

The logo for Caffex is displayed in a yellow rectangular box. The word "Caffex" is written in a bold, black, cursive-style font. A small "TM" trademark symbol is located to the upper right of the word.

High Energy - High Profit

Coffee & Chocolate Marshmallow Snacks

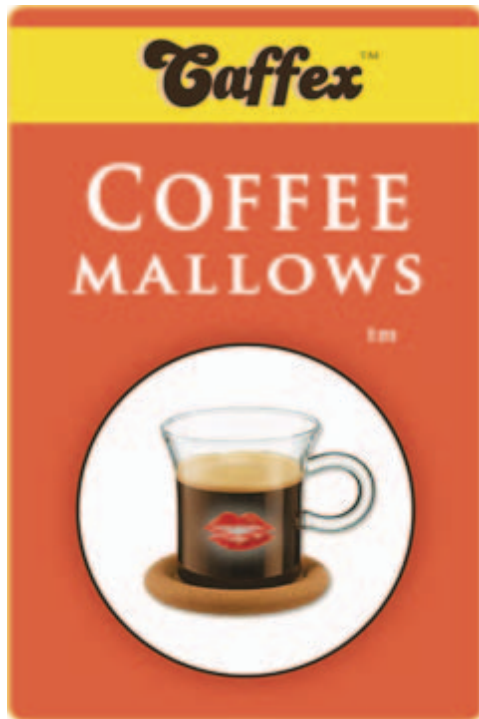
Natural. Kosher. GMO-Free.

SINGLE-PACK PRODUCT BROCHURE

2012

A yellow rectangular box containing contact information for HIP Caffex. The text is centered and reads: "HIP Caffex", "94 Hawthorne Avenue", "Park Ridge, NJ 07656", "201 399-4313", and "http://caffex.com".

CoffeeM allow Single TM



CoffeeMallows™ are a convenient way to boost alertness. These innocent looking marshmallows pack the punch of a double cup of coffee.

Markets: Convenience stores, Food trucks, News stands

Availability: 20/box or jar; 4 boxes or jars/case

Serving size: 1 piece Weight: 1 oz/28 g Calories: 97 Caffeine: 200 mg

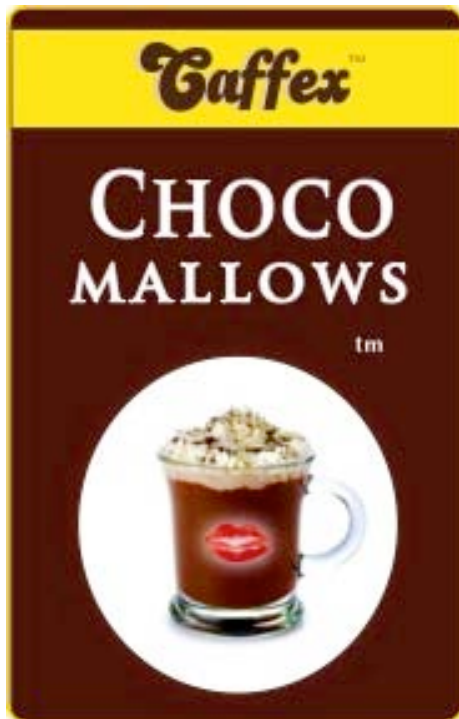
Best Till date: 12 months

Kosher certification: Ko Dairy

GMO status: GMO Free

Ingredient statement: Sugar, Water, Coffee concentrate, K-Gelatin, Potato starch, Egg white, Caramel, Cream extract, Caffeine, Vanilla, Milk powder, Cinnamon.

ChocoMallow Singles



ChocoMallows are double chocolate and chocolate nibs energy snacks. Enjoy the sweet, rich taste you crave while getting the energy of 200 mg caffeine!

Markets: Convenience stores, Food trucks, News stands

Availability: 20/box or jar; 4 boxes or jars/case

Serving size: 1 piece Weight: 1 oz/28 g Calories: 100 Caffeine: 200 mg

Best Till date: 12 months

Kosher certification: Ko Dairy

GMO status: GMO Free

Ingredient statement: Sugar, Water, Cocoa, Cocoa nibs, K-Gelatin, Potato starch, Egg white, Caramel, Milk powder, Caffeine, Vanilla, Cinnamon.

The Coffee Beanery
Hudson Mall, Route 440
Jersey City, NJ 07304

8/18/2012

To whom it may concern:

CoffeeMallows™ was introduced to us by Steve Kingsley from Caffex in mid-April. He wanted to test-market it in our store and we were happy to give him a chance.

The first box of 20 packages sold out by mid-July on its own, without any promotion. Being a totally new product from an unknown brand, we find this result astonishing.

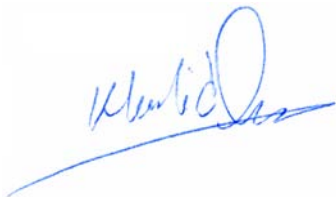
It gets better. We placed an order for another box of 24 packages of CoffeeMallows™ and ChocoMallows™ that Caffex developed by the summer. Even though July was the one of slowest we could remember, both products were selling steadily.

What's more, two returning customers told us they preferred them to Starbucks' Mocha Dark Chocolate and Chocolate Covered Beans. Amazing!

Hudson Mall is a small shopping center with about 20 stores in Jersey City, NJ. An Old Navy store is the anchor tenant. Adjacent are Staples, Marshall's, `6th Avenue Electronics, P.C. Richards, Toys "R" Us, and Lowe's in separate buildings. Foot traffic is light during weekdays. Weekends and holidays provide about 60% of our sales.

As the "proof is in the mallows," we are convinced we'll be selling a lot of them in the future. They are very profitable, easy to handle products with long shelf-life.

Sincerely,



Khalid El Sharkawy
Owner
Phone: 201.432.5151
Fax: 201.332.0022



COFFEE MALLOWS

Strong Coffee Marshmallows
200 mg caffeine

tm



CHOCO MALLOWS

Double Cocoa Marshmallows
200 mg caffeine

tm



READY-TO-GO HIGH ENERGY CAFFEINE SNACKS *By Gaffex™*

PRICED TO SELL AT 80% MARKUP

	Single-Pack		Box/Jar, 20 count		Profit* (Less delivery cost)
	Wholesale	Retail	Wholesale	Retail	
CoffeeMallows	1.19	1.99	23.80	39.80	\$0.80/\$16
ChocoMallows	1.19	1.99	23.80	39.80	\$0.80/\$16

* **Plus savings from not needing to brew and keep coffee or cocoa hot.**

When coffee or hot cocoa is not convenient or available and customers need an instant pick-me-up that will not burn and spill, Coffee and ChocoMallows deliver. They are packed in individual bags for freshness up to 12 months.



June says: Visit Gaffex.com!

To order, call _____

Fax _____

Email _____