

  
NITRO COFFEE.  
PURE MAGIC.

SMOOTH.  
VELVETY.  
NATURALLY SWEET.



A SPECIALTY COFFEE DESTINATION FOR YOUR SUPERMARKET

# Premium Cold Brew. *On Tap.*

COLD BREW ♦ NITRO COLD BREW

You serve. We take care of everything.

ORENDAORIGIN.COM ♦ +973 3376 2175

The Kegerator is provided free.

NO EQUIPMENT INVESTMENT REQUIRED

# Why Give Orenda Space *in Your Store?*

Six reasons this earns its place on the supermarket floor.

## ◆ EXCLUSIVE TO ONE SUPERMARKET

Nitro Cold Brew on tap will be exclusive to one selected supermarket partner in Bahrain.

A reason for customers to choose your store.

## ◆ PREMIUM RETAIL PRICE

MSRP BHD 2.500 per cup, inclusive of VAT.

A clear premium specialty-coffee price point.

## ◆ ZERO UPFRONT INVESTMENT

The Kegerator is provided free. No machine purchase and no capital investment required.

Add the experience without buying the equipment.

## ◆ THE MARKET IS MOVING THIS WAY

Younger consumers increasingly understand specialty coffee, cold brew and premium cold-coffee experiences.

Bring coffee-shop behaviour into the supermarket.

## ◆ DRIVE CUSTOMER VISITS

Give shoppers something competing supermarkets cannot offer — another reason to visit and return.

Differentiate the store through experience.

## ◆ FULLY MANAGED BY ORENDA

Coffee, kegs, cups, replenishment, maintenance, technical support and promotion are handled by Orenda.

Your team simply serves.

Ready for your store. *Zero equipment investment.*

- ◆ Bring Orenda to your supermarket with equipment, supply and operational support handled by our team.

BHD 2.500 MSRP · VAT INCLUDED | 475 ML CUP | 2 SPECIALTY COFFEES | SUPPORT WITHIN 24 HOURS

# Why Your Supermarket *Needs Orenda*

A premium coffee-shop experience without building or operating a coffee shop.

|                                                                                                                |                                                                                                                         |                                                                                     |                                                                                                        |
|----------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|
| <p>◆ Exclusive</p> <p>A differentiated coffee experience customers cannot get from competing supermarkets.</p> | <p>◆ Limited Placement</p> <p>Orenda selects a limited number of locations rather than placing machines everywhere.</p> | <p>◆ Zero Upfront Cost</p> <p>No machine purchase and no production investment.</p> | <p>◆ Repeat Visits</p> <p>Give coffee customers another reason to choose your store and come back.</p> |
|----------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|

## A COFFEE-SHOP EXPERIENCE

# Inside your store.

Freshly poured Cold Brew and Nitro Cold Brew add a premium beverage destination to the supermarket without the cost, staffing or complexity of operating a café.



Differentiate the store. *Add revenue.* Create another reason to return.

# Two Specialty Coffees. *One Kegerator.*

A simple two-product offer designed for easy customer choice and easy supermarket service.



## Cold Brew

Specialty coffee brewed cold for a smooth, clean and naturally expressive cup.

## Nitro Cold Brew

Nitrogen cold brew, signature cascade, creamy mouthfeel and distinctive experience.

|                                                  |                                           |                               |                                                                                                                                             |
|--------------------------------------------------|-------------------------------------------|-------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------|
| <p>MSRP</p> <p>BHD 2.500</p> <p>VAT INCLUDED</p> | <p>CATEGORY</p> <p>Specialty Coffee</p>   | <p>CUP SIZE</p> <p>475 ml</p> | <p>SKU / BARCODE</p> <div><p>0 789049 105227</p></div> |
| <p>CUP MATERIAL</p> <p>Food-Grade PET</p>        | <p>CUP BRANDING</p> <p>Orenda-Branded</p> |                               |                                                                                                                                             |

- ◆ Serving format: 475 ml food-grade PET cup. Lid included with each cup. Cups are supplied with Orenda branding; optional co-branding with the supermarket logo is available by agreement. A complete 18 L fill provides approximately 36 full 475 ml servings after the 5% operational allowance; actual yield varies with customer pour volume. MSRP is BHD 2.500 per cup, inclusive of VAT, and is the maximum customer-facing retail price.

# The Customer Already *Knows This Category*

External category research supports a younger, specialty-oriented and cold-coffee-aware audience.

## 69%

of 25–39-year-olds drank specialty coffee in the past week — the highest of any age group in the 2026 NCDT Specialty Coffee Report.

## 60%

of past-day specialty coffee drinkers also consumed coffee cold, showing cold formats are a meaningful part of specialty consumption.

## +42%

growth from 2020 to 2025 in past-day consumption of non-espresso specialty beverages, a category that includes cold brew and nitro coffee.

## WHAT THIS MEANS FOR THE SUPERMARKET

### ◆ YOUNGER SPECIALTY CUSTOMER

The strongest specialty-coffee participation sits among younger adults, making the format relevant to younger shoppers.

### ◆ EXPERIENCE MATTERS

Nitro adds a visible cascade and distinctive texture — an experience beyond a standard packaged drink.

### ◆ COLD IS FAMILIAR

Cold brew and nitro are already recognized specialty-coffee formats; the customer does not need to learn an entirely new category.

### ◆ CONVENIENCE WINS

The supermarket places that coffee-shop style experience directly in the customer's existing shopping journey.

**Research note:** these figures are U.S. category data used as international evidence of consumer behavior, not as a Bahrain sales forecast.

Sources: National Coffee Association + Specialty Coffee Association, 2026 NCDT Specialty Coffee Report; NCA Spring 2025 NCDT.

# You Serve. *We Handle the Operation.*

Four simple steps, clear responsibilities and one dedicated supply partner.

|                                                                                         |                                                                                                                                                  |                                                                                                          |                                                                                                      |
|-----------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|
| <div>1</div> <div>WE DELIVER</div> <div>Coffee and cups arrive ready for service.</div> | <div>2</div> <div>SERVE YOUR WAY</div> <div>Employee service or customer self-service. Your store processes the sale. No barista required.</div> | <div>3</div> <div>WE CHECK &amp; REPLENISH</div> <div>We keep supply moving and monitor the setup.</div> | <div>4</div> <div>WE SUPPORT</div> <div>Maintenance or technical issue? Orenda is a call away.</div> |
|-----------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|

WHO IS RESPONSIBLE FOR WHAT?

## Your Team

- ◆ Employee service or customer self-service
- ◆ Process the sale
- ◆ Basic end-of-day store routine

## Orenda

- ◆ Kegerator & technical support
- ◆ Coffee production & supply
- ◆ Cups & replenishment
- ◆ Maintenance & servicing
- ◆ Monitoring & operational follow-up

If something goes wrong, you call us. We take care of it —  
with support within 24 hours.

# Built Around a *Controlled Cold-Brew Process*

Controlled handling, final filtration and refrigerated service — with supporting documentation available for your quality team.

## 01 Controlled Production

Cold brew is produced under a defined process with controlled handling and sanitation procedures.

## 02 Final Filtration

Coffee is passed through final 0.2 µm filtration before keg filling.

## 03 Sealed & Refrigerated

Product remains in a sealed keg and is served through a refrigerated dispensing system.

## 04 Lab Validation

Laboratory testing supports microbiological stability for up to three months under the tested conditions. Orenda nevertheless applies a conservative one-month commercial product rotation; any remaining product is removed and replaced by Orenda.

### QUALITY DOCUMENTS AVAILABLE FOR REVIEW

◆ Laboratory report / microbiological testing

◆ Production and sanitation procedure summary

◆ Filtration and keg-filling process

◆ Cold-chain / storage requirements

# We Don't Just Place the Machine. *We Help You Sell the Coffee.*

Once the Kegerator is in your store, Orenda stays behind it — supporting launch, trial, visibility and ongoing sell-through.

## ◆ LAUNCH ACTIVATION

Orenda staff are present at launch to verify the setup, brief and train employees where needed, check the serving experience and make immediate adjustments.

## ◆ FREE CUSTOMER SAMPLING

On agreed promotional days, Orenda provides the coffee and sampling support. Our previous tastings have shown that sampling is one of the strongest ways to turn curiosity into purchase.

## ◆ ALWAYS-ON DIGITAL DISPLAY

A digital screen forms part of the Kegerator setup. Throughout store hours it loops the Nitro pour, cascading effect and product message — turning the unit into an active promotional point.

## ◆ ORENDA SATISFACTION GUARANTEE

During the first month after launch, customers who are not satisfied can scan the QR code, provide their receipt and brief feedback, and request a refund directly from Orenda. The supermarket carries no cost.

## ◆ SOCIAL & IN-STORE PROMOTION

Orenda promotes the location through its own digital channels and targeted promotion. Wobblers, counter cards, standing displays and other point-of-sale material can be supplied where appropriate. Orenda-branded serving cups are provided, with optional supermarket co-branding available by agreement.

## ◆ FEEDBACK & SELL-THROUGH SUPPORT

We review customer feedback, sales, availability and presentation. If performance can improve, we work with the store on sampling, visibility, promotion or placement — and we remain a call away.

## OUR COMMITMENT AFTER INSTALLATION

Installation is not the end of the job. Orenda continues supporting, promoting and monitoring the product after launch so the supermarket is never left alone with the machine.

Your space has to perform. *We understand that — and we stay involved.*

LAUNCH SUPPORT · SAMPLING · VISIBILITY · CUSTOMER FEEDBACK · ONGOING SELL-THROUGH SUPPORT

# Real *Trial Experience*

A previous Orenda Kegerator trial at Casper's Market & Café.



## Previous Trial at Casper's Market & Café

An earlier kegerator trial in a live retail environment, demonstrating the installation, customer experience and day-to-day operation.



## Customer Experience

A shopper enjoying the pour during the trial — a real example of the customer experience in a retail setting.

### REAL INSTALLATION

Previously installed in a live retail environment.

### CUSTOMER EXPERIENCE

The in-store serving experience shown above.

### TRIAL MODEL

A café supply arrangement with keg purchases.

### OPERATIONAL PROOF

Delivery, replenishment and support in the field.

**Please note:** This earlier placement followed a café supply model, in which Casper's purchased kegs from Orenda. It is presented as evidence of prior installation and operation, not as a current location or supermarket sales arrangement.

# Your Next *Coffee Destination.*

Free

KEGERATOR PLACEMENT

2 coffees

ONE KEGERATOR

24 hours

SUPPORT WITHIN

## Kegerator

Provided by Orenda — no equipment purchase.

## MSRP

BHD 2.500 per cup, VAT included. Retail price not to exceed this amount.

## Supply

Coffee, kegs and cups supplied by Orenda.

## Support

Maintenance, servicing and technical or operational support within 24 hours.

## One SKU / Barcode

One Orenda Coffee SKU/barcode for both Cold Brew and Nitro Cold Brew.

## Store Setup

Placement, power requirements and the serving arrangement are agreed with your store before installation.

## FINAL TERMS TO CONFIRM

Replenishment frequency · Point-of-sale process · Space / power requirements · Removal / termination terms · Final responsibilities

Let's launch the *Orenda experience* in your store.

A differentiated specialty-coffee offer with no equipment purchase and full operational support from Orenda.

# Compact. Self-Contained. *Simple to Install.*

Everything facilities and operations need to allocate the space and keep the Kegerator running correctly.

|                    |                 |                 |                  |
|--------------------|-----------------|-----------------|------------------|
| 1,700 mm<br>HEIGHT | 500 mm<br>WIDTH | 500 mm<br>DEPTH | ~15 kg<br>WEIGHT |
|--------------------|-----------------|-----------------|------------------|

◆ DISPENSING & CAPACITY

|                                        |                           |
|----------------------------------------|---------------------------|
| TWO FAUCETS                            | LIQUID CAPACITY           |
| 1 x Nitro Cold Brew                    | 18 litres total           |
| 1 x Cold Brew                          | 9 L Nitro + 9 L Cold Brew |
| NITROGEN SUPPLY                        | REFRIGERATED TEMPERATURE  |
| Internally housed within the Kegerator | Maintained at 2–3°C       |

◆ INSTALLATION REQUIREMENTS

|                                |                              |
|--------------------------------|------------------------------|
| FLAT SURFACE                   | POWER                        |
| Stable, level indoor placement | One electrical outlet        |
| FRONT ACCESS                   | NO PLUMBING                  |
| Front kept fully unobstructed  | No water connection required |
| NO DRAINAGE                    | NO EXTERNAL NITROGEN         |
| No drain connection required   | Nitrogen system is internal  |

◆ ELECTRICAL & CONTINUOUS COOLING

240 V AC MAINS  
One standard electrical socket required. The Kegerator must remain powered 24/7 to maintain safe refrigerated storage.

LOW ELECTRICAL CONSUMPTION\*  
Estimated 0.6–0.9 kWh/day · approx. 18–27 kWh/month. Temporary power interruptions are acceptable; the unit automatically resumes operation when power is restored.

◆ SPACE & ENVIRONMENT

Machine footprint: 500 mm x 500 mm. Allow approximately 50 mm around the cabinet where practical, while keeping the front fully clear. No dedicated rear or side service access is required. Designed for indoor use only.

POSITION → CONNECT POWER → ORENDA COMMISSIONS → READY TO SERVE

No plumbing. No drainage. No specialist supermarket infrastructure.

\*Electrical consumption is an operating estimate based on observed refrigeration cycling and should be replaced with the manufacturer rating-plate figure before final issue.

## FOR CONTRACTING &amp; ONBOARDING

# Everything You Need to *Work With Us.*

The legal, contact and banking details required to set Orenda up as an approved supplier and process the placement without back-and-forth.

## ◆ COMPANY

LEGAL BUSINESS NAME

Orenda Food &amp; Beverage

TRADING / BRAND NAME

Orenda

COMMERCIAL REGISTRATION (CR)

185342-2

COUNTRY OF REGISTRATION

Kingdom of Bahrain

## ◆ BANKING

BANK NAME

BiSB Bank

IBAN

BH13 BIBB 0010 0003 3215 76

Account name and SWIFT / BIC provided with the signed supplier agreement.

## ◆ PRIMARY CONTACT

Audai Louri

SALES MANAGER

## ◆ REACH US

WEBSITE

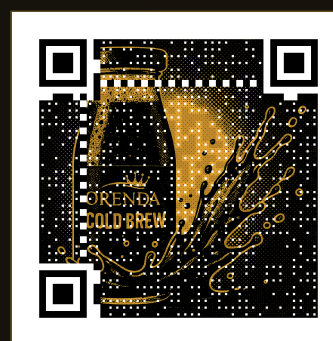
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## Explore Cold Brew on Tap

Scan to discover the Orenda Kegeator.

◆ You serve. *We take care of everything else.*