



FRIEDRICHS COFFEE ROASTERS

WHOLESALE CATALOG



COLD BREW BLEND
IS YOUR NEXT
YEAR ROUND
COFFEEHOUSE
STAPLE.

FIND YOUR PERFECT RECIPE INSIDE

FRIEDRICHS FRESHLY CRAFTED RECIPES

Fresh beverage ingredients for some next-level coffee shops!



COLD BREW

THE SUPERIOR SOLUTION TO ICED COFFEE

MATERIALS:

- 1 lb Friedrichs 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
BRAZIL LIGHT <i>Clean and bright, Nutty, Citrus</i>	\$10.20	\$51.00
BURUNDI MED. LIGHT <i>Complex acidity, Sweet citrus, Light floral</i>	\$10.55	\$52.75
COLOMBIA MEDIUM <i>Balanced, Rich, Mild, Brown sugar</i>	\$10.20	\$51.00
COSTA RICA MEDIUM <i>Bright citrus, Clean and complex, Berry fruitiness</i>	\$10.55	\$52.75
COSTA RICA MED. DARK <i>Distinguished brightness, Clean and complex, Berry fruitiness, and Sweet citrus</i>	\$10.55	\$52.75
ETHIOPIA MEDIUM <i>Floral, Citrus, Cocoa</i>	\$10.85	\$54.25
GUATEMALA MEDIUM  <i>Bright and fragrant, Floral, Bold fruitiness</i>	\$10.55	\$52.75
GUATEMALA MED. DARK <i>Richly fragrant, Floral, Bold fruitiness</i>	\$10.55	\$52.75
HAWAIIAN KONA MEDIUM <i>Balanced and smooth, Milk chocolate, Fruit acidity</i>	MKT	MKT
INDONESIA JAVA ESTATE MED. DARK <i>Subtle sweetness, Rustic and woody, Herbaceous, Lingering spice</i>	\$11.00	\$55.00
INDONESIA SULAWESI MED. DARK  <i>Developed complexity, Herbaceous, Minimally-processed sugar, Moderate</i>	\$11.52	\$56.25
INDONESIA SUMATRA MED. DARK <i>Deep body, Earthy complexity, Musty, Warm Spice</i>	\$10.85	\$54.25
KENYA MEDIUM <i>Winey richness, Deep spice, Lemon and dark fruitiness, Powerful complexity</i>	\$12.15	\$60.75
MEXICO CHIAPAS MEDIUM <i>Clean and balanced, Mild sweetness, Ripe berry and citrus</i>	\$10.10	\$50.50

	PRICE/LB	5 LB BAG
PAPUA NEW GUINEA MEDIUM <i>Bright citrus, Herbaceous, Savory-sweet</i>	\$10.45	\$52.25
PERU MEDIUM <i>Citric acidity, Gentle sweetness, Caramel and Toffee</i>	\$10.45	\$52.25
RWANDA MEDIUM <i>Winey, Delicate acidity, Citrus, Sweet</i>	\$10.55	\$52.75
TANZANIA MEDIUM <i>Bright and complex, Winey fruit, Clean and savory</i>	\$10.10	\$50.50

BLENDS

	PRICE/LB	5 LB BAG
BOLD ROMANCE SWEDISH BLEND MED. DARK <i>Rich, Full, Dynamic flavor</i>	\$9.65	\$48.25
COLD BREW BLEND MED. DARK  <i>Complex spice, Berry, Caramel, Smooth chocolate</i>	\$10.75	\$53.75
FRENCH ROAST DARK <i>Robust, Rich and sophisticated, Full-bodied depth</i>	\$9.85	\$49.25
ITALIAN ROAST DARKEST <i>Smokey, Rich and tangy, Full-bodied depth</i>	\$9.85	\$49.25
LIVELY LATIN BREAKFAST BLEND MEDIUM <i>Bright, Rich, Dynamic flavor</i> 	\$9.85	\$49.25
MOCHA JAVA MED. DARK <i>Complex spice, Richly sophisticated, Caramel</i>	\$10.55	\$52.75
RISE AND SHINE BLEND MEDIUM <i>Rich and balanced, Smooth, Citrus fruitiness</i>	\$9.85	\$49.25
SLEEPYHEAD BLEND MED. DARK <i>Bold, Robust, Bright and full</i>	\$10.45	\$52.25
TEMPLETON RYE BARREL-AGED BLEND MED. DARK  <i>Dark chocolate, Rich and full, Smooth, Front-end rye notes with a coffee toffee finish</i>	\$17.05	\$85.25
TRADERS BLEND MED. DARK  <i>Rich and balanced, Smooth body, Fruity</i>	\$9.85	\$49.25

ESPRESSO

	PRICE/LB	5 LB BAG
CRIMSON MOON ESPRESSO MED. LIGHT  <i>Light sweetness, Floral, Fruity</i>	\$10.10	\$50.50
DAYLIGHT ESPRESSO MEDIUM  <i>Vibrant sweetness, Full-flavored, Smooth and balanced</i>	\$9.95	\$49.75
HOME FIRE ESPRESSO MED. DARK  <i>Caramel, Deep flavor, Smooth and balanced</i>	\$9.85	\$49.25
DECAF DAYLIGHT ESPRESSO MEDIUM <i>Vibrant sweetness, Full-flavored, Smooth and balanced</i>	\$10.75	\$53.75
DECAF HOME FIRE ESPRESSO MED. DARK <i>Caramel, Deep flavor, Smooth and balanced</i>	\$10.55	\$52.75

ORGANIC

	PRICE/LB	5 LB BAG
ORGANIC COLOMBIA MEDIUM <i>Balanced, Rich, Mild, Brown sugar</i>	\$11.35	\$56.75
ORGANIC COSTA RICA MEDIUM <i>Bright citrus, Clean and complex, Berry fruitiness</i>	\$11.35	\$56.75
ORGANIC ETHIOPIA MEDIUM <i>Floral, Citrus, Cocoa</i>	\$11.65	\$58.25
ORGANIC FRENCH ROAST DARK <i>Robust, Rich and sophisticated, Full-bodied depth</i>	\$10.85	\$54.25
ORGANIC GUATEMALA MED. DARK <i>Bright, Richly fragrant, Floral, Bold fruitiness</i>	\$11.35	\$56.75
ORGANIC HOME FIRE ESPRESSO MED. DARK <i>Caramel, Deep flavor, Smooth and balanced</i>	\$11.15	\$55.75
ORGANIC INDONESIA SUMATRA MED. DARK <i>Deep body, Earthy complexity, Musty, Warm spice</i>	\$11.65	\$58.25
ORGANIC MEXICO CHIAPAS MEDIUM <i>Clean and balanced, Mild sweetness, Ripe berry and citrus</i>	\$11.00	\$55.00
ORGANIC PAPUA NEW GUINEA MEDIUM <i>Bright citrus, Herbaceous, Savory-sweet</i>	\$11.35	\$56.75
ORGANIC PERU MEDIUM <i>Bright citric acidity, Gentle sweetness, Caramel and toffee</i>	\$11.25	\$56.25

**Prices are subject to change*

DECAF

	PRICE/LB	5 LB BAG
DECAF COLOMBIA MEDIUM <i>Balanced, Rich, Mild, Brown sugar</i>	\$10.65	\$53.25
DECAF COSTA RICA MED. DARK <i>Bright citrus, Clean and complex, Berry fruitiness</i>	\$10.65	\$53.25
DECAF DAYLIGHT ESPRESSO MEDIUM <i>Vibrant sweetness, Full-flavored, Smooth and balanced</i>	\$10.75	\$53.75
DECAF ETHIOPIA MEDIUM <i>Floral, Citrus, Cocoa</i>	\$10.75	\$53.75
DECAF FRENCH ROAST DARK <i>Robust, Rich and sophisticated, Full-bodied depth</i>	\$10.55	\$52.75
DECAF GUATEMALA MED. DARK <i>Bright, Richly fragrant, Floral, Bold fruitiness</i>	\$10.55	\$52.75
DECAF HOME FIRE ESPRESSO MED. DARK <i>Caramel, Deep flavor, Smooth and balanced</i>	\$10.55	\$52.75
DECAF INDONESIA SUMATRA MED. DARK <i>Deep body, Earthy complexity, Musty, Warm spice</i>	\$11.15	\$55.75
DECAF MOCHA JAVA MED. DARK <i>Caramel, Deep flavor, Smooth and balanced</i>	\$11.25	\$56.25

 **Our Most Popular Coffees**

	PRICE/LB	5 LB BAG
ORGANIC RISE AND SHINE MEDIUM <i>Rich and balanced, Smooth, Citrus fruitiness</i>	\$10.85	\$54.25
ORGANIC TRADERS BLEND MED. DARK <i>Rich and balanced, Smooth body, Fruity</i>	\$10.85	\$54.25



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 \$47.75 for a 5 LB bag

All Flavored Coffees are available in Decaf (\$53.25 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

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

GREEN TEA

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

BLACK TEA

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

ORGANIC

ORGANIC RED ROOIBOS HERBAL TEA <i>Rooibos with antioxidants and essential minerals</i>	2 LB BAG \$25.00
ORGANIC SENCHA GREEN TEA <i>Japanese-style green steamed leaf</i>	\$34.00
ORGANIC YUNWU / CLOUD MIST GREEN TEA <i>China green tea steeps a light, clean cup</i>	\$32.00
ORGANIC IYERPADI 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.

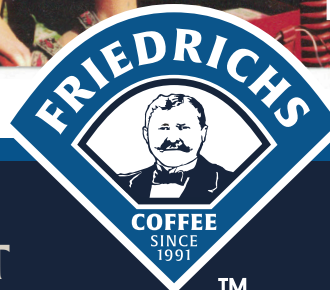


Daniel, 30 (Roaster & Grocery Management)

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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