

100% DIRECT TRADE  
**JUST COFFEE**  
NOT JUST A MARKET BUT A MOVEMENT

EFFECTIVE:

**AUGUST 11th 2007**

LOCATED ON NORTH PATIO OF FRY'S - ROONEY RANCH CENTER  
10661 N ORACLE ROAD (FIRST AVE AND ORACLE ROAD)

**ELIXER + INTELLIGENTSIA**

**NEW Roaster Alliance**

**Now Serving: Direct Trade™ Coffee**

**4th ANNIVERSARY**

**SERVING GREAT COFFEE SINCE 2003**

**SPECIALTY DRINKS + CONFECTIONS + COFFEE + TEAS**



**Black Cat Espresso Blend**



**Decaf SWP Black Cat Blend**



**El Gallo Organic Breakfast Blend**

**LATIN AMERICA**



**El Diablo Dark Roast**

**CENTRAL AMERICA**



**Tres Santos Colombia**

**COLUMBIA**

In celebration of FOUR YEARS of service we are proud to announce our new business alliance with Intelligentsia Coffee and Tea!

Intelligentsia is definitely a coffee connoisseur of independents with a serious mission to work at origin. This means directly traveling to their coffee's source each of the 12 months of the year. So when you see the Intelligentsia Direct Trade logo on the bag, you know how much effort has been invested in each bean. We at Elixer believe in honoring that hard work and with tremendous responsibility, skill and knowledge we'll do justice to the end product—your coffee.

We share a common passion. We are both companies that take great pride in our product and we feel that we share a responsibility in utilizing our unique platform to showcase and make great coffee. So we are thrilled to be collaborating with people who share our vision of quality. We look forward to sharing this experience with you and will answer any questions of all aspects of our new coffee solutions.

**Renee Wold** **Charlie Panipinto**  
Owner & Operator co-Owner & co-Operator

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\* WHEN YOU SEE THIS SYMBOL IT MEAN 100% DIRECT TRADE™ COFFEE