



OUR STORY



Our focus is one of becoming consistently recognized as an industry leader.

City Brew Coffee commenced operation of its first retail location in Billings, Montana during December 1998. Our company has now grown to include 7 brick and mortar locations across Montana with 2 additional locations under construction as of January 2005.

During December of 2004 we installed our first commercial roaster in Billings to provide freshly roasted beans to all company locations. This initiative was undertaken in order to control the roasting process and thus enhance the company's standards for excellence. Plans are now underway for installation of a second commercial roaster in February. This will enable us to increase our roasting capacity to approximately 30,000 pounds per month. We will begin a national sales campaign to all segments of the specialty coffee industry once we reach this production capability.

We empower our staff to delight each and every customer...

Our focus is one of becoming consistently recognized as an industry leader in both product quality and customer service. As a result, we empower our staff to delight each and every customer every day, and with every cup they serve or every bean they sell. Simply stated, our goal is to be the best at what we do.

City Brew's future growth, based on branding initiatives within smaller regional markets, will be met with a kiosk marketing strategy. Our second location will open during February 2005. One new corporate location is planned for every 6-8 weeks or as suitable locations become available. We are marketing this double-drive-thru turnkey program nationally.

Our mission statement describes the passion in which coffee is roasted and served. Always wanting to raise the bar, our standards continue to evolve based on a continuing commitment to excellence.

Our infrastructure is sound. Our concept is proven. We have a tremendous team of talented individuals to move our multi-channel retail operation forward for many years to come. We look forward to serving you.



COFFEE WITHOUT COMPROMISE