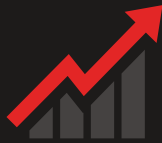
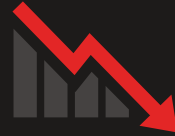


DEATH WISH ☠️ COFFEE CO.

↘️ **THE WORLD'S STRONGEST COFFEE** ⚡️



High end (Starbucks) and low end (Folgers) coffee **sales dollars** have **increased** in Virginia, North Carolina and South Carolina due to price increases.



However, high end and low end coffee **unit sales** have **decreased** in these three states.

↓ **2.8%**

Total coffee unit sales have **decreased** by an average of 2.8% in the MULO channel in these three states.

↑ **25.2%**

Death Wish Coffee unit sales have **increased** by an average of 25.2% in the MULO channel in these three states.

DWC Top Retailers



target

publix

Amazon Reviews



45,241

Ratings

4.6

Average Rating

BEST SELLING FAIR TRADE AND ORGANIC COFFEE



Death Wish Coffee outperforms traditional brands' unit sales growth by 28%.

IRI Data



DARK ROAST

Available in 16 or 32-ounce bags, 50-count single-serve Death Cups and 3.25-ounce pillow packs.

- Smooth and never bitter with notes of cherry and chocolate
- Organic & Fair Trade Certified



MEDIUM ROAST

Available in 16 or 32-ounce bags, 50-count single-serve Death Cups and 3.25-ounce pillow packs.

- Medium-bodied flavor with notes of stone fruit and caramel
- Organic & Fair Trade Certified



ESPRESSO ROAST

Available in 14 or 32-ounce bags, 50-count single-serve Death Cups and 3.25-ounce pillow packs.

- Perfect for intense cups of coffee and espresso drinks.
- Organic & Fair Trade Certified