



FRIEDRICH'S 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)
- Four 64 oz (2 qt) pitchers (or two 1 gallon pitchers)
- Filtered water
- Large coffee brewer basket
- Coffee filter
 - 1 lb brews 1 gallon of cold brew (1/2 lb brews 2 qt)

INSTRUCTIONS:

1. Grind 1 lb Cold Brew Blend on a coarse setting.
2. Combine with cool water in two 2 qt or 1 gallon pitcher.
3. Brew for 14-18 hours.
4. Filter with coffee filter and brew basket over empty pitcher.
5. Split concentrate evenly between two 64 oz pitchers (or all in 1 gallon pitcher) dilute each pitcher with filtered water for a total of 1 gallon.
6. 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
- 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.
5. Refrigerate. Best used within 3 days.

MAKING A FRAPPE:

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
- 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.
5. 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

	\$ PER LB	5 LB BAG
BRAZIL LIGHT <i>Clean and bright, Nutty, Citrus</i>	12.20	61.00
BURUNDI MED. LIGHT <i>Complex acidity, Sweet Citrus, Light Floral</i>	12.55	62.75
COLOMBIA MEDIUM <i>Balanced, Rich, Mild, Brown sugar</i>	12.20	61.00
COSTA RICA MEDIUM <i>Bright citrus, Clean and complex, Berry fruitiness</i>	12.55	62.75
COSTA RICA MED. DARK <i>Bright, Clean and complex, Berry fruitiness, and Sweet citrus</i>	12.55	62.75
ETHIOPIA MEDIUM <i>Floral, Citrus, Cocoa</i>	12.85	64.25
GUATEMALA MEDIUM  <i>Bright and fragrant, Floral, Bold fruitiness</i>	12.55	62.75
GUATEMALA MED. DARK <i>Richly fragrant, Floral, Bold fruitiness</i>	12.55	62.75
HAWAIIAN KONA MEDIUM 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>	13.00	65.00
INDONESIA SULAWESI MED. DARK  <i>Developed complexity, Herbaceous, Minimally-processed sugar</i>	13.25	66.25
INDONESIA SUMATRA MED. DARK <i>Deep body, Earthy complexity, Musty, Warm Spice</i>	12.85	64.25
KENYA MEDIUM <i>Winey richness, Deep spice, Lemon, Dark fruitiness</i>	14.15	70.75
MEXICO CHIAPAS MEDIUM <i>Clean and balanced, Mild sweetness, Ripe berry and citrus</i>	12.10	60.50

	\$ PER LB	5 LB BAG
PAPUA NEW GUINEA MEDIUM <i>Bright citrus, Herbaceous, Savory-sweet</i>	12.45	62.25
PERU MEDIUM <i>Citric acidity, Gentle sweetness, Caramel and Toffee</i>	12.45	62.25
RWANDA MEDIUM <i>Winey, Delicate acidity, Citrus, Sweet</i>	12.55	62.75
TANZANIA MEDIUM <i>Bright and Complex, Winey Fruit, Clean and Savory</i>	12.10	60.50

BLENDS

	\$ PER LB	5 LB BAG
BOLD ROMANCE SWEDISH BLEND MED. DARK <i>Rich, Full, Dynamic flavor</i>	11.15	55.75
COLD BREW BLEND MED. DARK  <i>Complex spice, Berry, Caramel, Smooth chocolate</i>	12.25	61.25
FRENCH ROAST DARK <i>Robust, Rich and sophisticated, Full-bodied depth</i>	11.35	56.75
TRADERS BLEND MED. DARK  <i>Rich and balanced, Smooth body, Fruity</i>	11.35	56.75
LIVELY LATIN BREAKFAST BLEND MEDIUM <i>Bright, Rich, Dynamic flavor</i>	11.35	56.75
MOCHA JAVA MED. DARK  <i>Complex spice, Richly sophisticated, Caramel</i>	12.05	60.25
RISE AND SHINE BLEND MEDIUM <i>Rich and balanced, Smooth, Citrus fruitiness</i>	11.35	56.75
SLEEPYHEAD BLEND MED. DARK <i>Bold, Robust, Bright and full</i>	11.95	59.75
TEMPLETON RYE BARREL-AGED BLEND MED. DARK  <i>Front- end rye notes with a coffee toffee finish</i>	18.55	92.75
FLAVORED BLENDS MED. LIGHT <i>Please see website or catalog for complete selection</i>	11.35	56.75

*PRICES SUBJECT TO CHANGE

ESPRESSO

	\$ PER LB	5 LB BAG
CRIMSON MOON ESPRESSO MED. LIGHT 	11.60	58.00
<i>Lighter, sweeter, floral/fruit aromas</i>		
DAYLIGHT ESPRESSO MEDIUM 	11.45	57.25
<i>Vibrant sweetness, Full-flavored, Smooth and balanced</i>		
HOME FIRE ESPRESSO MED. DARK 	11.35	56.75
<i>Caramel, Deep Flavor, Smooth and balanced</i>		
ORGANIC HOME FIRE ESPRESSO	12.25	61.25
DECAF DAYLIGHT ESPRESSO MEDIUM	12.05	60.25
DECAF HOME FIRE ESPRESSO MED. DARK	12.05	60.25

DECAF

	\$ PER LB	5 LB BAG
DECAF COLOMBIA MEDIUM	12.65	63.25
DECAF COSTA RICA MED. DARK	12.65	63.25
DECAF DAYLIGHT ESPRESSO MEDIUM	12.25	61.25
DECAF ETHIOPIA MEDIUM	12.75	63.75
DECAF FRENCH ROAST DARK	12.05	60.25
DECAF GUATEMALA MED. DARK	12.55	62.75
DECAF HOME FIRE ESPRESSO MED. DARK	12.05	60.25
DECAF INDONESIA SUMATRA MED. DARK	13.15	65.75
DECAF MOCHA JAVA MED. DARK	12.75	63.75
DECAF RISE AND SHINE MEDIUM	11.95	59.75
DECAF TRADERS BLEND MED. DARK	11.95	59.75

Our Most Popular Coffees

ORGANIC

	\$ PER LB	5 LB BAG		\$ PER LB	5 LB BAG
ORGANIC COLOMBIA MEDIUM	13.55	66.75	ORGANIC RISE AND SHINE MEDIUM	12.85	64.25
<i>Balanced, Rich, Mild, Brown sugar</i>			<i>Rich and balanced, Smooth, Citrus fruitiness</i>		
ORGANIC COSTA RICA MEDIUM	13.35	66.75	ORGANIC TRADERS BLEND MED. DARK	12.35	61.75
<i>Bright citrus, Clean and complex, Berry fruitiness</i>			<i>Rich and balanced, Smooth body, Fruity</i>		
ORGANIC ETHIOPIA MEDIUM	13.65	68.25			
<i>Floral, Citrus, Cocoa</i>					
ORGANIC FRENCH ROAST DARK	12.85	64.25			
<i>Robust, Rich and sophisticated, Full-bodied depth</i>					
ORGANIC GUATEMALA MED. DARK	13.35	66.75			
<i>Bright, Richly fragrant, Floral, Bold fruitiness</i>					
ORGANIC HOME FIRE ESPRESSO MED. DARK	12.65	63.25			
<i>Caramel, Deep flavor, Smooth and balanced</i>					
ORGANIC INDO SUMATRA MED. DARK	13.65	68.25			
<i>Deep body, Earthy complexity, Musty, Warm spice</i>					
ORGANIC MEXICO CHIAPAS MEDIUM	13.00	65.00			
<i>Clean and balanced, Mild sweetness, Ripe berry and citrus</i>					
ORGANIC PAPUA NEW GUINEA MEDIUM	13.35	66.75			
<i>Bright citrus, Herbaceous, Savory-sweet</i>					
ORGANIC PERU MEDIUM	13.25	66.25			
<i>Bright citric acidity, Gentle sweetness, Caramel and toffee</i>					



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

*PRICES SUBJECT TO CHANGE

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!



FLAVORED COFFEES

All Flavored Coffees are available in Decaf

*PRICES SUBJECT TO CHANGE

\$ PER LB 5 LB BAG

11.35 | 56.75

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

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

HAWAIIAN HAZELNUT

Hazelnut, Coconut

HIGHLANDER GROG

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

Caramel, Coconut, Roasted Nuts

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

SNICKEROO

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

ALMOND ROOIBOS

Red rooibos, papaya pieces, almond pieces, almond, and hazelnut oils

\$ 2 LB BAG

50.00

CHAI ROOIBOS

Chai blend using organic rooibos, cinnamon, cardamom, allspice, and black pepper

35.75

DANCING QUEEN / CARAMEL ROOIBOS

Delectable Crème Au Caramel natural flavor

50.00

FRUIT BASKET

Apple, hibiscus, elderberry, rosehip, blackberry, cherry, and raspberry

46.25

GEORGIA PEACH ROOIBOS

Lightly sweet herbal tea with flavor of ripe peaches

50.00

GINGER LEMON

Ginger, lemongrass, lemon peel, licorice, and peppermint

39.50

HAWAIIAN COLADA ROOIBOS

Coconut and pineapple with a sweet colada finish

50.00

NUTCRACKER ROOIBOS

Rooibos blend with almond, papaya, and hazelnut

50.00

PEPPERMINT

Refreshing, vibrant, and soothing

32.45

WELLNESS BLEND

Chamomile, echinacea root, elder flower, licorice root, and peppermint

50.00

STRAWBERRY KIWI

Tangy blend of strawberry and other fruits

37.95

VERSAILLES GARDEN

Rose, lavender, calendula, rosemary, chamomile, lemon verbena, lemongrass, cinnamon, and oat straw

50.00

*OTHER TEA OPTIONS AVAILABLE

BLACK TEA

ASSAM KALGAR

China black tea with black currant flavor and blackberry leaves

\$ 2 LB BAG

30.25

CEYLON

English Breakfast tea; brisk, bright, and smooth

25.50

CHINA BLACK

Black tea with rich and tangy notes

46.50

CINNAMON ORANGE AVAILABLE IN DECAF

China black tea, spicy cinnamon, and sweet orange

68.50

DARJEELING ESTATE

Grown in Himalayan foothills, champagne of tea

25.50

EARL GREY

Aromatic black tea scented with oil of bergamot

30.25

EARL GREY LAVENDER

Black tea with bergamot and fragrant lavender

39.75

FRIEDRICHS CHAI

Cinnamon, cardamom, black pepper, and allspice

29.70

GERMAN BREAKFAST BLEND

Full-bodied blend of Assam, Ceylon, and Iyerpadi

27.50

MADAGASCAR VANILLA

China black tea with vanilla bean pieces

25.50

PEACH OR APRICOT

China black tea accented with fresh peach flavor

25.50

STRAWBERRY KIWI

Tangy blend of strawberry and other fruits

25.50

TIBETAN RASPBERRY OR BLACKCURRANT

China black tea flavored with sweet raspberries

25.30

TROPICANA

Ceylon tea with mango and passionfruit flavors

35.00

YUNNAN

Black China tea, deep and woody

36.85

GREEN TEA

CHINA GUNPOWDER GREEN

Crisp, strong, rolled green tea leaves

20.90

MOROCCAN PEPPERMINT

Bold green tea with vibrant peppermint leaves.

27.50

POMEGRANATE GREEN

Green Sencha tea with pomegranate notes.

25.85

TI KUAN OOLONG

Aromatic, full-bodied, lightly sweet, and partially oxidized

68.75

*PRICES SUBJECT TO CHANGE

ORGANIC

ORGANIC RED ROOIBOS | HERBAL TEA

Rooibos with antioxidants and essential minerals

35.75

ORGANIC SENCHA | GREEN TEA

Japanese-style green steamed leaf

37.40

ORGANIC IYERPADI | BLACK TEA

Clean tasting and full-bodied, great for iced tea

29.70

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, 32 (Office Coffee
& Wholesale Operations)

Sam, 30 (Company &
Retail Operations)

Andrew, 27 (Grocery Management)

Malia, 31 (Wholesale
Operations)



**ORDER YOUR PERFECT
ROAST TODAY**

888-612-5050 | WWW.FRIEDRICHSCOFFEE.COM

**FRIEDRICH'S COFFEE
ROASTERS**