

Do You Care About Getting a

DAMN GOOD cup of coffee?

We know you probably don't care about our company philosophy. You don't care that we LIVE for discovering good coffee, and that we'd give (almost) anything for a perfect cup. You don't care how we operate. You don't care about our mission statement.

But we're betting our livelihood on the fact that you DO CARE about getting a DAMN GOOD, FRESH CUP OF COFFEE!

And that's just what you get from Shabby Sheik...a CUP OF COFFEE so good it'll knock your socks off!



Shabby Sheik®

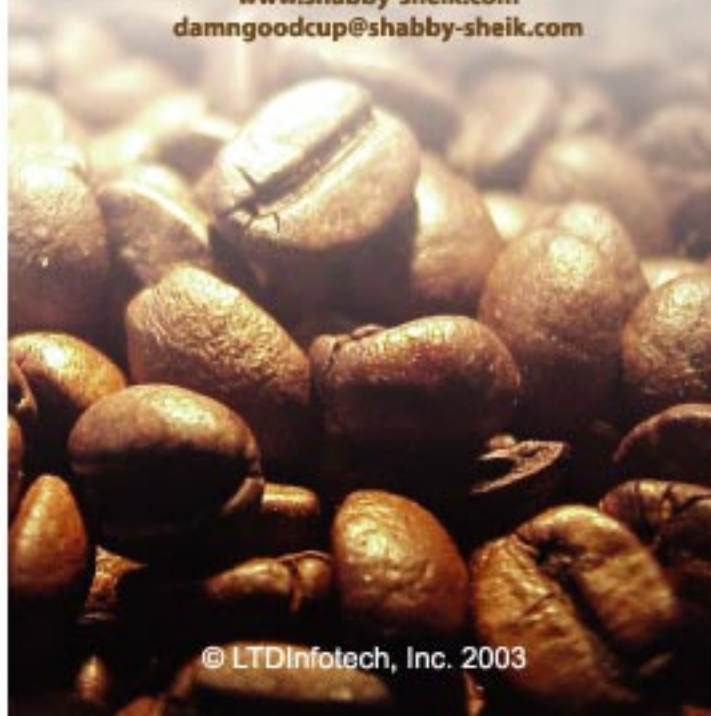
Questions? Comments? Concerns?

Since you're the one drinking our most excellent coffee, we really do care about what you have to say!

Visit our website at www.shabby-sheik.com and email us from there, or email us direct at damngoodcup@shabby-sheik.com. Not into the Internet? Just write us a letter then mail or fax it.

Tell us what you're thinking, and tell us what we can do for you so you'll consider Shabby Sheik the best damn coffee -ever!

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How do you like your COFFEE?

Black as hell?

Strong as Death?

Sweet as love?



**Shabby
Sheik**

For a DAMN good cup of coffee

FFEE

Drink it. Love it. Live it. Shabby Sheik Coffee.

We at Shabby Sheik would do anything for a really good cup of coffee. And we thought we'd tried it all. Until we ran across a coffee roaster who not only knows where to get the freshest beans straight from coffee plantations that lay deep within the mountains of Columbia and from the rich, moist soil of India, but a roaster who also knows how to roast to perfection!

You Need "The Touch" to Roast Coffee This Good.



Want Good Decaf Coffee?

Something else you're going to love about our coffee is that we decaffeinate using the Swiss Water Process, which means you get chemical-free decaf coffee that doesn't taste like decaf.

Most companies take the caffeine out of your beans by soaking them in things like Methylene Chloride and Supercritical Carbon Dioxide to draw out the caffeine, which also draws out the coffee flavor. Is it any wonder that most decaf tastes like...well, decaf?

Instead, we soak our beans in hot, pure water to draw out the flavor, and then we remove the caffeine from the water using a carbon filter. This decaffeinated pure coffee-flavor-soaked water is then added back to a new batch of beans, giving you a full-flavored, rich tasting bean-sans caffeine!

Fresh from the Roaster. Right to Your Door

We want you to know that because we're not some huge conglomerate selling zillions of tons of beans each year, your beans aren't pre-roasted, sitting around in some warehouse waiting for you-or someone-to order them. Instead, when you place your order, we get them in the roaster, roast them to perfection, and as soon as possible afterwards, send them right to your door.

The Next Step

Use the enclosed RSVP form to order your Shabby Sheik Coffee today. Order for yourself, and order for your coffee-loving friends and family. We'll crank up the roaster, and ship your beans within three days. And you, and your family and friends, will get to enjoy a damn good cup of coffee!

Beans	Roasts (Decaf Available for all three Arabica Roasts)*		
Arabica	<i>Continental Arabica</i>	<i>City Arabica</i>	<i>American Arabica</i>
Also known as 100% Columbian. Somewhere in the heart of Columbia, a family tradition is carried out every day as today's generation makes its living growing and selling our Arabica beans. Not just any beans either. Carefully cultivated, these beans give you that rich, heavy Columbian flavor you love.	Continental Arabica is a dark, strong almost chocolaty bean that'll show you who's boss. Also known as espresso when finely ground, continental roasts just long enough to bring out the oils in the beans, giving you an oily sheen that releases a deep aromatic scent, and fills your whole home or office with the smell of really good coffee.	City Arabica is your medium roast bean, which is kept in the roaster just until the bean gets ready to release its oil. Not as pungent as Continental, City Arabica is a lighter, milder version that's perfect for your mid-day boost.	The lightest of the Arabica roasts, American leaves a mild, snappy note lingering on your tongue. Roasted until the bean pops once, doubling in size, this lightly roasted bean gives you a light-bodied brew that's mild enough to drink all day long.
Pea Berry Robusta	<i>Continental Robusta</i>	<i>City Robusta</i>	<i>American Robusta</i>
When you crave a caffeine jolt, choose the uniquely flavored and high-in-caffeine Robusta bean. Robusta grew on wild, abandoned coffee plantations, and was hand-picked by peasants who made a living selling the fruits of their labor. Today, Robusta is estate grown in the moist, rich soil of India, but chances are good that those wild beans still get mixed in along the way. Robusta gives you a pleasant sweetness, but don't let that fool you-it still kicks you right in the butt!	Not for the faint-of-heart. If you like your coffee to have a strong, rich, full-bodied roasted flavor, Continental Robusta is for you. Bursting with caffeine, you'll get just a hint of woodiness and astringency, and an aroma that'll make your mouth water. As with all continental roasts, we roast the robusta bean until it releases just the right amount of oil, giving you a dark, oily bean and a dark, oily brew.	A complex combination of sweetness and full-bodied roasted flavor, City Robusta gives you a perfectly balanced cup of coffee. With a nice, acidic snap, these Robusta beans stop roasting just before the oils are released. Great for a high-caffeine boost morning, noon and night.	Don't let the high-caffeine American Robusta fool you either just because it's the lightest roast in our Robusta family. This bean gives you a light, dainty, slightly roasted flavor that's non-acidic and smooth on your tongue. We say it's like the coffee you buy in a grocery store-but with flavor!