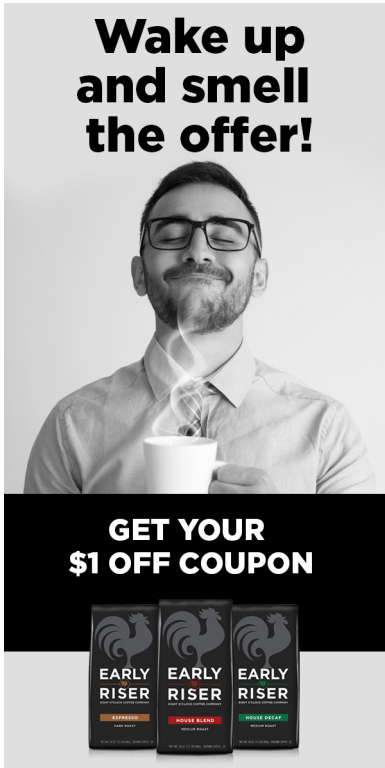




Smartly priced, delicious coffee
for the morning person and for
the person who aspires to be one

PACKAGING and BRANDING





Here's how I like my coffee. Early.



EARLY RISER

EIGHT O'CLOCK COFFEE COMPANY



All hail the early risers.



**Alarmingly delicious.
Charmingly priced.**

Alarmingly Delicious.

This special ground coffee is not for the faint of heart.
It's for the go getter. The one who rises before and above all.
You, my friend, are a special breed – an Early Riser.

Available at





The smart price makes early rising a smidge easier.



Alarmingly delicious. Charmingly priced.





The price tag is the other eye opener.



Alarmingly delicious.
Charmingly priced.

Wake-y, wake-y without the pricey, pricey.





Alarmingly delicious.
Charmingly priced.