelnut oils</i>	2 LB BAG \$37.50
<b>CHAI ROOIBOS</b> <i>Chai blend using organic rooibos, cinnamon, cardamom, allspice, and black pepper</i>	\$32.50
<b>DANCING QUEEN / CARAMEL ROOIBOS</b> <i>Delectable Crème Au Caramel natural flavor</i>	\$37.50
<b>FRUIT BASKET</b> <i>Apple, hibiscus, elderberry, rosehip, blackberry, cherry, and raspberry</i>	\$42.50
<b>GEORGIA PEACH ROOIBOS</b> <i>Lightly sweet herbal tea with flavor of ripe peaches</i>	\$37.50
<b>GINGER LEMON</b> <i>Ginger, lemongrass, lemon peel, licorice, and peppermint</i>	\$34.50
<b>HAWAIIAN COLADA ROOIBOS</b> <i>Coconut and pineapple with a sweet colada finish</i>	\$37.50
<b>NUTCRACKER ROOIBOS</b> <i>Rooibos blend with almond, papaya, hazelnut</i>	\$37.50
<b>PEPPERMINT</b> <i>Refreshing, vibrant, and soothing</i>	\$25.50
<b>WELLNESS BLEND</b> <i>Chamomile, echinacea root, elder flower, licorice root, and peppermint</i>	\$34.00
<b>STRAWBERRY KIWI</b> <i>Tangy blend of hibiscus, rosehips, apples, orange peel, and strawberry</i>	\$34.50
<b>VERSAILLES GARDEN</b> <i>Rose, lavender, calendula, rosemary, chamomile, lemon verbena, lemongrass, cinnamon, and oat straw</i>	\$48.00
<b>ROASTED YERBA MATE</b> <i>Naturally caffeinated, antioxidant-rich herbal tea</i>	\$36.00

# GREEN TEA

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<b>CHINA GUNPOWDER GREEN</b> <i>Crisp, strong, rolled green tea leaves</i>	2 LB BAG \$19.00
<b>JASMINE EXTRA FANCY</b> <i>Lightly sweet and very smooth</i>	\$42.00
<b>MOROCCAN PEPPERMINT</b> <i>Bold green tea with vibrant peppermint</i>	\$21.50
<b>POMEGRANATE GREEN</b> <i>Green Sencha tea with pomegranate flavor</i>	\$23.50
<b>TI KUAN YIN OOLONG</b> <i>Aromatic, full-bodied, lightly sweet, and partially oxidized</i>	\$68.50

# BLACK TEA

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<b>ASSAM KALGAR</b> <i>Estate tea from India, malty and full-flavored</i>	2 LB BAG \$27.50
<b>BLACK CURRANT</b> <i>China black tea with black currant flavor and blackberry leaves</i>	\$23.00
<b>CEYLON</b> <i>English Breakfast tea; brisk, bright, and smooth</i>	\$21.50
<b>CHINA BLACK</b> <i>Black tea with rich and tangy notes</i>	\$20.00
<b>CINNAMON ORANGE</b> <i>China black tea, spicy cinnamon, and sweet orange</i>	\$27.00
<b>DECAF CINNAMON ORANGE</b> <i>China black tea, spicy cinnamon, and sweet orange</i>	\$45.00
<b>DARJEELING ESTATE</b> <i>Grown in Himalayan foothills, champagne of tea</i>	\$68.50
<b>EARL GREY</b> <i>Aromatic black tea scented with oil of bergamot</i>	\$23.00
<b>EARL GREY LAVENDER</b> <i>Black tea with bergamot and fragrant lavender</i>	\$27.50
<b>FRIEDRICH'S CHAI</b>  <i>Cinnamon, cardamom, black pepper, and allspice</i>	\$32.00
<b>GERMAN BREAKFAST BLEND</b> <i>Full-bodied blend of Assam, Ceylon, and Iyerpadi</i>	\$27.00
<b>MADAGASCAR VANILLA</b> <i>China black tea with vanilla bean pieces</i>	\$23.00
<b>PEACH</b> <i>China black tea accented with fresh peach flavor</i>	\$23.00
<b>TIBETAN RASPBERRY</b> <i>China black tea flavored with sweet raspberries</i>	\$23.00
<b>TROPICANA</b> <i>Ceylon tea with mango and passionfruit flavors</i>	\$31.50
<b>YUNNAN</b> <i>Black China tea, deep and woody</i>	\$33.50

# ORGANIC

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<b>ORGANIC RED ROOIBOS</b>   HERBAL TEA <i>Rooibos with antioxidants and essential minerals</i>	2 LB BAG \$25.00
<b>ORGANIC SENCHA</b>   GREEN TEA <i>Japanese-style green steamed leaf</i>	\$34.00
<b>ORGANIC YUNWU / CLOUD MIST</b>   GREEN TEA <i>China green tea steeps a light, clean cup</i>	\$32.00
<b>ORGANIC IYERPADI</b>   BLACK TEA <i>Clean tasting and full-bodied, great for iced tea</i>	\$27.00

PLEASE CALL FOR SAMPLES | 888-612-5050

# FRIEDRICH'S COFFEE ROASTERS

2781 99TH STREET  
URBANDALE, IOWA 50322-3889



## MEET THE NEXT GENERATION OF ROASTERS

*At Friedrichs, we celebrate the enduring bond of family, where time-honored secrets meet innovative techniques. With every sip, you become a part of our story, and we, a part of yours. As the years pass and the coffee beans flourish, we proudly introduce the next generation of coffee connoisseurs. Rooted in tradition yet guided by a fresh perspective, we continue our family's legacy with passion and expertise in every batch. Together, we embark on a journey where coffee is not merely a beverage but a cherished companionship, shared among friends, old and new.*

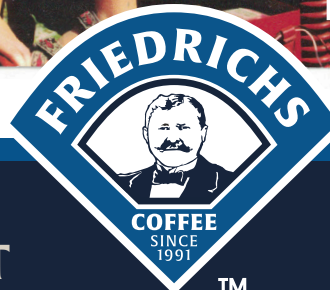


Daniel, 30 (Roaster & Grocery Management)

Sam, 28 (Roaster & Management & Hiring)

Andrew, 26 (Retail Operations)

Malia, 29 (Front Office & Wholesale Operations)



**ORDER YOUR PERFECT  
ROAST TODAY**

**FRIEDRICH'S COFFEE  
ROASTERS**

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