

GO NUTS.



Cock full o' Nuts
REG. U.S. PAT. OFF.

GO NUTS.

OVER CHOCK FULL O' NUTS.

Sixty years ago an enterprising young man named William Black opened a small nut shop in New York City. The store caught on fast and before long Mr. Black had 18 stores across the city.

But when the Depression hit, nuts were a luxury few people could afford. So Mr. Black converted the nut shops into luncheonettes. He had a special coffee blended and started a tradition you can still taste today. People all over New York were going nuts over Chock Full O' Nuts.

By 1953 the demand became so great that Mr. Black decided to concentrate on producing the coffee New York had grown to love. Chock Full O' Nuts has been a recognized leader in the consumer market ever since.

A delicious tradition is moving to foodservice.

We are proud to announce our expansion into foodservice. Now you can serve your customers the coffee America's been nuts about for over 60 years. Premium quality coffee blended in the Chock Full O' Nuts tradition of excellence.

Producing coffee for the foodservice industry requires specialized equipment and processes that adhere to strict government guidelines. Each critical phase of the manufacturing process is computer monitored and directed to give us the precision control we must have in order to produce quality products consistently.

We're a little nuts about quality control.

Because of our unique process of blending after roasting, we're able to deliver the best coffee flavor available today. Each variety is roasted for the precise time at the precise temperature necessary to bring out its true coffee taste. We then go a couple of extra steps to further ensure our superior coffee. Most companies only guarantee case weight and randomly check oxygen levels. We guarantee that each package weighs what we say it weighs. And that the oxygen has been removed from every package before sealing. So you can be sure you'll get consistently fresh and delicious coffee with every pot.

Our full staff of experienced, skilled professionals is dedicated to giving you the finest coffee available. And our newly constructed, state-of-the-art plant in St. Louis is designed specifically and solely for manufacturing coffee for foodservice. Because we deal exclusively with foodservice we can meet and understand your needs better than any of our competition.

Choose from a line chock full of premium, flavorful coffee formulated to meet all of your brewing needs. Delicious coffee with a name you can trust. And a taste your customers are already nuts about.

B L E N D S

GO NUTS. OVER CHOCK BLENDS.

Three delicious high quality coffees you'll be nuts about. **Chock 100% Colombian.** Our premium coffee, with a rich, mellow flavor your customers will love. **Chock Gourmet.** A blend of fine Arabica beans designed to meet the exacting tastes of gourmet coffee lovers. And **Chock Hotel and Restaurant Blend.** Specially formulated to meet the needs of the hotel and restaurant buyer. So Go Nuts. Over Chock Blends. Now available to food-service. And blended in the Chock Full O' Nuts tradition of quality.



Taste the tradition.

Chock Full o' Nuts



WE'RE A LITTLE NUTS ABOUT QUALITY CONTROL.

And quality control is where great coffee begins. Because of our unique process of blending after roasting, we're able to deliver the best coffee flavor available today. Each variety is roasted for the precise time at the precise temperature necessary to bring out its true coffee taste. We then go a couple of extra steps to further ensure our superior coffee. Most companies only guarantee case weight and randomly check oxygen levels. We guarantee each package weighs what we say it weighs. And that the oxygen has been removed from every package before sealing. So you can be sure you'll get consistently fresh and delicious coffee with every pot. Chock Full O' Nuts. Quality control you'll be nuts about, too.

100% Colombian

<u>Item No.</u>	<u>Pack</u>
F1001FX	150/1.1 oz.
F1002FX	128/1.25 oz.
F1003	128/1.5 oz.
F1004	128/1.75 oz.
F1005	120/2 oz.
F1007	96/2.5 oz.
F1008	96/2.67 oz.
F1013	28/10 oz.
F1015	24/12 oz.
F1016	24/14 oz.
F1017	22/16 oz.
F1040	4/5 lb.

Chock Gourmet

<u>Item No.</u>	<u>Pack</u>
F6004	128/1.75 oz.
F6005	120/2 oz.
F6006	96/2.25 oz.
F6007	96/2.5 oz.
F6008	96/2.67 oz.
F6013	28/10 oz.
F6015	24/12 oz.
F6016	24/14 oz.
F6017	22/16 oz.
F6040	4/5 lb.

Chock Hotel & Restaurant Blend

<u>Item No.</u>	<u>Pack</u>	<u>Item No.</u>	<u>Pack</u>
F8001	150/1.1 oz.	F8013	28/10 oz.
F8003	128/1.5 oz.	F8015	24/12 oz.
F8004	128/1.75 oz.	F8016	24/14 oz.
F8005	120/2 oz.	F8017	22/16 oz.
F8006	96/2.25 oz.	F8018	12/2 lb.
F8007	96/2.5 oz.	F8040	4/5 lb.
F8008	96/2.67 oz.	F8050	8/3 lb.

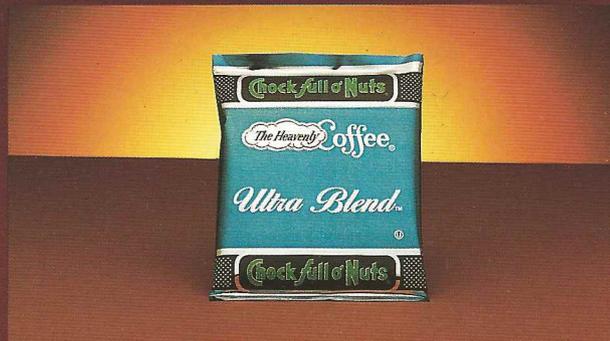
Chock Full o' Nuts
REG. U.S. PAT. OFF.

4410 Hunt Avenue • St. Louis, MO 63110 • (314) 652-4200

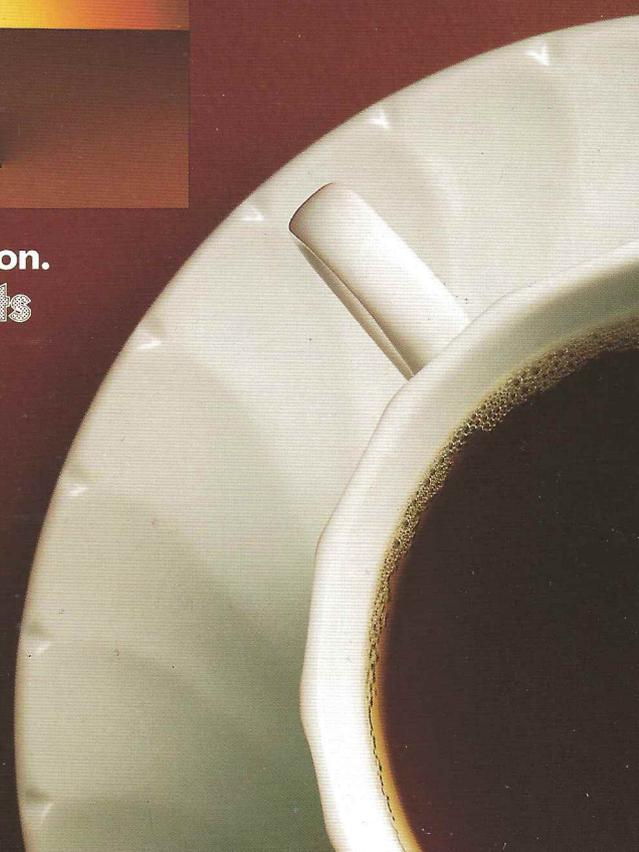
U L T R A

GO
NUTS.
OVER
CHOCK ULTRA.

Our high yield blend specially ground and roasted to deliver more true coffee taste from every bean. Choice beans are roasted for maximum flavor, then carefully ground to provide more delicious cups of coffee per pound. The result is rich, delicious coffee — and a lower cost per cup. Now available to foodservice, **Chock Ultra** offers your customers good value and great tasting coffee they'll GO NUTS over. Blended in the Chock Full O' Nuts tradition of quality.



Taste the tradition.
Chock Full o' Nuts



WE'RE A LITTLE NUTS ABOUT QUALITY CONTROL.

And quality control is where great coffee begins. Because of our unique process of blending after roasting, we're able to deliver the best coffee flavor available today. Each variety is roasted for the precise time at the precise temperature necessary to bring out its true coffee taste. We then go a couple of extra steps to further ensure our superior coffee. Most companies only guarantee case weight and randomly check oxygen levels. We guarantee each package weighs what we say it weighs. And that the oxygen has been removed from every package before sealing. So you can be sure you'll get consistently fresh and delicious coffee with every pot. Chock Full O' Nuts. Quality control you'll be nuts about, too.

Chock Ultra

<u>Item No.</u>	<u>Pack</u>
F3002	128/1.25 oz.
F3003	128/1.5 oz.
F3004	128/1.75 oz.
F3005	120/2 oz.
F3012	24/9 oz.
F3014	24/10.5 oz.
F3015	24/12 oz.

Chock Full o' Nuts
REG. U.S. PAT. OFF.

4410 Hunt Avenue • St. Louis, MO 63110 • (314) 652-4200