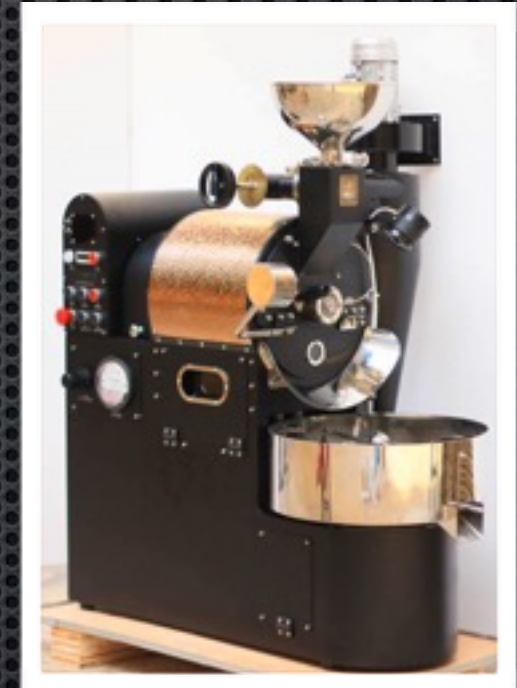


CHOOSING THE RIGHT COFFEE EQUIPMENT FOR YOUR BUSINESS



2017 COFFEE EQUIPMENT BUYERS GUIDE

BUCKEYE ARIZONA ROASTING CO. LLC

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CHOOSING THE BEST EQUIPMENT FOR YOUR BUSINESS INVOLVES CONSIDERING MANY FACTORS:

COFFEE ROASTERS

***SIZE *HEAT SOURCE *FEATURES *LOCATION**

SIZE:

SIZE OF ROASTER CAN DEPEND ON SEVERAL FACTORS:

HOW MUCH COFFEE DO YOU CURRENTLY USE AND SELL A WEEK?

HOW MUCH WOULD YOU LIKE TO GROW THE BUSINESS OVER THE NEXT 1-2 YEARS?

HOW MUCH PHYSICAL SPACE DO YOU HAVE FOR A ROASTER (FOOTPRINT)?

HOW BIG IS YOUR BUDGET FOR A ROASTER?

HOW MANY HOURS DO YOU WANT TO ROAST A WEEK?



**DON'T GO
TOO SMALL**

**DON'T GO
TOO BIG**



SIZE:

STRIKING THE RIGHT BALANCE IN SIZE, BUDGET & TIME

NOBODY WANTS TO SPEND ALL DAY DOING A TASK THEY CAN ACHIEVE IN AN HOUR. TIME IS MONEY. BUT ON THE OTHER HAND NO ONE WANTS TO SPEND ALL THEIR MONEY TO SAVE AN HOUR.

SO BALANCE THE CAPITAL YOU CAN INVEST IN A REASONABLY SIZED ROASTER THAT YOU CAN GET A FULL RETURN WITHIN A YEAR OR TWO.

FOR EXAMPLE:

If you can buy a 3lb. roaster for say \$5000 or a 5-6lb. roaster for \$6000 you can save 50% of your time roasting and use that extra time to profit in other ways. Plus you have room to grow over the next year or two. And if you grow faster what's wrong in paying off your first roaster and buying a second larger roaster? It's wise as your business grows to have the insurance of two roasters. If one goes down for a day or two you can handle it. Plus the smaller roaster can be used for speciality batches like Fine Geisha's or other small batch specialty coffees.

DON'T BUY TOO BIG!

On the other hand if you buy a large roaster generally you cannot consistently do smaller batches or sample roasting.



The ORO 8

Strikes a great balance as it can do tiny 8 oz samples but also up to 8 lb. per roast and average of 4 roasts per hours on the gas models.

A sample and production Roaster all in one

- * **Double Wall Drum**
- * **Precise manual dial damper system**
- * **efficient use of energy**

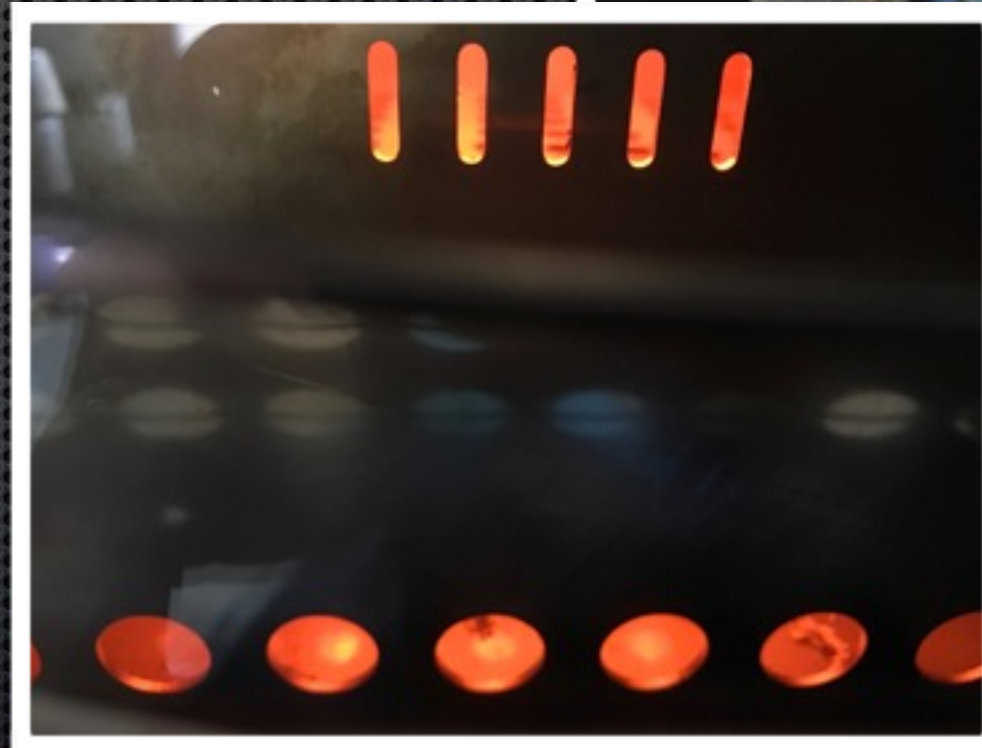
HEAT SOURCE:

Next you must decide the best heat source for you.

THAT MAY BE DETERMINED BY LOCATION:

IF YOUR FACILITY HAS NATURAL GAS PIPED INTO BUILDING THIS WILL BE YOUR MOST EFFICIENT HEAT SOURCE.

IF NOT THE LPG (LIQUID PROPANE GAS) WOULD BE A GREAT CHOICE AS IT PRODUCES THE MOST PRODUCTIVE OF ALL FUELS. IF YOU CANNOT HAVE GAS THEN THE ONLY OPTION LEFT IS AN ALL ELECTRIC MODEL. THE GOOD NEWS IS WE OFFER ONE OF THE WIDEST SELECTIONS IN ALL ELECTRIC MODELS ON THE MARKET. BUT IF YOU GO ALL ELECTRIC YOU WILL NEED A DEDICATED 220V LINE WITH A BREAKER BETWEEN 30 TO 60A.



FEATURES

CHOICE IN FEATURES SHOULD INCLUDE ALL YOUR NEEDS AND
MAYBE SOME WANTS

THE GOOD NEWS IS:

MOST OUR ROASTERS COME STANDARD WITH
ALL THE FEATURES THE OTHER COMPANIES
CHARGE AT PREMIUM ADD-ON PRICES

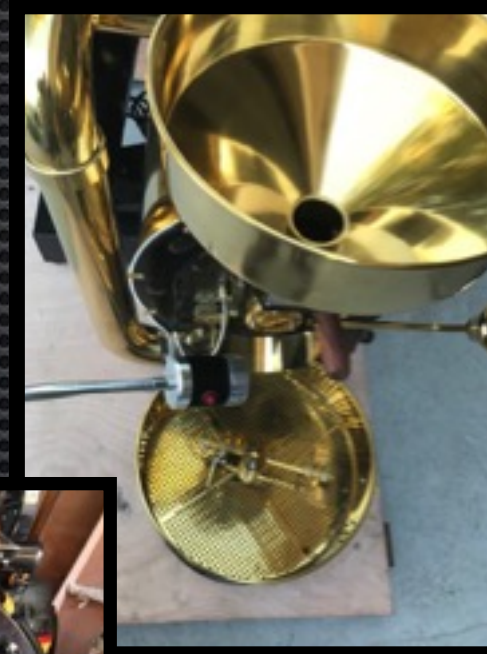
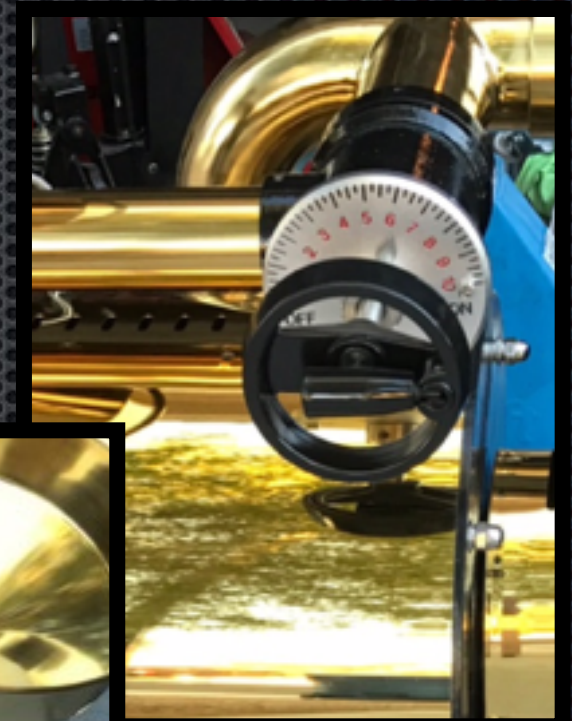
THE BASICS:

HERE ARE SOME THINGS WE CALL BASICS THAT
THE OTHER COMPANIES CHARGE EXTRA FOR:

- * STAINLESS STEEL HOPPERS & COOLING TRAYS
- * LAMPS TO VIEW ROAST
- * VARIABLE SPEED DRUMS+
- * PRECISE AIRFLOW CONTROL
- * COMPUTER PROFILING
- * CRATED AT NO EXTRA COST AND READY TO SHIP
- * MUCH MORE!

WANTS:

WANTS MAY INCLUDE EXTRA COLOR OR COSMETIC
FEATURES. THIS MAY ESPECIALLY BE THE CASE IF
YOU ARE PUTTING YOUR ROASTER IN A COFFEE SHOP.
IN THAT CASE OUR ROASTERS HAVE "THE LOOKS!"



LOCATION:

As already highlighted the location where you setup roaster may determine the size and footprint as well as heating source.

**THE GOOD NEWS IS WE HAVE
ALL DIFFERENT SIZES TO
CHOOSE FROM:**



**ROASTERS THAT ROAST
FROM 4OZ TO OVER
130LB.**



OUR MODELS



BC SERIES

SINGLE WALL STAINLESS STEEL DRUM
NG, LPG & ELECTRIC in 2 models
Complete control of heat, airflow & Drum speed on most models
Stainless steel Hoppers & Cooling Trays
Lamps on many models
Viewing windows for burners and drum
Trier Spoon to monitor roasts
all models have computer profiling



PHOENIX LINE

DOUBLE WALL STAINLESS STEEL DRUM
NG, LPG & ELECTRIC in 3 models
Complete control of heat, Precise airflow
Drum speed Optional
Stainless steel Hoppers & Cooling Trays
Lamps on most models
Viewing windows for burners and drum
Trier Spoon to monitor roasts
all models except the BASIC have computer profiling



SEDONA ELITE

CARBON STEEL DRUM
Some models have double wall drums
NG, LPG models
Complete control of heat, Precise airflow & Drum speed on most models
Stainless steel Hoppers & Cooling Trays
Lamps on many models
Viewing windows for burners and drum
Trier Spoon to monitor roasts
all models have computer profiling

CHOICES IN THE BC SERIES

CURRENT 2017 LINEUP:

(ALL BC ROASTERS OFFER COMPUTER PROFILING)

- *BC-1 (IN GAS MODELS ONLY) ROAST 4OZ TO 1LB PER ROASTS. UP TO 5 ROASTS PER HOUR
SINGLE SPEED DRUM. NO LAMP
- *BC-2 (GAS MODELS ONLY) 4OZ TO 2LB PER ROAST
4-5 ROASTS PER HOUR. VARIABLE SPEED DRUM. NO LAMP
- *BC-3 (GAS OR ELECTRIC) FROM 8OZ TO 3LB. 4-5 ROASTS PER HOUR IN GAS MODELS. VARIABLE SPEED DRUM. LAMP STANDARD
- *BC-5 (GAS OR ELECTRIC) 16 OZ. TO 5-6 LB. IN GAS MODEL. 4.4LB. IN ELECTRIC MODEL 4-5 ROASTS PER HOUR IN GAS MODELS. ALL THE BC FEATURES.
BEST SELLER!
- *BC-7 FLOOR STANDING MODEL
(GAS ONLY) 2LB TO 8 LB. 4 ROASTS PER HOUR ON LPG. ALL FEATURES PLUS MDDS AIRFLOW!
LOCKING WHEELS. DIRECT CONNECT CHAFF UNIT IN 2017 MODELS
- *BC-14 FLOOR MODEL
(GAS ONLY) 3LB TO 14 LB UP TO 4 ROASTS PER HOUR. ALL FEATURES INCLUDING MDDS AIRFLOW SYSTEM
- *BC-24 FLOOR MODEL
(GAS ONLY) 4LB TO 24 LB. 4 ROASTS PER HOUR. ALL BC FEATURES INCLUDING MDDS AIRFLOW SYSTEM



PHOENIX LINE



CURRENT 2017 LINEUP:

(ALL ORO'S HAVE FUJI COMPONENTS & COMPUTER PROFILING. ONLY THE BASIC DOES NOT)

*PHOENIX BASIC 2.5 (GAS OR ELECTRIC)

FOR THOSE THAT WANT A SYSTEM WITHOUT COMPUTER PROFILING AND A BASIC PRICE. HAS MOST THE FEATURES OF THE ORO'S EXCEPT IN A M3 MOTOR/EXHAUST SETUP AND NO FUJI COMPONENTS OR NO OPTION FOR DRUM SPEED CONTROL

*ORO 2.5

(GAS OR ELECTRIC)

COMES STANDARD WITH DOUBLE WALL DRUM
MDDS AIRFLOW SYSTEM

2017 MODELS COME IN M4 STANDARD. IF YOU PREFER M3 YOU MUST CUSTOM ORDER.
ROASTS FROM 4OZ TO 3 LB.

*ORO 5

(GAS OR ELECTRIC)

COMES STANDARD WITH DOUBLE WALL DRUM
MDDS AIRFLOW SYSTEM

2017 MODELS COME IN M4 STANDARD. IF YOU PREFER M3 YOU MUST CUSTOM ORDER.
ROASTS FROM 4OZ TO 5 LB.

*ORO 8

(GAS OR ELECTRIC)

COMES STANDARD WITH DOUBLE WALL DRUM
MDDS AIRFLOW SYSTEM

2017 MODELS COME IN M4 STANDARD. IF YOU PREFER M3 YOU MUST CUSTOM ORDER.
ROASTS FROM 8OZ TO 8 LB.

ORO'S ALSO COME IN MODELS FROM 14 TO 135LB.

*OPTIONAL COLOR CHOICES ON THE ORO LINE*OPTIONAL VARIABLE SPEED DRUM \$100 ADD-ON

SEDONA ELITE

SEDONA ELITE MODELS IN 6 SIZES

SEDONA 300 SAMPLER

GREAT FOR HOME OR SAMPLE ROASTING. DOES 3.5OZ TO 3/4LB.

SEDONA ELITE 700

ONE OF OUR MOST FEATURE FILLED ROASTERS!
CARBON STEEL DRUM*PRECISE AIRFLOW CONTROL
*STAINLESS STEEL HOPPER AND COOLING TRAY WITH MIXING ARMS
*COMPLETE ET & BT PROFILING
*VIEWING WINDOW AND TRIER SPOON *LAMP *IN LPG OR NG

SEDONA ELITE 1500

ROASTS UP TO 4 LB. PER ROAST
DOUBLE WALL CARBON STEEL DRUM

SEDONA ELITE 3200 DW- NEW FOR 2017!

ONE OF OUR BEST SELLING 7-8 LB. ROASTERS NOW COMPLETELY REDESIGNED FOR EASY CARE AND MAINTENANCE AND NOW WITH A DOUBLE WALL!

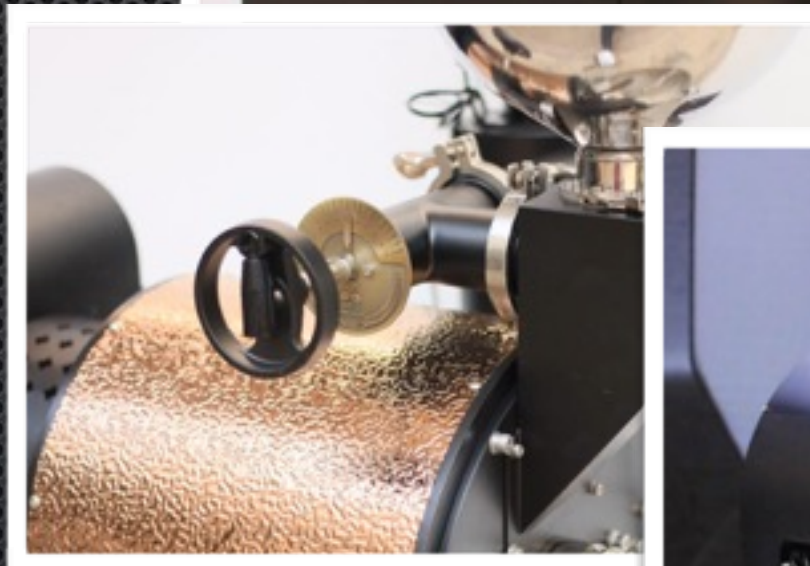
SEDONA ELITE 6000

IN BOTH MANUAL OR AUTO WITH BUILT IN PROGRAM

ROASTS UP TO 15 LB. PER BATCH
DOUBLE WALL CARBON STEEL DRUM

SEDONA ELITE 12,000 NEW FOR 2017!

DOUBLE WALL CARBON STEEL DRUM
ROASTS UP TO 26 LB.
AUTO ROASTER WITH MANUAL OVERRIDE



COMPARISON CHART

SAMPLE ROASTERS:

SAMPLE ROASTERS GENERALLY ROAST 4OZ TO 1 OR 2 LB. THEY ARE GREAT FOR SMALL BATCH COFFEES AND PROFILING FOR BIGGER ROASTERS

BC 1 SAMPLE ROASTER

GREAT FOR HOME ROASTERS OR SAMPLE ROASTERS IN SHOP
ROASTS FROM 4 OZ TO 1LB. HAS PROFILING FOR BT ONLY BUT
AN OPTIONAL PHIDGET KIT CAN BE ADDED FOR UP TO 4
TEMPERATURE CONTROLS

BC 2

GREAT FOR HOME ROASTERS OR SMALL SHOPS
ROASTS FROM 4 OZ TO 2LB. HAS PROFILING FOR BT & ET WITH
DRUM SPEED CONTROL

SEDONA ELITE 700

GREAT FOR HOME ROASTERS OR SMALL SHOPS
ROASTS FROM 4 OZ TO 1.5LB. HAS PROFILING FOR BT & ET WITH
DRUM SPEED CONTROL, LAMP, MIXING ARMS, CARBON STEEL
DRUM & CLASSY DESIGN

PHOENIX 2.5

THIS MODEL IS OUR BIGGEST SAMPLE ROASTER AS IT DOES 4OZ
TO 3LB SO CAN BOTH COVER SAMPLES AS WELL AS ROAST 12 OR
MORE POUNDS PER HOUR! THE BASIC HAS NO PROFILING BUT
THE ORO MODELS HAVE BOTH ET & BT PROFILING
OPTIONAL DRUM SPEED CONTROL ON THE 2017 LINE



COMPARISON CHART

2-3 POUND ROASTERS

A GREAT STARTING POINT FOR COFFEE SHOPS AND SMALL INTERNET STARTUP ROASTERS

BC 2

GREAT FOR HOME ROASTERS OR SMALL SHOPS
ROASTS FROM 4 OZ TO 2LB. HAS PROFILING FOR BT & ET WITH
DRUM SPEED CONTROL. WHILE GREAT AS A SAMPLE ROASTER IT
CAN STILL PUT OUT UP TO 10 LBS OF COFFEE AND HOUR

PHOENIX 2.5

THIS ROASTER DOES 4OZ TO 3LB SO CAN BOTH COVER SAMPLES
AS WELL AS ROAST 12 OR MORE POUNDS PER HOUR! THE BASIC
HAS NO PROFILING BUT THE ORO MODELS HAVE BOTH ET & BT
PROFILING
OPTIONAL DRUM SPEED CONTROL ON THE 2017 LINE

BC 3

ROASTS FROM 8OZ TO 3LB AND UP TO 4-5 ROASTS PER HOUR.
HAS ALL THE FEATURES OF THE BIGGER MODELS. USES
ELECTRONIC AIR FLOW CONTROL RATHER THAN MANUAL DIAL
DAMPER. HAS PROFILING FOR BT & ET WITH DRUM SPEED
CONTROL. HAS LAMP AND OTHER FEATURES. ROASTS UP TO 12-15
LB. PER HOUR



COMPARISON CHART

5-6 POUND ROASTERS

BC 5 GOLD STANDARD

OUR #1 SELLING ROASTER! BEST PRICE AND FEATURE SET IN INTS CLASS AND A REAL PRODUCTION UNIT!
ROASTS FROM 16OZ TO 5LB AND UP TO 4-5 ROASTS PER HOUR.
HAS ALL THE FEATURES OF THE BIGGER MODELS. USES ELECTRONIC AIR FLOW CONTROL RATHER THAN MANUAL DIAL DAMPER. HAS PROFILING FOR BT & ET WITH DRUM SPEED CONTROL. HAS LAMP AND OTHER FEATURES. ROASTS UP TO 25LB. PER HOUR



2016 ORO MODEL SHOWN WITH
OPTIONAL SMOKE FILTER



PHOENIX ORO 5

A SHOWROOM MODEL FOR ANY COFFEE SHOP! ROASTS BETWEEN 4OZ TO 5LB AND HAS DOUBLE WALL SS DRUM, IF YOU NEED PRECISE AIRFLOW THIS IS YOUR 5 POUNDER! HAS ALL THE FEATURES OF THE OTHER MODELS EXCEPT DRUM SPEED CONTROL IS AN OPTION YOU CAN ADD IN 2017
ALSO HAS STEEL COLOR OPTIONS

COMPARISON CHART

7-8 POUND ROASTERS

WE HAVE 3 UNITS IN THE 7-8 LB. RANGE
ALL GAS BUT ONE OFFERS ELECTRIC

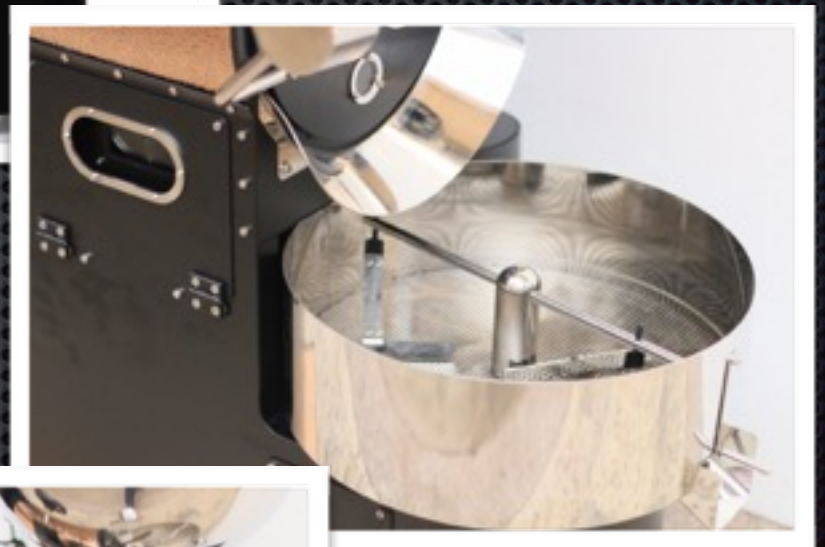
BC 7

SINGLE WALL SS MODEL ROASTS FROM 2 LB TO 8 LB.
SERIOUS ROASTING PER WITH 12 BURNERS AND MDDS AIRFLOW
PLUS ALL OTHER FEATURES INCLUDING VIEWING LAMP



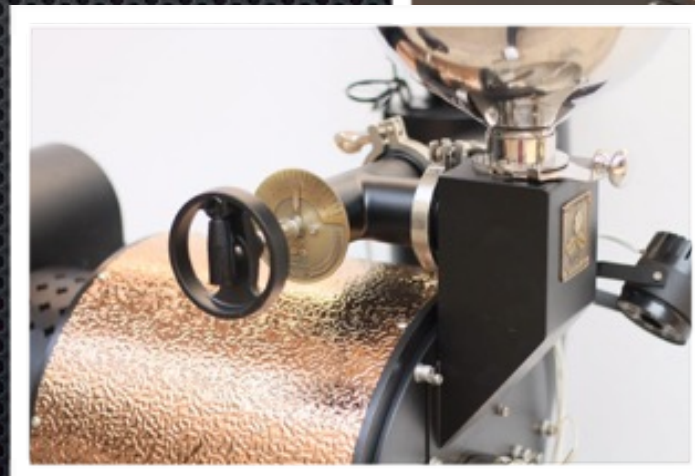
SEDONA 3200 DW

DOUBLE WALL CARBON STEEL MODEL ROASTS FROM 17OZ TO
7- 8 LB. SERIOUS ROASTING PER WITH ALL THE FEATURES OF
ANY MODEL



ORO 8

DOUBLE WALL WALL SS MODEL ROASTS FROM 8 OZ TO 8 LB.
CUSTOM BURNER SYSTEM AND MDDS AIRFLOW ALL OTHER
FEATURES EXCEPT DRUM SPEED CONTROL IS OPTIONAL



WE CARRY LARGER MODELS IN ALL 3
BRANDS

MOST COMMON QUESTIONS

Q- WE OWN A COFFEE SHOP BUT HAVE NEVER ROASTED COFFEE. IS IT HARD TO LEARN TO ROAST?

A- Not at all. Most people learn to roast good coffee in just a few tries. Within a week they are roasting better coffee than they likely sold in shop. And because it's an art it will just keep getting better and better!

Q- WHAT IS INVOLVED IN SETTING UP A ROASTER?

A- Setting up a roaster in your home, shop or warehouse involves the proper electrical and exhaust setup. All our roasters are 220V power 50/60Hz so will work any place in the world. Here in North America we commonly use 110V and 220V. If you buy an all electric model you will need a dedicated 220V line and likely a breaker with 30 to 60A depending on the size of the all electric roaster as some reach nearly 10,000 watts. But all our gas models up to 25 lb. we supply a free voltage converter to run on any 110V line.

In regard to setting up exhausts it is very similar to hooking up a wood burning stove or pellet stove. Properly sealed pipe venting that can handle high heat is best. It can be done DIY as we provide details in manuals and videos or you can hire a qualified installer. For natural gas roasters you must use a certified natural gas technician as natural gas can be very dangerous if not properly installed.

Q- WHAT CERTIFICATIONS DO I NEED TO SETUP A ROASTER IN MY CITY OR STATE

A- Because every county can have it's own standards we cannot possibly know the rules of 1000's of city or county laws. You can research this in your own local government. But as a general rule of thumb: Most counties allow a roaster to be certified in their locality as long as roaster is under 10-15Kg (22-33lb) Any size above that may require a smoke suppression system such as one of our smoke filters or an afterburner. We will provide details and schematics in our manuals as well as certifications and have never had a city refuse to allow a roaster in a business in the USA. In Canada you will need CSA approval in a business but this can be done on a one by one basis with your roaster.

Q- WHAT ABOUT GENERAL MAINTENANCE & CARE OF EQUIPMENT?

A- We provide manuals and videos showing proper maintenance. General cleaning and maintenance are easy but you cannot avoid doing it on a regular basis. Proper care is the life of your equipment. If you take proper care of your equipment it will last for years and years.

MOST COMMON QUESTIONS (continued)

Q- WHERE CAN I GET GO SUPPLIERS OF RAW COFFEE?

A- We have close relationships with many raw coffee providers as well as people that work directly with the coffee farms. You can get some details on our website or request a raw green coffee supplier guide from us.

Q- HOW TO I BAG, LABEL AND SELL COFFEE?

A- We have videos online that show you affordable ways to buy high quality bags, label them at low cost and seal and sell your coffee. We also offer equipment to make fresh roasted coffee into single serving cups and pods for one cup makers and espresso machines. There is also a new brewer on the market we think may become very popular that allows clients to buy fresh roasted whole beans locally from venders like you straight from an app to keep their coffee brewer full. We also provide education on growing your business.

Q- WHAT IS THE WARRANTY ON YOUR EQUIPMENT?

A- We provide full USA and North American warranties as well as international warranties on all our new sales. Because these units are mostly made with 'plug and play' parts it is very easy to diagnose a problem and then we send you parts priority shipping and instruction to get your unit up and running quickly.

Q- WHAT ABOUT AFTER THE WARRANTY?

A- We offer our 10 year parts guarantee. This means we promise to keep in stock the parts you might need for at least 10 years after the sale of your machine so you will always have your machine up and running.

GOT MORE QUESTIONS?

We are only a call or email away. We want you to be educated about our products before and after the sale.

"YOUR SUCESS IS OUR SUCCESS"

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