

FREE Stainless Steel Coffeemaker is yours to keep just for trying Gevalia, with no strings attached.

GEVALIA
proudly poured since 1853



FREE

Gevalia Stainless Steel 12-Cup Programmable Coffeemaker (\$99 value).

GIVE GEVALIA A TRY TODAY:

- Choose two of our delicious gourmet coffees for just \$10.
- Stainless Steel Gevalia Coffeemaker (\$99 value) is yours to keep, FREE.
- No commitment. No obligation.

Ms. Jamie Doe
123 Main Street
Anywhere, USA 12345

Hi Jamie,

What would it take to make a really good cup of coffee? For starters, you'll need some amazing coffee beans, roasted to perfection. Oh, and a way to brew them that brings out the coffee's true flavor.

So we'd like to send you this Deluxe Stainless Steel 12-Cup Programmable Coffeemaker FREE, just for trying Gevalia. Why? Giving you a top-notch coffeemaker is the only way we can make sure you'll enjoy the full flavor and richness of our coffees in every single sip.

And what a sip—first, the fresh aroma hits you, and then the distinctive flavor makes a big impression. And it doesn't matter which of our delicious coffees you decide to try, you'll know right away that Gevalia is made for people who really love coffee.

Enjoy two half-pound packages of our premium coffee for only \$10. The deluxe Stainless Steel Coffeemaker in your choice of black or white (\$99 value) is yours to keep, FREE.

Specially designed for our fine grind, the Deluxe Gevalia Coffeemaker looks great in any kitchen and can make up to 12 cups. It's fully programmable, so you'll always have fresh coffee ready when you are. And, thanks to the pause-and-serve feature, you can pour a cup without having to wait for a full pot to brew. Pretty handy, right?

What's more, the coffee and the coffeemaker come with free perks. Gevalia Perks. It's an exclusive world where you'll find big-time savings on big-name brands — nearly 25,000 merchants with savings up to 80% off.

XXX-XXXX

(Over please)

Order at GEVALIA.COM/tryit or call 1.800.GEVALIA

Here's what you can look forward to:

FREE GIFT

The Deluxe Stainless Steel Coffeemaker is yours to keep just for trying Gevalia.

LOVE OUR COFFEE OR IT'S FREE

If you ever receive a box of Gevalia coffee that you're not 100% happy with, simply notify us within 45 days of receipt and we'll gladly send you a replacement coffee or refund the cost of the coffee (excluding shipping and handling charges).

PERSONAL SERVICE

You can reach us 24/7 to change frequency, quantities or coffee type by visiting GEVALIA.COM or calling 1.800.GEVALIA.

RESERVED DELIVERIES

We'll reserve your coffees to be sent to you on a schedule you request. If you do not customize your schedule, you'll receive four half-pound boxes about a month after your first shipment and subsequent shipments every six weeks. Each year you'll also be eligible to receive a special holiday shipment. We'll send details and pricing in advance, so you can tell us if you don't wish to receive it.

GEVALIA PERKS

You'll have free and easy access to exclusive savings of up to 80% off at retailers worldwide like Macys.com, Bestbuy.com, Wine.com, Target.com and about 25,000 more.

CONVENIENT BILLING

Coffees and teas vary from \$5.95 to \$8.35 per box. A shipping and handling charge will be added. Prices are subject to change.

FREE SAMPLES

Every now and then, you'll find a free sample of coffee in your delivery box as a thank you (and to try something new).

OUR PROMISE.

There is no obligation to continue. You may cancel your membership and stop your deliveries at any time.

Home is where it happens **GEVALIA**
proudly poured since 1853

Gevalia reserves the right to substitute a gift of equal or greater value. Please be assured that our coffees are guaranteed 100%. This offer is open to residents of the U.S., the U.S. Virgin Islands and Puerto Rico. Offer subject to change and expires one year from receipt. Please allow one to two weeks for delivery of your shipment. Coffee and tea prices range from \$5.95 to \$8.35 a box, plus shipping and handling. Prices subject to change. Offer only valid for new members of Gevalia. All orders are subject to approval. Gevalia is a registered trademark.

DXXXX

PMS130

X/09 XXX

LOF

How do you take your coffee?

[✓] **I'm ready!** Send me my Trial Delivery of one pound of Gevalia® for only \$10, plus a Stainless Steel Coffeemaker — FREE. The coffeemaker is mine to keep, just for trying Gevalia. Because this \$10 trial offer is all-inclusive, I know there are no additional delivery charges.

I also know I can go online or call to customize my future delivery schedule. Or I'll just expect additional deliveries of Gevalia about every six weeks (and I might receive a special holiday delivery, too). There's no obligation to make further purchases.

If I'm not 100% satisfied with the coffee, I can cancel any time. No matter what, the FREE coffeemaker is mine to keep.

CODE: XXXXXX XXXXXXXXXXXXX

Jamie Smith
123 Main Street
Anytown, USA 12345

Order online at GEVALIA.COM/tryit.
Be sure to use the code: XXXXXX

Three simple steps to complete your order

1 PLACE YOUR FREE GIFT STICKER HERE:



Black or white? Place your FREE coffeemaker sticker here to let us know. Whichever you choose, your new 12-Cup Deluxe Coffeemaker (\$99 value) will make sure you get a rich, full-flavored pot of Gevalia — every time you brew.

Due to demand, we have to limit the FREE Stainless Steel Coffeemaker to one per household.

2 PLACE YOUR COFFEE CHOICE STICKERS BELOW:

<input type="radio"/> Regular (R) or <input type="radio"/> Decaffeinated (D)	<input type="radio"/> Regular (R) or <input type="radio"/> Decaffeinated (D)
<input type="radio"/> Whole Bean (1) or <input type="radio"/> Ground (2)	<input type="radio"/> Whole Bean (1) or <input type="radio"/> Ground (2)

3 HOW WOULD YOU LIKE TO PAY?

MasterCard Visa American Express Discover

Card Number:

Expiration Date: /

Signature Required:

My CHECK is enclosed, payable to Gevalia for \$10.

Telephone: - -

Please provide your email for delivery confirmation, special offers and more.
Email:

We respect your inbox. Set your email preferences easily at GEVALIA.COM or call 1.800.GEVALIA.

Order at GEVALIA.COM/tryit or call 1.800.GEVALIA

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But what's truly remarkable is the coffee itself — Gevalia. Coffees this special could never have been created in a hurry. In fact, we've been perfecting the art of coffee making for over 150 years.

It all began in the quaint port of Gävle, Sweden, where Gevalia® dedicated itself to bringing the finest coffee to the world. Today Gevalia is still meticulously crafted using tried-and-true coffee-making techniques. Our coffees are roasted in Sweden, then vacuum sealed for maximum freshness and delivered direct to your door. When it comes to quality, Gevalia goes a step beyond most other coffees—our Master Taster samples over 200 cups a day to make sure our high standards are met.

From our custom blends, available in different roast intensities, to rare Select Varietals®, to aromatic Flavored Coffees, you'll choose from a selection you won't find in any store. Take your pick of whole bean or ground, Regular or Decaffeinated. Our Decaffeinated coffees are every bit as satisfying as our Regular coffees. We remove the caffeine with a special process using the same ingredients found in natural sparkling water.

When you receive your Trial Delivery, you'll have a full 45 days to see if Gevalia is everything we described. If you're not completely satisfied with our coffee, you can still keep the coffeemaker. If you enjoy our coffee selections, we'll send you more automatically. You're always in control of your Gevalia deliveries. You can change the frequency, types and quantities of the deliveries to suit your needs—or on a whim. Our coffee experts are available to you 24 hours a day, 7 days a week.

Enjoying Europe's finest coffee is easy. To receive your Trial Delivery, just choose your two coffees and the accent color of your coffeemaker. Then return the enclosed order form to us today. Or, for faster service, visit GEVALIA.COM/tryit. You can also call us toll free at 1.800.GEVALIA anytime.

Take a look at the enclosed brochure—it features 19 of our most popular coffees. Choose two and we'll deliver them along with your FREE coffeemaker—yours to keep with no further obligation.

Cheers,

Dana Vogel
Manager, Customer Relationships

P.S. There's absolutely no risk. The only thing we ask is that you keep the FREE coffeemaker. Go ahead and reply today.

Order at GEVALIA.COM/tryit or call 1.800.GEVALIA