

# Introducing



**PURE**  
— COFFEE CLUB —

*Nature's energy drink, delivered right to your door.*

Webinar presented by:

Vinnie Tortorich & Andy Schreiber



# What We'll Cover Today

- Coffee 101
- Why We Created Pure Coffee Club
- The surprising health benefits of Coffee
- How to get a GREAT cup of Coffee every time.
- Our brews:
  1. House Blend
  2. Athletic Blend
  3. Honey Process
- How it works
- Gift subscriptions
- Pure Coffee Club Giving Program & Water.org
- Special Offer
- Q&A



# Coffee 101

With some 64% of adults in the U.S. drinking at least one cup of coffee per day, coffee is one of the most popular beverages around. In fact, Americans consume over 400 million cups of coffee every day, equivalent to 146 BILLION cups a year! But what do we really know about coffee – where it comes from, how it's grown, how it's processed, etc.?

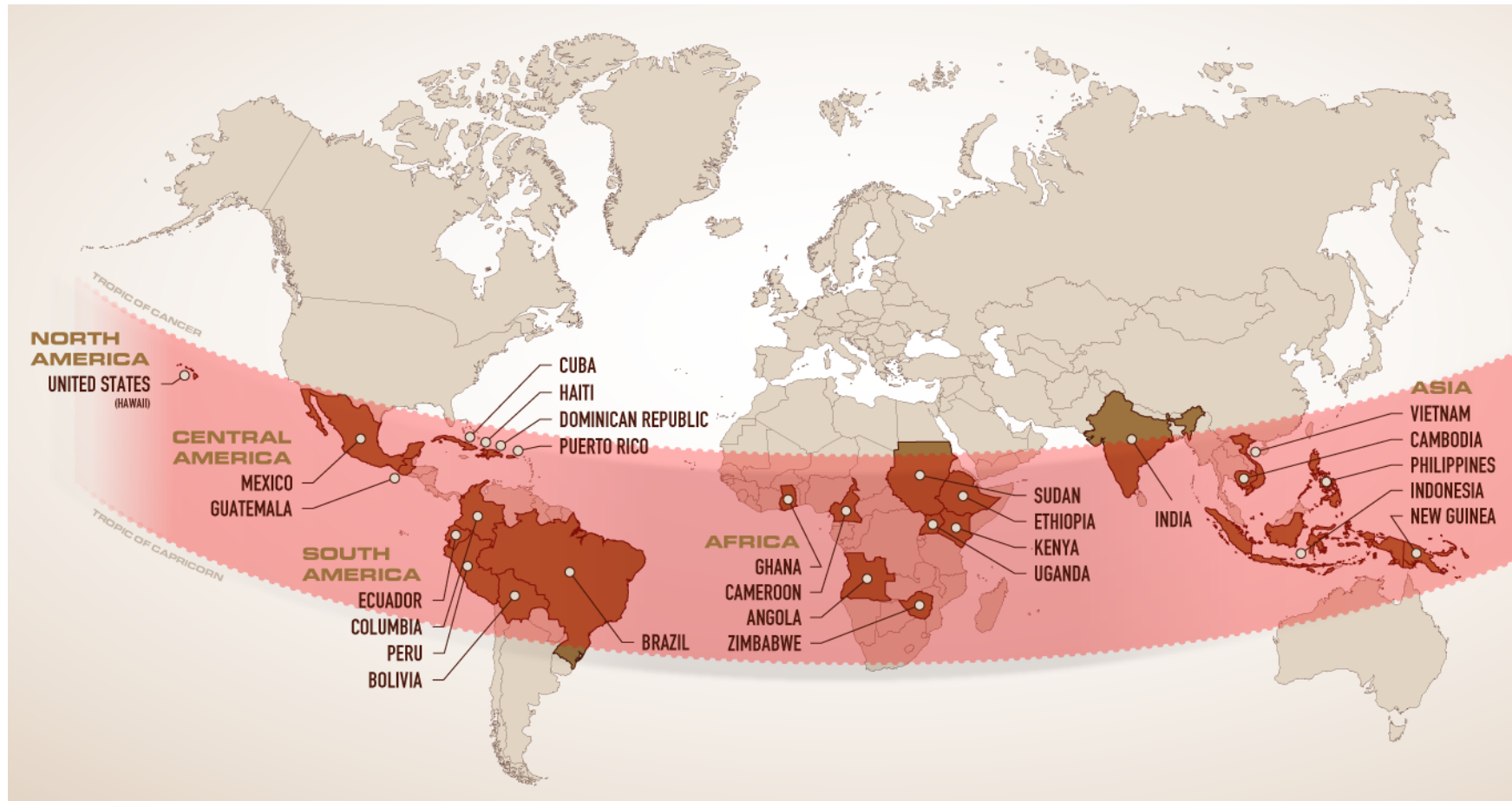
It's generally understood that the first coffee plants grew in what is present day Ethiopia.

While there are a number of legends about how people first came to the realization that consuming the fruit of these lovely plants provided the benefits of increased energy, the earliest recorded evidence of coffee consumption dates to the 15<sup>th</sup> Century, in Sufi monasteries in present-day Yemen.



# Where Coffee Is Grown

From its Ethiopian origins, coffee cultivation spread to other parts of Africa, and then to India, Indonesia, Southeast Asia, the Americas, and elsewhere.



# How Coffee Is Grown

Many people picture coffee as brown, dry beans that grow from the ground. In fact, coffee is grown on what are technically trees, and comes in the form of what looks like a ripe berry, growing in clusters along the tree's branches. These berries are known as the coffee "cherry."



What we call the coffee "bean" is actually the pit of these "cherries."

## Two, Two, Two Kinds of Beans



There are, in fact, two different types of coffee plants, Arabica and Robusta. Arabica plants are grown primarily in sub-tropical and equatorial regions, at high elevation, and have limited growing seasons, which vary from region to region. Robusta plants are hardier, grow at lower elevations, and can be grown year-round. Another key difference between the two types of coffee plants is that Robusta beans have between two and three times the caffeine content of Arabica beans. While Arabica beans are generally thought to have a sweeter, fruitier, better taste than Robusta beans, there are wide variations of quality and flavor among both Arabica and Robusta, and some top-tier Robusta beans are significantly better-tasting than some lesser-quality Arabicas.



# Processing

Once the coffee cherries are picked, the process of removing the fruit and preparing the beans for drying and roasting is called “processing.” There are four different styles of processing, and they all have a somewhat different effect on the ultimate flavor of the coffee.



**WASHED**, or “wet” processing, in which the pulp is removed through a process of pressing the fruit in water through a machine, then fermenting the pulp that is left, then washing the remaining, fermented pulp away.



**SEMI-WASHED**, in which the skin is removed mechanically, and the beans are stored for a day with the mucilage still attached. The mucilage is then washed off, and the beans dried in the sun.



**NATURAL**, or “dry” processing, in which the whole cherries are dried in the sun, before all of the hull and pulp are removed in one step by a hulling machine. This is the oldest method.



**HONEY PROCESS**, in which the sticky mucilage is left on the bean after depulping, so it dries right on the bean. This process results in coffee with enhanced sweetness and soft acidity.

# Roasting

As important to the taste of your coffee as the method of processing, is the level of roasting. Marketing has conditioned us to look for “dark roast,” or “French roast” as the most desirable, but is that always the case? A lot of that depends not only on what flavors you like, but which coffee you’re dealing with. Not all coffees respond the same way to the same roasting levels. That’s why good coffee companies all use highly trained and experienced “master roasters,” who know just how to get the best taste out of any given brew.

Many people also assume that a darker roast, which may have a strong, rich flavor, will have a higher level of caffeine. The truth is, a light roast will actually have higher caffeine content.

You’ll also see a lot of different names for roast levels, which can get confusing. Following is a simple guide to the names generally used.

## LIGHT

Light City  
Half City  
Cinnamon

## MEDIUM

City  
Classic American  
Breakfast

## MEDIUM DARK

Full City

## DARK

High  
Continental  
New Orleans  
European

Espresso  
Viennese  
Italian  
French





## Single Origin Vs. Blends



Another important factor in choosing a coffee is whether to go with a “single origin” or a blend. As the names imply, single origin is when the coffee comes entirely from one place, often from one specific farm, or collective of farms. Just as with fine wine, each growing region produces coffees with distinctive flavors, and even within those regions, there can be wide ranges of quality level and nuances of flavor. One season’s crop can also be entirely different than the previous season.

For many coffee drinkers, selecting a single roast allows them to hone in on the exact, specific tastes they enjoy – the fruitier, brighter taste of an Ethiopian, the smooth, chocolate notes of a Guatemalan, or the soft nuttiness of Brazilians. With a blend, you can develop a rounded, complex flavor that pulls together the best of several worlds. It’s all a matter of personal preference.

# The Three Waves of Coffee

In recent years the expression “Third Wave Coffee” has emerged to describe a movement of artisan, specialty coffees. To understand what this really means, you have to know a bit of the history of coffee consumption over the past century and a half. In point of fact, artisanal or “specialty” coffee is not a new idea – it’s really more of a rebirth. Before the mid 19<sup>th</sup> Century, coffee was not mass produced, and one could say that ALL coffee was “specialty,” or finely crafted. Not readily available to average households, coffee was a bit of a luxury item.

In the middle of the 19<sup>th</sup> Century, the Pioneer Steam Coffee & Spice Mills Company in California produced the first pre-roasted, ground coffee, sold in tins. Later, an employee at Pioneer, James A. Folger, had the idea to distribute this pre-packaged coffee to grocery stores, and the mass marketing of coffee had begun.



# Vacuum Packaging

In 1900, R.W. Hills, co-founder of Hills Bros. Coffee, invented the process of vacuum packaging, removing the air from coffee, resulting in a fresher product with a longer "shelf life." From here, coffee as a commodity made its way across the country and became a regular part of daily life. This is what is now known as "first wave coffee." Soon after, inventor Satori Kato applied his dehydration process to coffee, creating the first "instant coffee." This became a perfect ration in WWI, further cementing coffee's place as a staple of every household.

The vast majority of this new coffee that was now being marketed was the less expensive, and more durable "robusta" coffee, and that type of coffee became the standard for diners, truck stops, and supermarket coffee for decades.



## Mr. Coffee and the Second Wave

Those of us who were around before the 1970's will remember that prior to that time, coffee at home was made in percolators. That all changed with the introduction of the first automatic drip coffee maker, the "Mr. Coffee." This revolution made coffee-making, and therefore coffee drinking, that much easier at home, and inspired a new interest in seeking out the best coffee around.

It was around this same time, 1971, that the first Starbucks opened its doors, specializing in fresh roasted coffee, and the "second wave" was born. Coffee Bean & Tea Leaf, Peet's, Seattle's Best... they all competed to market coffee as something more than a commodity, capitalizing on the same cultural impulses that were driving a new age of coffee appreciation.





# Coffee House Culture and the Third Wave

Over the decades that followed, Starbucks and its competitors grew exponentially, but not before a whole new wave of independent coffee houses exploded across America, all offering a cozy place to hang out, usually have some pastries, and drink increasingly rarefied and highly crafted coffees. Eventually the massive success of Starbucks and the other chains would drive many of these out of business, but the cultural shift by now was complete, and people from all walks of life had become accustomed to getting not just a cup of coffee, but a latte, a cappuccino, an espresso, or a low-foam, dry, non-fat hazelnut macchiato.

The downside to all of this was a certain “douchebag” effect. The upside, however, was that the market started to provide some really great coffee! Both rare and exotic single source, and beautifully crafted artisanal blends. And so, the “third wave” of coffee was born.

Enter... PURE COFFEE CLUB



## Pure Coffee Club – A Brief Pre-History

In 2014, recognizing a significant gap in the nutritional supplement market, we launched Pure Vitamin Club, the first company to offer top quality supplements, made with absolutely no fillers, flow agents, or other unnecessary ingredients, all delivered straight to your door, at a price nearly everybody could afford. PVC was dedicated to making the best products possible, providing first-rate customer service, and most of all, helping to keep our customers as healthy as possible. Starting with only one product, our Daily Multicap, we eventually introduced our Broad Spectrum Magnesium Caps, and just this past June, our Sub-Lingual Vitamin B-12 Tabs. In January, 2018, we will introduce our Vitamin D with K-Complex, with several other products to be introduced later in 2018.



## Pure Coffee Club – A Brief Pre-History Continued

Since that launch back in 2014, we've heard a lot from our customers about how they live their lives, and what their most important health concerns are. And the thing we heard from people more than anything else, was that they were looking for more ENERGY! Given the breakneck speed at which most of us operate in the 21<sup>st</sup> Century, it's no wonder that we're all looking for ways to get that extra boost. For many of us, supplementing with Vitamin B-12 is helpful. But that's not the only answer, nor will it solve the problem for everybody.

You can see this in the proliferation over the past decade of so-called "energy drinks." These sugar and chemical bombs are everywhere – Red Bull, Monster, Rock Star.... and the truth of the matter is .... they're all CRAP!





## Pure Coffee Club – A Brief Pre-History Concluded

What we knew was that there IS in fact a great energy drink that is actually GOOD for you. It's called COFFEE! So with that in mind, we decided to take the same principles we bring every day to our work at Pure Vitamin Club, and apply them to bringing people the very best coffee we could find, and deliver it right to their door, with the same commitment to quality and customer service that has guided us from the beginning.



## Coffee – the HEALTHY Energy Drink

When we think of coffee, we aren't necessarily programmed to think of it as a "healthy" drink. After all, we were likely told that if we drank it as youngsters it would "stunt our growth," and as adults, that it would make us jittery or raise our blood pressure.

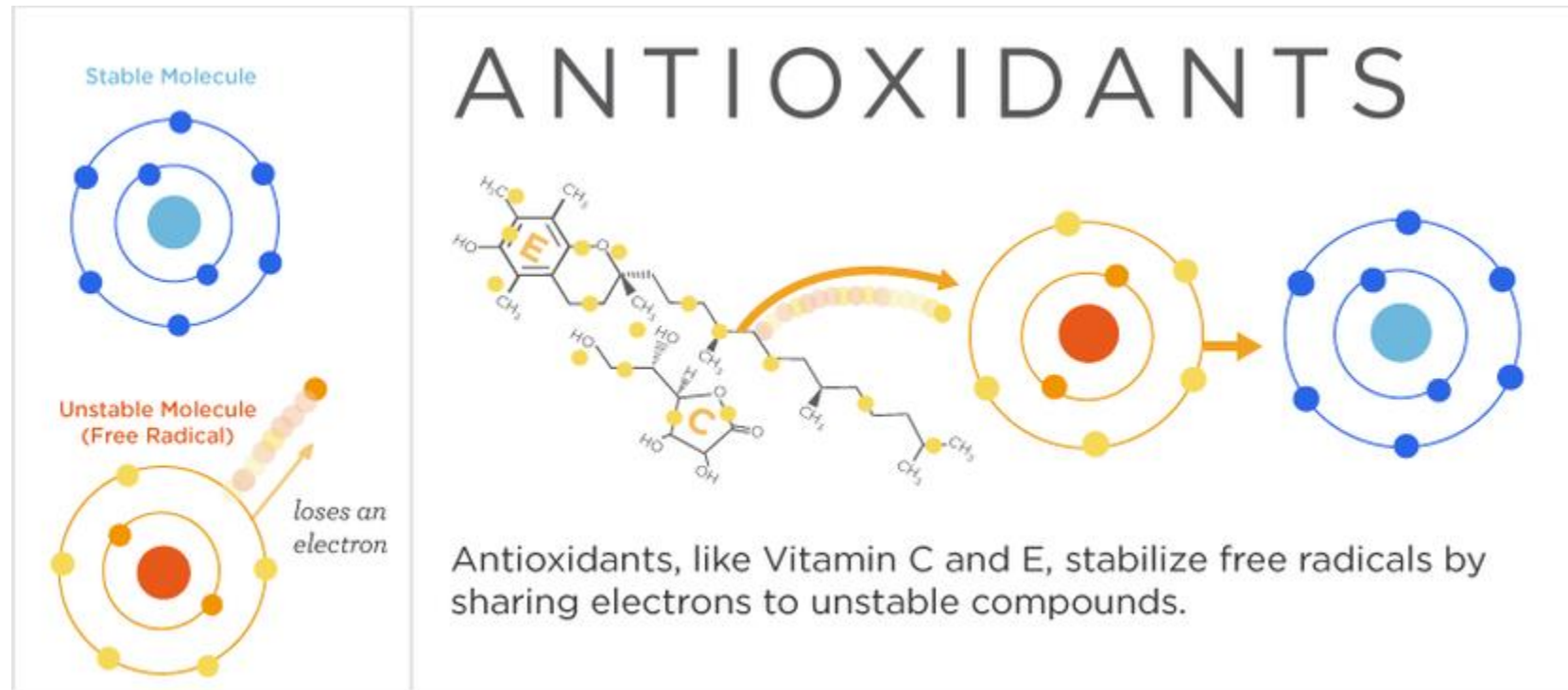
The fact is, coffee is one of the healthiest things you can eat or drink. Recent studies have come back with some truly surprising results, all pointing to the same thing – coffee can help us live longer and **HEALTHIER** lives. Following are just a few of the ways coffee drinking contributes to our health.



# Antioxidants and Free Radicals

We've all heard a lot about "antioxidants," and been advised to get more of them in our diets. But do we know what they actually are, and what they do?

- Free radicals are atoms, or groups of atoms, that have an odd (unpaired) number of electrons, making them unstable. They therefore attack cells in the body, seeking the extra electron to achieve stability, in the process causing damage to those cells.
- Antioxidants stabilize the free radicals by supplying the missing electron, stabilizing them, and preventing them from damaging cells.





## Foods Rich in Antioxidants



## KING of the Antioxidants



VS.



While we've all heard that certain foods - berries, leafy vegetables, garlic, etc. – are high in antioxidants, and that's certainly true, what we HAVEN'T been told is where most people get more of their antioxidant intake from on a daily basis. And that source is..... you guessed it.....

*COFFEE*

# KING of the Antioxidants

In studies conducted in Norway and Finland, coffee was shown to be the single biggest source of antioxidants, providing about 64% of the total antioxidant intake.

Additionally, studies from Spain, Japan, Poland, and France, all concluded that coffee is BY FAR the biggest source of antioxidants in the diet of most people.





# Coffee and Disease

A great deal of research has been done over the years on the relationship between coffee and mortality, as well as on the relationship between coffee and a number of specific diseases and health conditions. The results of these studies have been remarkably consistent. In virtually all cases, coffee has been shown to be beneficial in risk reduction.





## Two Studies, Similar Findings



**Imperial College  
London**

**NATIONAL  
CANCER  
INSTITUTE**

**International Agency  
Research on Cancer**



**World Health  
Organization**

Two large-scale studies were released in July, 2017, both published in the *Annals of Internal Medicine*. One study, led by Veronica Setiawan of the University of California and funded by the National Cancer Institute, examined coffee-drinking habits among more than 180,000 Caucasians, African-Americans, Latinos, Japanese-Americans, and native Hawaiians. The other, performed by European scientists from Imperial College London and the International Agency for Research on Cancer, examined coffee-drinking among over 520,000 adults from 10 European countries.

## 1 Cup Good, 3 Cups Better



The USC/NCI study found that those people who drink one cup of coffee daily had a 12% lower risk of death from heart disease, cancer, stroke, diabetes, respiratory, and kidney disease. For those drinking 3 cups a day, that risk reduction rose to **18%!!**

The ICL/IARC study likewise found lower death risks from various ailments, including digestive, circulatory, and liver disease. This risk reduction was the same regardless of the country in which the subjects lived.

## Cancer and Parkinson's and MS, Oh My!

In addition to the USC/NCI and ICL/IARC studies, a number of studies in recent years have pointed to how coffee consumption reduces the risk of a whole host of serious diseases. Among them:

- A Finnish study showed that drinking 3 – 5 cups per day decreased the risk of Alzheimer's Disease by 65%
- A Dutch study showed that drinking 2 – 4 cups per day decreased the risk of heart disease by 20%
- An Italian study showed that drinking 1 cup per day decreased the risk of liver cancer by 40%, and 3 cups per day by 50%.
- Studies conducted in Sweden and the U.S. showed the drinking 6 cups per day decreased the risk of Multiple Sclerosis by 31 %
- Other studies showed similar reductions risks for Cirrhosis of the Liver (21 %), Colon Cancer (25%), and Parkinson's Disease (**80%!!**).

## Coffee and Type 2 Diabetes



Much has been written about the relationship between coffee and Type-2 Diabetes, and some of it has been seemingly contradictory. Seen as a whole, though, the preponderance of research now shows a very positive relationship between coffee and risk reduction for Type 2 Diabetes. The World Health Organization (WHO) states definitively that consistent evidence shows that coffee consumption is associated with a reduced risk for Type 2 Diabetes.

Furthermore, a 2009 study of 40,000 participants noted that consumption of 3 cups of coffee a day leads to a 40% lower risk of Type 2 Diabetes developing.

Another study of healthcare professionals in the U.S. and U.K., published in 2014, showed that those who increased their consumption of coffee experienced an 11% decrease in risk of Type 2 Diabetes over the next 4 years.

# How To Get A GREAT Cup Of Coffee Every Time

Step 1 – Start with great coffee. (We've got you covered there!)



Step 2 – Make sure you're keeping your coffee as fresh as possible



Step 3 – Decide how you want to brew your coffee



Step 4 – Make sure your grind is defined



Step 5 – Get the temperature right



Step 6 – Proportions, proportions, proportions!



# Brewing Methods

Everybody seems to have an opinion about what the best method is for brewing coffee. The truth is – you can get a great cup no matter which method you use, if you follow certain basic principles. Let's discuss just a few.

## POUR OVER

This is the method you'll often see the real "coffee experts" use. There are a lot of reasons it's so popular, but the most important reason is that it gives you a lot of control over the whole process, and allows the coffee to "bloom" and breathe. In this method the water is poured by hand over ground coffee, through a paper filter. Maybe the best known version of this kind of device is the Chemex pot, pictured below.



When brewing in the pour over method, the first thing you want to do is wet the filter. This will allow the grounds to absorb the water more directly, and to eliminate any "paper" flavor that might come through.

Once you put the grounds in the filter, pour over just enough water to cover the grounds. This will allow the coffee to "bloom." A fresh coffee will release gases, and you'll see a nice collection of bubbles rise to the surface. Let this initial amount of water drip through, then add the rest of the water in increments, letting it filter through before adding more, until all the water has been used. You'll want 1.8 grams of coffee for every ounce of water. If you're grinding your own, you'll want a medium grind. Water should be 200F.



- Wet the filter first
- Wait for the bloom
- Take your time
- 1.8 grams of coffee per ounce of water
- Medium Grind
- Water 200F



## French Press

Another popular method is the French Press. The advantage to this method is that the coffee stays in contact with the water for a longer time. This gives the coffee a big-bodied taste and a rich, creamy mouth feel.

To make a great cup in a French Press, first put the ground coffee into the pot, then add the hot water. Proportions should be 1.8 – 2 grams of coffee for every oz. of water. Let the coffee steep for four full minutes. If you'd like, you can "help things along" by pushing the grounds down with a spoon as they float. After four minutes, put the cover and plunger on, and gently push all the way down. Pour and enjoy!



- Use a coarser grind
- Coffee first – then water
- Steep for 4 minutes
- 1.8 - 2 grams of coffee per ounce of water
- Water at 200F
- Slow and easy on the plunge down.

# Single Cup Coffee Makers

With a lot of people being very much “on the go” these days, and having time for only one cup of coffee, it can be tough to think about making a whole pot. Hence the popularity of the single-cup coffee makers, like Keurig and Nespresso. The problem is that a) the pods are expensive, and not always the greatest quality, and b) they’re terrible for the environment. Luckily, there’s a solution that addresses all of that. There are reusable filters for both of these machines. Fill them with your favorite coffee, in a nice medium grind. Make sure to pack them TIGHT and FULL. Use a medium grind (PCC pre-ground coffee will work perfectly). Pop it in the machine, and let it work its magic. Cleanup is easy – just dump the used grounds out, rinse, and set aside to drain.



- Works with Keurig or Nespresso
- Medium Grind
- Pack tight and full

# Automatic Coffee Makers

Since the early 1970's, most American households have had some sort of Automatic Coffee Maker in the kitchen. The first big brand was "Mr. Coffee," and that is still a leader. Although you can spend hundreds of dollars on a fancy machine with all the bells and whistles, you can get a basic one for under \$15.

Coffee makers use the "drip" method. It's basically the same as a pour-over, just automated, and with less control. The key is measurement. You want 2 level TBSPs per "cup" of coffee. Keep in mind a "cup" is not a mug! For measurement purposes, a cup is 6 oz. Two TBSPs (or one coffee scoop) equals about 10 grams. So again – the ratio is about 1.8 grams of coffee per oz. of water.



- 2 Tbsps per "cup" of coffee.
- 2 Tbsps = 1 Coffee scoop
- 2 Tbsps – 10 grams
- 1 Cup = 6 oz.
- Adjust measurements to your taste

# Cold Brew

COLD BREW – This method will give you a distinctively creamier, slightly sweeter and less acidic coffee. You can make it at home easily, with no special equipment. You'll just need a pitcher, a sieve, and either some muslin or some paper towel.

The best ratio for cold brew is 1 part coffee to 8 parts water. Put the COARSELY ground coffee in the bottom of a pitcher or jar, and add the cold water. Let it sit, either in or out of the refrigerator, for 18 – 24 hours. Pour the coffee out through the sieve, to get out the coarser bits, then again through the sieve, lined with the muslin or paper towel, to strain out the finer bits. Repeat a few times if necessary to get all of the grit out, and you've got some delicious cold coffee.



- 1:8 Ratio, Coffee to Water
- Steep for 18 – 24 hours, in or out of fridge
- Strain with sieve, then sieve + muslin or paper towels.
- Repeat as necessary

## The Pure Coffee Club Brews

When we set out to create Pure Coffee Club, the number one priority for us was making sure we brought the best, most delicious, purest coffees we could find. We knew there were a lot of choices out there, so we wanted to make sure that we gave our customers some darn good reasons to choose OURS over anything else.

Along the way, we learned a LOT. Selecting coffees is a lot like selecting wine. To discern the differences (sometimes glaring, sometimes really subtle) between coffees, there's an elaborate process that involves screening, vetting, smelling, and, ultimately, tasting.

The last, and most important process in selecting the beans to put into a blend, or to market as a single-source, is what's known as "cupping." Much like wine tasting, you have to engage all your senses, with possibly the exception of hearing....

- Sight – what do the beans look like? How uniform are they?
- Smell – what aromas can you detect? Vanilla? Coriander? Smoke? Cedar?
- Touch – how does the coffee feel in your mouth? Smooth? Creamy? Acidic?
- Taste – what flavors do you detect? Chocolate? Blackberry? Brown sugar?



# Cupping

If you walked in on a coffee “cupping” session, and didn’t know what was going on, you’d think the people there were out of their minds. A collection of cups is on a rotating round table, each filled to the brim with coffee, WITH the grounds still floating on top, and people are sticking their noses practically IN the cups, then pushing the grounds aside with a spoon, taking ANOTHER big whiff, then getting a spoonful and SLURRRRRPING it, before finally spitting it into a big, gross, brass spittoon.



# Blending

Once you've selected the beans you like, you have to figure out exactly what you want out of a blend. Like fine cuisine, putting ingredients together is as much art as it is science. What "flavor profile" are you looking to achieve, and how do you achieve it? There are so many variables –

- Type of bean
- Region
- Process – washed, semi-washed, natural, honey...
- Roast level
- Acidity level

That's where what's called a "master roaster" comes in. In creating the three initial offerings from Pure Coffee Club, we had some very specific goals in mind, so we worked with our master roaster and our importers to identify not only which beans to use for which blend and single origin, but how to combine them, and how to roast them. After an incredibly long and painstaking process, we came up with three brews of which we're truly proud:



# Pure Coffee Club House Blend



Our flagship coffee, the House Blend, is what we recommend for people wanting a great, all-purpose, all day long cup, that is both familiar and complex. We took beans from Ethiopia, Indonesia, and both Central and South America, put them through a medium roast level, and arrived at a coffee that has a rich, syrupy feel to it, with an upfront sweet fruit middle (meaning the flavor you taste while you're actually drinking it), and a caramel finish (the taste that's left in your mouth as you swallow). The acid level is very balanced, and the notes you'll taste are plum, caramel, and wild berry.



# Pure Coffee Club Athletic Blend



With so many people today leading very active, and even sporty lives, more and more people are turning to highly caffeinated beverages for that extra burst of energy. Unfortunately, a lot of people are going for the sugary “energy drinks.” We wanted to create a great tasting coffee that had NATURALLY elevated caffeine levels, to present a healthy and delicious alternative. Thus was born our Athletic Blend. By carefully blending more highly caffeinated beans from South East Asia, with some of the best, most flavorful beans from Guatemala and Colombia, we’ve come up with a bright, kickass blend that has 55% higher caffeine content, and sacrifices nothing when it comes to taste.



# Costa Rica Honey Process



The jewel in the Pure Coffee Club crown is our Costa Rica Honey Process. To make it clear – there is no actual honey in this coffee, nor is there any sugar content. The “honey” in the name refers to the sticky, syrupy coating that’s left on the bean after the pulp of the fruit, or “cherry” is removed. In other forms of processing, this coating, known as the “mucilage,” is removed. In honey process, it’s left on during drying. The sugars from this are dried away, but the sugary ***TASTE*** remains. While this process can produce an extraordinarily rich and delicious flavor, it only works well with the highest quality beans. Production is slow and laborious, and quantities are generally limited. This particular lot is what’s called a “microlot.” Pure Coffee Club will continue to offer a honey process, but each lot will be different, as they become available. Next up will be a Nicaraguan.



BROWN SUGAR



CHOCOLATE



DRIED FRUIT



MILD

## How It Works

All coffees from Pure Coffee Club are available both as single purchase or as subscriptions. Following are the variations available:

Brew:	House Blend, Athletic Blend, or Honey Process
Type:	Whole Bean or Ground (Honey Process not available in ground)
Size:	12 oz. or 8 oz. bags
Frequency:	Weekly, Bi-weekly, or Monthly
Quantity:	As many bags per delivery as you like
Shipping:	All shipments will be made by UPS - \$5 per shipment, \$12 to Canada.

Also available – our “Sampler Pack” – 8 oz. bags of each of our different brews.

Subscriptions can be modified at any point – change brew, change size, change frequency, change frequency, etc. Every subscription is fully customizable.

Billing is monthly, whether your deliveries are weekly, bi-weekly, or monthly.

# Gift Subscriptions

With the holidays just weeks away, now is the perfect time to get a jump on your gift-giving. If there are some real coffee lovers in your life, what better gift than a subscription to Pure Coffee Club? Your gift can keep on coming – for 3 months, 6 months, or even a year. Our Gift Subscriptions work just like our regular subscriptions. You can customize them to exactly what you want – by brew, by whole bean or ground, size, frequency, and quantity – but the duration of the subscription is limited.

At the end of the subscription period, the recipient of your generous gift will be notified that the subscription is ending, and have the opportunity to keep the subscription going by taking over the payments themselves. They won't have to miss a single delivery





## Pure Coffee Club's Giving Program and Water.Org



One thing that we discussed when we were formulating the plans for Pure Coffee Club was that we wanted to use this opportunity, in a business where we're by definition getting our product from the developing world, to give back, and make a positive difference in the world. We looked at a lot of organizations that might be a good fit for us, and hands down, Water.Org impressed us as an organization we could proudly stand behind.

IT ALL  
STARTS WITH  
WATER



Water.org is an international nonprofit organization that has positively transformed millions of lives around the world through access to safe water and sanitation. Founded by Gary White and Matt Damon, Water.org pioneers market-driven financial solutions to the global water crisis. For more than 25 years, they've been providing families with hope, health, and the opportunity to break the cycle of poverty.



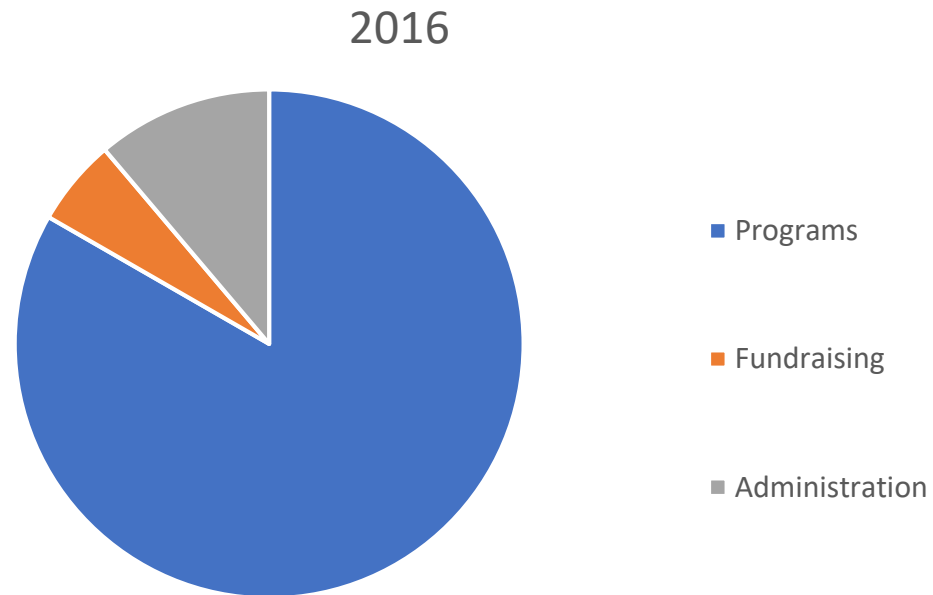
# Lack of Access to Safe Water is a Serious Problem

- 844 million people – 1 in 9 – lack access to safe water.
- 2.3 billion people – 1 in 3 – lack access to a toilet.
- More people have a mobile phone than a toilet.
- Every 90 seconds a child dies from a water-related disease.
- Water, sanitation and hygiene related disease kills nearly 1 million people each year.
- Women and children bear the primary responsibility for water collection.
- Women and children spend 258 million hours every day collecting water. This is time spent not working, caring for family members or attending school.
- Women and girls often spend up to 6 hours every day collecting water.
- Women and girls living without a toilet spend 266 million hours every day finding a place to go.
- Globally, 1/3 of all schools lack access to basic water and sanitation.



## Financials

One of the most important considerations for us in choosing an organization with which to partner was the efficiency of that organization. We wouldn't ask our customers to donate to an organization unless we were 100% confident that the money raised is actually going to help people, and not to paying fat salaries and bloated bureaucracies. Water.Org's financials are very impressive, with 83% of their budget going to programs, 11% to Administration, and 6% to Fundraising



## How Our Giving Program Works

With every order placed at PureCoffeeClub.com, you will have the opportunity to elect to donate up to \$0.50. If you are subscribing, this donation will recur every month. For every donation you make, Pure Coffee Club will donate the exact same amount, doubling the value of your contribution to bringing safe water to communities in the developing world that desperately need it.

Donation amounts can be changed or discontinued at any time, by modifying the terms of your subscription.

At the end of the year, you will receive a report from Pure Coffee Club with the total amount you have donated over the course of the year.

844 M

people — 1 in 9 —  
lack access to water

We are supporting Water.org to change this.



6 HRS

women and girls spend  
up to 6 hours every day  
collecting water

We are supporting Water.org to change this.



90

every 90 seconds a child dies  
from a water-related disease

We are supporting Water.org to change this.





*THANK YOU FOR JOINING US!!*



**PURE**

— COFFEE CLUB —