



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

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

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

PLEASE CALL FOR SAMPLES | 888-612-5050

FRIEDRICHS 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>	\$11.20	\$56.00
Burundi MED. LIGHT <i>Complex acidity, Sweet citrus, Light floral</i>	\$11.55	\$57.75
Colombia MEDIUM <i>Balanced, Rich, Mild, Brown sugar</i>	\$11.20	\$56.00
COSTA RICA MEDIUM <i>Bright citrus, Clean and complex, Berry fruitiness</i>	\$11.55	\$57.75
Costa Rica MED. DARK <i>Distinguished brightness, Clean and complex, Berry fruitiness, and Sweet citrus</i>	\$11.20	\$56.00
Ethiopia MEDIUM <i>Floral, Citrus, Cocoa</i>	\$11.85	\$59.25
GUATEMALA MEDIUM	\$11.55	\$57.75
Guatemala MED. DARK <i>Richly fragrant, Floral, Bold fruitiness</i>	\$11.55	\$57.75
HAWAIIAN KONA MEDIUM	MKT	MKT
<i>Balanced and smooth, Milk chocolate, Fruit acidity</i>		
INDONESIA JAVA ESTATE MED. DARK <i>Subtle sweetness, Rustic and woody, Herbaceous, Lingering spice</i>	\$12.00	\$60.00
INDONESIA SULAWESI MED. DARK	\$12.25	\$61.25
<i>Developed complexity, Herbaceous, Minimally-processed sugar, Moderate</i>		
INDONESIA SUMATRA MED. DARK <i>Deep body, Earthy complexity, Musty, Warm Spice</i>	\$11.85	\$59.25
Kenya MEDIUM <i>Winey richness, Deep spice, Lemon and dark fruitiness, Powerful complexity</i>	\$13.15	\$65.75
MEXICO CHIAPAS MEDIUM <i>Clean and balanced, Mild sweetness, Ripe berry and citrus</i>	\$11.10	\$55.50

	PRICE/LB	5 LB BAG
PAPUA NEW GUINEA MEDIUM <i>Bright citrus, Herbaceous, Savory-sweet</i>	\$11.45	\$57.25
PERU MEDIUM <i>Citric acidity, Gentle sweetness, Caramel and Toffee</i>	\$11.45	\$57.25
RWANDA MEDIUM <i>Winey, Delicate acidity, Citrus, Sweet</i>	\$11.55	\$57.75
TANZANIA MEDIUM <i>Bright and complex, Winey fruit, Clean and savory</i>	\$11.10	\$55.50

BLENDS

	PRICE/LB	5 LB BAG
BOLD ROMANCE SWEDISH BLEND MED. DARK <i>Rich, Full, Dynamic flavor</i>	\$10.65	\$53.25
COLD BREW BLEND MED. DARK <i>Complex spice, Berry, Caramel, Smooth chocolate</i>	\$11.75	\$58.75
FRENCH ROAST DARK <i>Robust, Rich and sophisticated, Full-bodied depth</i>	\$10.85	\$54.25
ITALIAN ROAST DARKEST <i>Smokey, Rich and tangy, Full-bodied depth</i>	\$10.85	\$54.25
LIVELY LATIN BREAKFAST BLEND MEDIUM <i>Bright, Rich, Dynamic flavor</i>	\$10.85	\$54.25
Mocha Java MED. DARK	\$11.55	\$57.75
<i>Complex spice, Richly sophisticated, Caramel</i>		
RISE AND SHINE BLEND MEDIUM <i>Rich and balanced, Smooth, Citrus fruitiness</i>	\$10.85	\$54.25
SLEEPYHEAD BLEND MED. DARK <i>Bold, Robust, Bright and full</i>	\$11.55	\$57.75
TEMPLETON RYE BARREL-AGED BLEND MED. DARK	\$18.05	\$90.25
<i>Dark chocolate, Rich and full, Smooth, Front-end rye notes with a coffee toffee finish</i>		
TRADERS BLEND MED. DARK	\$10.85	\$54.25
<i>Rich and balanced, Smooth body, Fruity</i>		

ESPRESSO

CRIMSON MOON ESPRESSO

| MED. LIGHT 

Light sweetness, Floral, Fruity

DAYLIGHT ESPRESSO | MEDIUM

Vibrant sweetness, Full-flavored, Smooth and balanced

HOME FIRE ESPRESSO | MED. DARK

Caramel, Deep flavor, Smooth and balanced

DECAF DAYLIGHT ESPRESSO | MEDIUM

Vibrant sweetness, Full-flavored, Smooth and balanced

DECAF HOME FIRE ESPRESSO

| MED. DARK

Caramel, Deep flavor, Smooth and balanced

ORGANIC

ORGANIC COLOMBIA | MEDIUM

Balanced, Rich, Mild, Brown sugar

ORGANIC COSTA RICA | MEDIUM

Bright citrus, Clean and complex, Berry fruitiness

ORGANIC ETHIOPIA | MEDIUM

Floral, Citrus, Cocoa

ORGANIC FRENCH ROAST | DARK

Robust, Rich and sophisticated, Full-bodied depth

ORGANIC GUATEMALA | MED. DARK

Bright, Richly fragrant, Floral, Bold fruitiness

ORGANIC HOME FIRE ESPRESSO MED. DARK

Caramel, Deep flavor, Smooth and balanced

ORGANIC INDO SUMATRA | MED. DARK

Deep body, Earthy complexity, Musty, Warm spice

ORGANIC MEXICO CHIAPAS | MEDIUM

Clean and balanced, Mild sweetness, Ripe berry and citrus

ORGANIC PAPUA NEW GUINEA | MEDIUM

Bright citrus, Herbaceous, Savory-sweet

ORGANIC PERU | MEDIUM

Bright citric acidity, Gentle sweetness, Caramel and toffee ***Prices are subject to change**

PRICE/LB 5 LB BAG

\$11.10 \$55.50

\$10.95 \$54.75

\$10.85 \$54.25

\$11.75 \$58.75

\$11.55 \$57.75

PRICE/LB 5 LB BAG

\$12.35 \$61.75

\$12.35 \$61.75

\$12.65 \$63.25

\$11.85 \$59.25

\$12.35 \$61.75

\$12.15 \$60.75

\$12.65 \$63.25

\$12.00 \$60.00

\$12.35 \$61.75

\$12.25 \$61.25

DECAF

DECAF COLOMBIA | MEDIUM

DECAF COSTA RICA | MED. DARK

DECAF DAYLIGHT ESPRESSO | MEDIUM

DECAF ETHIOPIA | MEDIUM

DECAF FRENCH ROAST | DARK

DECAF GUATEMALA | MED. DARK

DECAF HOME FIRE ESPRESSO | MED. DARK

DECAF INDONESIA SUMATRA | MED. DARK

DECAF MOCHA JAVA | MED. DARK

DECAF RISE AND SHINE | Medium



Our Most Popular Coffees

PRICE/LB 5 LB BAG

\$11.65 \$58.25

\$11.65 \$58.25

\$11.75 \$58.75

\$11.75 \$58.75

\$11.55 \$57.75

\$11.55 \$57.75

\$11.55 \$57.75

\$12.15 \$60.75

\$12.25 \$61.25

\$11.45 \$57.25

PRICE/LB 5 LB BAG

ORGANIC RISE AND SHINE | MEDIUM

Rich and balanced, Smooth, Citrus fruitiness

ORGANIC TRADERS BLEND | MED. DARK

Rich and balanced, Smooth body, Fruity

\$11.85 \$59.25

\$11.85 \$59.25



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 *\$52.75 for a 5 LB bag*

All Flavored Coffees are available in Decaf (*\$58.25 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

CREME BRULEE

Vanilla Custard, Creamy Caramel

DUTCH ALMOND COOKIE *caramel*

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 CREME

Hazelnut crème

HAWAIIAN HAZELNUT

hazelnut, Coconut

HIGHLANDER GROG

Butterscotch, Buttger 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

Cinnamon, Brown Sugar, Vanilla Crème

NUTELLA

Hazelnut, chocolate, Cinnamon

PECAN STICKY BUN

Caramel, Butter Pecan, Cinnamon

PUMPKIN SPICE

Classic Holiday Pumpkin Pie

RASPBERRY CREME CHOCOLATE

Chocolate, Raspberry Crème

RED VELVET CAKE

Chocolate, Vanilla, Buttermilk

S'MORE PLEASE

Toasted Marshmallows, Chocolate, Sea Salt

SEA SALT CARAMEL MOCHA

Chocolate, Caramel, Sea Salt

SNICKEROD

Hazelnut, Cinnamon

SOUTHERN PECAN

Butter Pecan, Vanilla

SPICED HIGHLANDER GROG

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

White Chocolate Caramel

WHITE CHOCOLATE RASPBERRY TRUFFLE

White Chocolate, Raspberry

WHITE RUSSIAN

Kahlua, Vanilla

Our Most Popular Coffees

HERBAL TEA

	2 LB BAG
ALMOND ROOIBOS <i>Red rooibos, papaya pieces, almond pieces, almond, and hazelnut oils</i>	\$39.50
CHAI ROOIBOS <i>Chai blend using organic rooibos, cinnamon, cardamom, allspice, and black pepper</i>	\$39.50
DANCING QUEEN / CARAMEL ROOIBOS <i>Delectable Crème Au Caramel natural flavor</i>	\$39.50
FRUIT BASKET <i>Apple, hibiscus, elderberry, rosehip, blackberry, cherry, and raspberry</i>	\$48.00
GEORGIA PEACH ROOIBOS <i>Lightly sweet herbal tea with flavor of ripe peaches</i>	\$39.50
GINGER LEMON <i>Ginger, lemongrass, lemon peel, licorice, and peppermint</i>	\$39.50
HAWAIIAN COLADA ROOIBOS <i>Coconut and pineapple with a sweet colada finish</i>	\$39.50
NUTCRACKER ROOIBOS <i>Rooibos blend with almond, papaya, hazelnut</i>	\$39.50
PEPPERMINT <i>Refreshing, vibrant, and soothing</i>	\$29.50
WELLNESS BLEND <i>Chamomile, echinacea root, elder flower, licorice root, and peppermint</i>	\$48.00
STRAWBERRY KIWI <i>Tangy blend of hibiscus, rosehips, apples, orange peel, and strawberry</i>	\$37.50
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

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

BLACK TEA

	2 LB BAG
ASSAM KALGAR <i>China black tea with black currant flavor and blackberry leaves</i>	\$27.50
CEYLON <i>English Breakfast tea; brisk, bright, and smooth</i>	\$23.00
CHINA BLACK <i>Black tea with rich and tangy notes</i>	\$21.50
CINNAMON ORANGE <i>China black tea, spicy cinnamon, and sweet orange</i>	\$23.00
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>	\$32.00
FRIEDRICHS CHAI <i>Cinnamon, cardamom, black pepper, and allspice</i>	\$32.00
GERMAN BREAKFAST BLEND <i>Full-bodied blend of Assam, Ceylon, and Iyerpadi</i>	\$23.00
MADAGASCAR VANILLA <i>China black tea with vanilla bean pieces</i>	\$23.00
PEACH OR APRICOT <i>China black tea accented with fresh peach flavor</i>	\$23.00
TIBETAN RASPBERRY OR BLACKCURRANT <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

	HERBAL TEA	2 LB BAG
ORGANIC RED ROOIBOS <i>Rooibos with antioxidants and essential minerals</i>		\$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

FRIEDRICHS 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.

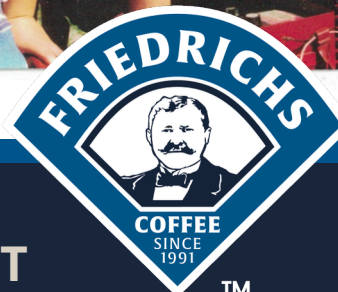


Daniel, 30 (Roaster & Grocery Management)

Sam, 28 (Roaster & Management & Hiring)

Andrew, 26 (Retail Operations)

Malia, 29 (Front Office & Wholesale Operations)



ORDER YOUR PERFECT
ROAST TODAY

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FRIEDRICHS COFFEE
ROASTERS