



C.R.E.A.M. Coffee Wholesale Packet

“Hope You Can Hold”

Fresh, small-batch coffee that pours back. Bring memorable flavor and a story worth sharing to your customers, staff, and guests.

Dallas-based / Veteran & Minority-Owned / Welcoming to all

Website: www.creamcoffee.shop

Email: info@creamcoffee.shop

Phone Number: 214-458-4075

THE PERSON BEHIND YOUR COFFEE

Nobody is past redemption.

Michael Etcheson imagined and created C.R.E.A.M. while incarcerated. Through faith, reflection, and the work of rebuilding his life, he turned that vision into a coffee business. His story is a reminder that a difficult chapter does not have to be the last one.

“CHRIST RULES EVERYTHING AROUND ME”

That belief gave C.R.E.A.M. its name and continues to shape how we serve people. Faith is our foundation, and everyone is welcome at the table.

WHY WE EXIST

To uplift lives by placing proof of redemption in everyday hands.

Michael Etcheson / Founder

Nicole Yelder / Owner & CEO / U.S. Army Veteran

WHO WE ARE & HOW WE SERVE

Values you can build a relationship on.

People of Integrity

We lead with transparency and follow through on our word.

Growth Minded

We meet challenges with perseverance and a willingness to grow, all for the betterment of others.

Servant Hearted

We put others above ourselves, serving with compassion and humility.

Faith Infused

Our faith shapes how we lead, guiding every decision and every cup of coffee.

EVERY CUP POURS BACK

Give your coffee purchase a wider reach.

A portion of proceeds support selected nonprofit partners working to restore lives and strengthen communities. Your coffee purchase becomes part of that work.

AREAS OF COMMUNITY IMPACT

Reentry

Supporting the work of rebuilding life after incarceration.

Housing

Helping community partners respond to housing needs.

Education

Supporting organizations that help people learn and grow.

Community development

Strengthening the places where people live and connect.

Human trafficking recovery

Supporting partners serving people on a path to restoration.

Corporate Partners



Our Community Partners



Coffee, they notice. A story they remember.

Serve more than just coffee. C.R.E.A.M. offers freshly roasted, small-batch coffees that bring memorable flavor, meaningful conversation, and a brand story people connect with. From staff breakrooms to hospitality spaces and retail shelves, your business can offer coffee that stands out and pours back into something greater.

FLAVOR YOUR CUSTOMERS CAN EXPLORE - 12 DISTINCT COFFEE CHOICES

Offer variety your customers, staff, and guests can enjoy. C.R.E.A.M. features **12 different coffee choices**, with a collection centered around **freshly roasted single-origin coffees**, each crafted to highlight the character of the bean. From bright and floral to bold and smooth, every selection is designed to deliver flavor that keeps its promise.

FRESHLY ROASTED, SMALL-BATCH QUALITY

Our coffees are roasted in small batches for freshness, consistency, and a better cup. With carefully selected origins, flexible roast options, and tasting notes that show up in the cup, C.R.E.A.M. gives your business coffee people will notice and come back for.

A DIRECT RELATIONSHIP

Work directly with the people behind the brand. C.R.E.A.M. offers personal wholesale experience, giving you the opportunity to connect with founder Michael Etcheson and owner/CEO Nicole Yelder to discuss your needs, goals, and find the right coffee fit for your business.

FORMATS THAT FIT YOUR BUSINESS

Whether you need retail-ready bags, coffee for client gifts, hospitality service, office use, or community events, we offer flexible formats and options to support your business. Discuss bag sizes, roast preferences, and whole bean or ground coffee based on how you plan to serve it.

A PURCHASE THAT POURS BACK

Every C.R.E.A.M. purchase carry's purpose. Built on a story of redemption and rooted in faith, the brand exists to uplift lives by placing proof of redemption in everyday hands. A portion of proceeds supports nonprofit partners making an impact in areas such as reentry, housing, education, community development, and human trafficking recovery.

Floral. Fruited. Expressive.

Freshly roasted in small batches. Whole bean or ground.

	Crown & Bloom Ethiopia Guji / Single origin Wildflower honey, white peach, candied citrus, jasmine blossom; nectar sweetness and a silken cocoa finish. Roast: Light / Medium / Dark
	Velvet Reserve Yirgacheffe / Single origin Wild blueberry, jasmine blossom, cocoa silk; a honeyed finish. Roast: Light / Medium / Dark
	Heritage Reserve Ethiopia / Single origin Sun-ripened strawberry, raw cane sugar, lavender honey; a bright citrus finish. Roast: Light / Medium

See www.creamcoffee.shop for current product listings. Availability is confirmed with your quote.

Bold. Layered. Distinctive.

Freshly roasted in small batches. Whole bean or ground.

	Echelon Reserve Sumatra / Single-origin Arabica Dark chocolate, warm spice, cedar, earthy sweetness; a velvety, lingering finish. Roast: Medium / Dark
	Crown & Creed Kenya / Single origin Belgian dark chocolate, Concord grape, wild berries, kiwi citrus, raw honey; a wine-like finish. Roast: Light / Medium / Dark
	Noir Collection #2 Tanzania / Single origin Black currants preserve, blood orange zest, dark cocoa, raw honey; a wine-like finish. Roast: Light / Medium / Dark

See www.creamcoffee.shop for current product listings. Availability is confirmed with your quote.

Smooth. Sweet. Inviting.

Freshly roasted in small batches. Whole bean or ground.

	Ascension Reserve Nicaragua / Organic single-origin Arabica Velvety milk chocolate, buttery caramel, caramelized brown sugar, candied citrus, lush red fruit; a smooth finish. Roast: Medium / Dark
	Noir Collection #1 Honduras / Organic single origin Cocoa bean, Demerara sugar, sweet orange; a clean, crisp finish. Roast: Light / Medium / Dark
	Legacy Roast Brazil / Single origin Milk chocolate truffle, golden raisin, candied pecan; a caramelized sugar finish. Roast: Light / Medium / Dark
	Noir Collection #3 Honduras & Brazil / Arabica Coffee Blend Cocoa Bean, Milk Chocolate Truffle, Candied Pecan, Sweet Orange, and Golden Raisin with a Caramelized Demerara Sugar Finish Roast: Medium / Dark

See www.creamcoffee.shop for current product listings. Availability is confirmed with your quote.

Curated Coffees for Your Retail Shelves.

Freshly roasted in small batches. Whole bean or ground.

	M & N Reserve Guatemala / Single origin Belgian chocolate, burnt caramel, wild berry compote, Madagascar vanilla; a brown sugar finish. Roast: Medium / Dark
	Obsidian Reserve Guatemala / Barrel-aged / non-alcoholic Bourbon essence, dark chocolate, toasted almond, red currant, brown sugar; an oak and cocoa finish. Roast: Light / Medium / Dark
	Maison No. 3 - Signature Espresso Reserve Guatemala, Kenya & Brazil / Arabica espresso blend Belgian dark chocolate, golden caramel, candied hazelnut, blackcurrant, brown sugar; a rich, lingering finish. Roast: Medium / Dark

See www.creamcoffee.shop for current product listings. Availability is confirmed with your quote.

CHOOSE YOUR FORMAT

From first taste to daily ritual.

Discuss the format and coffee selection that fit your business. Availability and wholesale pack configurations are confirmed with your quote.

4 OZ

DISCOVERY

A compact way to introduce a coffee or build a tasting experience.

12 OZ

RETAIL

A take-home size for customers to enjoy beyond their visit.

5 lb

VOLUME

A larger format to discuss for ongoing brewed coffee service.

WHOLE BEAN OR GROUND

Tell us how the coffee will be brewed so we can discuss the right format. Final coffee, roast, grind, and packaging options are confirmed when ordering.

A CONVERSATION STARTS THE PARTNERSHIP

Let's build your first order.

Connect with Michael.

Share your location, how you plan to use the coffee, estimated volume, and your desired start date.

Find your flavor.

Discuss a tasting, available coffees, roast preferences, bag sizes, and the way you plan to brew or serve.

Review your wholesale quote.

Confirm pricing, minimum quantities, pack configuration, payment terms, shipping, and expected timing before placing an order.

Wholesale pricing is provided by quote. Product availability, order requirements, and delivery timing are confirmed for each account.

YOUR WHOLESALE CONVERSATION STARTS HERE

Carry hope. Pour back.

Connect with Michael and the C.R.E.A.M. team. Share how you want to serve, sell, or give coffee, and let's discuss a selection that fits your business.

EXPLORE THE COLLECTION & GET IN TOUCH

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