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# Discover

the secret that specialty coffee shops don't want you to know



**INSIDE: Valuable information you can't afford to ignore.**





Zach & Dani's • 8765 E. Orchard Road, Suite 703 • Greenwood Village, CO 80111  
*An exciting new company from the Orange Glo® Family*



**Get a FREE Coffee Grinder  
and 3 FREE 1-lb. bags of  
premium green unroasted  
coffee beans!**

## *Inside:*

- Learn how to dramatically improve the flavor, freshness, and quality of your coffee within minutes.
- Discover how to save up to 50% on the world's highest quality gourmet coffee beans.



Centuries-old secret holds the key to the ultimate cup of coffee...

The secret? The simple process of roasting premium raw coffee beans at home is absolutely the best way to achieve the most flavorful cup of coffee on earth. Even the gourmet coffee served in most specialty coffee shops and four-star restaurants pales in comparison.

**Get a FREE Coffee Grinder and 3 FREE 1-lb. bags of premium green unroasted coffee beans!**

*Dear Coffee Connoisseur:*

You wouldn't dream of leaving your fine vintage wine uncorked and exposed to oxygen for days. Yet that's exactly how most of us treat our gourmet coffee beans.

Coffee beans are at their very best shortly after they're roasted. Wait much longer and oxygen begins to rob them of their essential oils and flavor in the same way it degrades a fine wine.

**If you're not roasting at home, chances are you're drinking stale coffee!**

Unfortunately, roasted beans are routinely exposed to oxygen as they sit on trucks during shipping and then in bins or bags in the coffee shop. By the time you take the beans home, they're most likely stale!

Roasted beans start to become stale within seven days after roasting. And pre-ground coffee fares even worse, becoming stale within 48 hours after grinding! In contrast, green unroasted beans have the natural ability to protect themselves from the damaging effects of oxygen for up to two years!

**Discover the art of home coffee roasting for the most flavorful, most aromatic coffee on earth.**

Green unroasted coffee beans are just waiting for you to unlock their full flavor through the art of home roasting. It's absolutely the best way for you to enjoy coffee at its peak flavor.

Now, in much the same way people who appreciate fine cuisine have rejected canned vegetables in favor of fresh ones, coffee connoisseurs are rejecting stale gourmet coffee beans in favor of fresh, flavorful home-roasted coffee beans.



**Get a FREE Coffee Grinder and 3 FREE 1-lb. bags of premium green unroasted coffee beans!**

*Over Please...*

To introduce you to the delicious concept of home roasting, we're offering you the high-quality Precision Coffee Roaster for only \$129.95.

Plus if you order now, you'll also receive a **FREE Coffee Grinder** and **3 FREE 1-lb. bags of Zach & Dani's™ premium green unroasted coffee beans!** That's everything you need to get started!

*"If you can pop popcorn,  
you can roast coffee at home"*

**Home roasting is fast and easy!** All it takes is the press of a button and fifteen minutes to roast enough of the freshest, most flavorful coffee on earth to last for several days.

Suddenly, you'll discover a complex range of flavors—from wine-like to smoky—that are simply impossible to achieve with pre-roasted beans. You'll be absolutely amazed at what you've been missing!



## Freshness costs less.

Best of all, you'll save money—and lots of it—as you enjoy the pure pleasure of the freshest coffee on earth. That's right! Unroasted beans cost up to 50% less than roasted beans so freshness costs less.

And premium green unroasted coffee beans are always available at these remarkable savings from Zach & Dani's. Why buy expensive stale beans when you can buy the most delicious beans on earth for half the price?

## 100% Satisfaction Guarantee!

Everything is backed by our no-risk 100% money-back guarantee. If you're not absolutely delighted with your Precision Coffee Roaster for any reason, simply return it within 30 days and we'll refund your full product purchase price. Keep the grinder as our FREE gift to you.

At Zach & Dani's, we're passionate about helping you experience the greatest coffee in the world. Give us a Toll Free call today at **1-877-470-0330** and start enjoying coffee the way it was meant to be—ultra-fresh and remarkably flavorful.

Enjoy and Happy Roasting,

*Joel Appel*

Joel Appel  
Coffee Lover and Founder of Zach & Dani's

P.S. Remember, if you order now, you'll also get a **FREE Coffee Grinder** and **3 FREE 1-lb. bags of Zach & Dani's premium green unroasted beans.** All backed by our 100% guarantee!





# Romancing the Bean

Home coffee roasting is your passport to an exotic new world of exquisite flavors and remarkable aromas. As you become familiar with the subtle—and not so subtle—differences in regional flavors from around the world, you'll discover your own personal favorites. This is the ultimate coffee experience... an exciting culinary adventure to reawaken all your senses.

**Hear:** The home roasting process begins with a delightful crackling sound followed by what roasters call "the first crack." This is the sound of oils heating and sugars caramelizing.

**See:** As the sugars caramelize, the beans darken to a rich brown and then to a deep brownish-black color. The longer they're roasted, the darker they become. You control the flavor.

**Smell:** You'll smell a comforting grain-like aroma, similar to that of fresh-baked bread. Then within minutes, the beans fill the air with the intoxicating aroma of the freshest coffee imaginable. Inhale deeply and savor this long-forgotten aroma!

**Touch:** Now it's time to wrap your hands around a steaming hot cup of the freshest, most flavorful coffee in the world... brewed just the way you like it.

**Taste:** Smoky. Wine-like. Floral. Lively. Resonant. Clean. These are just a few of the many flavor discoveries you'll enjoy as you unlock the secrets of exotic beans from around the world. You haven't tasted fresh until you've tasted fresh roasted.



Order now and get a **FREE Coffee Grinder** and **3 FREE 1-lb. bags of premium green unroasted coffee beans!**

Compact size easily fits on your countertop or tucks away in a cabinet.



*Everything* you need to get started is right here. Order the Precision Coffee Roaster now for only \$129.95 and get a **FREE Coffee Grinder**, plus **3 FREE 1-lb. bags of Zach & Dani's™ premium green unroasted coffee beans.**

It's fast and easy to use. Simply add your favorite green unroasted coffee beans. Lock the roasting pot onto the power base. Select the desired roasting level. Press the roast button and in fifteen minutes the roasted beans are ready to grind and brew. Each batch roasts enough beans for several days of the freshest coffee on earth.

Call Toll Free 1-877-470-0330 today or fill out the enclosed order form. You can also visit us on the web at [www.readytoroast.com](http://www.readytoroast.com)

Product of Brazil

PRODUCT OF COSTA RICA

PRODUCT OF KENYA

*"Roasting for flavor puts you in full creative control"*



Order now and get a **FREE Coffee Grinder** and **3 FREE 1-lb. bags of premium green unroasted coffee beans!**

  
Green Coffee Beans  
Pure potential!

  
Cinnamon Roast  
On its way to reaching its full flavor potential.

  
City Roast  
More complete roast with complex undertones.

  
Full City Roast  
Now an entirely new flavor surfaces... that of the darker roast coffees.

  
Dark Roast  
Robust and resonant to slightly charred and bittersweet.

Call Toll Free 1-877-470-0330 today or fill out the enclosed order form. You can also visit us on the web at [www.readytoroast.com](http://www.readytoroast.com)

Roast it yourself for the freshest coffee you've ever tasted!



- Be the first to introduce your friends to fresh home-roasted coffee
- Experience coffee so fresh it reawakens all your senses
- Save up to 50% on the highest-quality gourmet coffee beans in the world

Order now and Get a **FREE Coffee Grinder** and **3 FREE 1-lb. bags** of Zach & Dani's premium green unroasted coffee beans!

You'll get everything you need for only **\$129.95!** Plus you'll get a **FREE Coffee Grinder** and **3 FREE 1-lb. bags** of Zach & Dani's premium green unroasted coffee beans!

An exciting new company from the Orange Glo® Family © 2001 Zach & Dani's

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Coffee connoisseurs are taking back the freshness



*Did you know* roasted coffee beans start to become stale within seven days after roasting and ground coffee beans become stale within 48 hours after grinding? No wonder so many of us have come to expect the bland flavor of stale gourmet beans. But there is a better way!

**Changes are brewing!** Now, in much the same way people rejected canned vegetables in favor of fresh flavorful ones, coffee connoisseurs are taking back the flavor through the art of home coffee roasting.

Coffee comes full circle



**1800s:** Roasting green coffee beans in the family kitchen was part of daily life, especially in rural areas where neighborhood roasting shops were not available.

**1900s:** Although many people still roasted coffee at home up through the 1930s, large coffee companies began to promote the idea of roasted coffee to boost profits.

**1950s:** As interstate commerce and mass packaging of goods became commonplace, roasted, ground, pre-packaged coffee grew in popularity. Freshness suffered as a result.

**1980s:** Americans rediscovered quality coffee beans. Suddenly, gourmet coffee shops sprung up on every corner. The beans were higher quality, but freshness took a back seat to mass distribution.

**Today:** The popularity of gourmet coffee shops triggered the growth of the café as a multi-national corporation. Freshness continued to take a back seat to mass production and widespread distribution. As a result, more and more coffee connoisseurs turned to home roasting—the final step in a return to quality and freshness.



*"Home roasting saves you up to 50% on the highest-quality coffee beans in the world."*

See inside to discover how coffee lovers are taking back the flavor once and for all...



If you're not roasting your coffee at home, chances are you're drinking stale coffee!

Coffee Connoisseurs:

Call Toll Free 1-877-470-0330 today or visit us at [www.readytoroast.com](http://www.readytoroast.com)

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Order your high-quality Precision Coffee Roaster now and get a **FREE** Coffee Grinder and 3 **FREE** 1-lb. bags of Zach & Dani's™ premium green unroasted coffee beans.

Hurry, offer expires August 31, 2001.

Call Toll Free  
1-877-470-0330  
today.



From left to right:  
Lisa, Joel,  
Zach & Dani

# Welcome to Zach & Dani's™

I love coffee. But for years most of the coffee I drank was disappointing. It was often bland with a bitter aftertaste. Then I learned why. Although I purchased the highest quality beans, they were stale.

So I did what any self-respecting coffee enthusiast would do. I founded a company to help fellow coffee drinkers roast their own coffee at home and recapture the flavor and freshness for themselves. I named the company after my children with a promise to put as much love and caring into Zach & Dani's coffee as I put into my Zach & Dani. You'll taste the caring in every cup.

Enjoy and Happy Roasting,

Joel Appel  
Coffee Lover and Founder of Zach & Dani's

# Listen to what people are saying...

"I thought the gourmet beans I was getting at Pike Place here in Seattle were delicious... until I roasted my own. The home roasted had all these subtle flavor nuances that were completely missing from the roasted beans. Plus, I'm saving tons of money. For me, home roasting is the only way to go."

— **Mike Conkle, Seattle, WA**

"For the person who's a little obsessive about their morning cup of Java, this roaster lets users choose the variety of bean and control the roasting level."

— **Chicago Daily Herald**

"For do-it-yourselfers and freshness fanatics, this coffeemaker-sized gizmo roasts green coffee beans to precisely your liking."

— **The Spokesman Review**

"If I had developed a small coffee roaster to satisfy the cravings of coffee fanatics who have been looking for something to drool over, this would be it."

— **Kevin Sinnot, coffee expert writing for Tea and Coffee Trade Journal**

Hurry, offer expires  
August 31, 2001!



## Order Now

and get a **FREE Coffee Grinder** and **3 FREE 1-lb. bags** of Zach & Dani's™ premium green unroasted coffee beans.

Call Toll Free **1-877-470-0330** today. Or visit us on the web at [www.readytoroast.com](http://www.readytoroast.com)

### Coffee Roasting Starter Kit includes:

Precision Coffee Roaster (10" tall by 19" circumference),

**FREE** Coffee Grinder and

**3 FREE** 1-lb. bags of premium green unroasted coffee beans.

Item #: 60001

**Quantity:** \_\_\_\_\_ x **\$129<sup>95</sup>**

**TOTAL:** \_\_\_\_\_ **Include tax and shipping\***

\* Add \$9.95 for Shipping and Handling for each Starter Kit ordered. (Residents of Arapahoe County, Colorado, add 3.8% sales tax. All other Colorado counties add 3.0% sales tax.)

ALL FOR ONLY  
**\$129<sup>95</sup>**

### 4 Easy Ways to Order

**By phone:** 1-877-470-0330

**By fax:** (303) 740-3188

**Online:** [www.readytoroast.com](http://www.readytoroast.com)

**By mail:** Zach & Dani's

8765 E. Orchard Road, Suite 703, Greenwood Village, CO 80111



### PAYMENT METHOD:

cut here and mail with payment 

Check or Money Order Payable to: Zach & Dani's

      

Card # \_\_\_\_\_

Exp. Date \_\_\_\_ / \_\_\_\_ / \_\_\_\_

Signature \_\_\_\_\_  
(as shown on card)

### Delivery Address:

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone ( \_\_\_\_\_ ) \_\_\_\_\_

E-mail Address \_\_\_\_\_

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