



CUP PROGRAM POINT-OF-PURCHASE MATERIALS

For more information on any of these items consult your Sales Representative or one of our Customer Care Representatives.

COFFEE SERVER POP



Coffee Identifier Cards
Size: 3"w x 4.25"h
Item #: 28../29..



Hanging Hook
(to attach coffee ID card to server)
Item #: 67137

MENU BOARDS, CUP PRICING



Cup Pricing Sign
Size: 18"w x 19"h
Item #: 67136



Coffee-of-the-Day Sign (magnetic)
Size: 12"w x 16.5"h
Item #: 82007

Wire Easel for COD Sign
Item #: 69283

COD Sign Slats
Size: 1.25"w x 11"h
Item #: 82../83..

INTERIOR SIGNAGE



GMCR Wallpaper
Size: 4'w x 4'h
Item #: 67164



GMCR 3-Sided Megarama, hanging
Size: 48"w x 20"h
Item #: 67150



"Discover Great Coffee" Sign, 2-Sided, hanging
Size: 16"w x 11"h
Item #: 69436



GMCR 2-Sided Sign, hanging
Size: 36"w x 18"h
Item #: 67135



Large GMC Logo Sticker
Size: 18"w x 32"h
Item #: 69936



Backlit Sign (GMCR Logo & Cup)
Size: 22"w x 18"h
Item #: 69670



Signature Hanging Signs
Vertical: 24"w x 36"h
Item #: 69369
Horizontal: 55"w x 30"h
Item #: 69367



Fair Trade Organic Hanging Signs
Vertical: 24"w x 36"h
Item #: 69368
Horizontal: 55"w x 30"h
Item #: 69366

Green Mountain Coffee • 33 Coffee Lane • Waterbury, VT 05676 • 800-432-4627 • www.GreenMountainCoffee.com • NASDAQ: GMCR

We support local and global communities by offsetting 100% of our direct greenhouse gas emissions, investing in Fair Trade Certified™ coffee, and donating at least 5% of pre-tax earnings to social and environmental projects. Learn more at www.GreenMountainCoffee.com



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POSTERS & BROCHURES



Green Mountain Coffee Poster
Size: 16"w x 20"h
Item #: 69213



Fair Trade Organic Poster
Size: 16"w x 20"h
Item #: 69104



Discover Great Coffee Brochure
(50 per pack)
Size: 4"w x 9"h
Item #: 69791



Fair Trade Organic Brochure
(50 per pack)
Size: 4"w x 9"h
Item #: 69024



Limited Edition Seasonal Coffee Posters
Size: 16"w x 20"h
Item #: Changes with season

LOYALTY CLUB PROGRAM



Counter Sign – Join the Club
Size: 8.5"w x 11"h
Item #: 69838
#15 Pocket (Card holder)
Item #: 69439



Club Cards
6-Cup Cards
Size: 3.5"w x 2"h
Item #: 69839



10-Cup Cards
Size: 3.5"w x 2"h
Item #: 69278

Bean Stamp (Not shown)
Item #: 69840

DECALS



Business Hours Window Decal
Size: 8"w x 10"h
Item #: 68601



GMCR Logo Window Decal
Size: 7.25"w x 4"h
Item #: 68600



Fair Trade Organic Window Decal
Size: 6"w x 9"h
Item #: 69237



Fair Trade Organic Bumper Sticker
Size: 7"w x 2.5"h
Item #: 69414

Fetco Branding Strips
(to attach to Fetco Brewers)



Fetco 2031
Size: 10.75"w x 4"h
Item #: 67180



Fetco 2032
Size: 18.75"w x 4"h
Item #: 67187



Fetco 2052
Size: 21.5"w x 4.125"h
Item #: 67193

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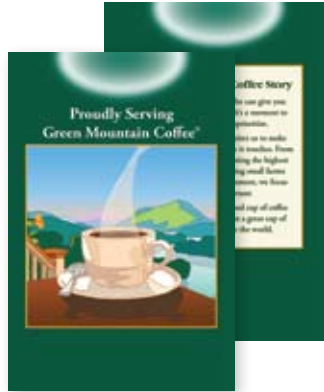
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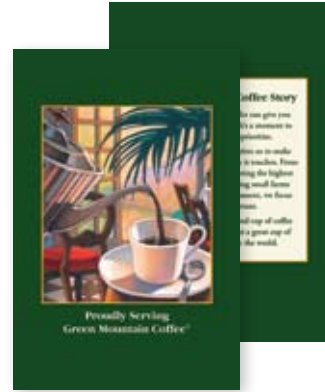
TABLE TENTS



Fair Trade Organic Free-Standing Table Tent
Size: 4.25"w x 6"h, 2-sided
Item #: 67504



Casual Dining/GMC Story Table Tent Insert
Size: 4"w x 6"h, 2-sided
Item #: 69408



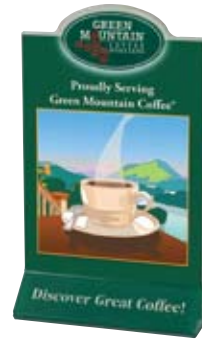
Fine Dining/GMC Story Table Tent Insert
Size: 4"w x 6"h, 2-sided
Item #: 69407



3-Sided Triangle Table Tent
Size: 4"w x 6"h
Item #: 69409



Leather A-Frame Holder
holds 4"w x 6"h inserts
Size: 4"w x 6"h
Item #: 68294



Acrylic Table Tent Holder
Size: 4"w x 6"h
Item #: 69869



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