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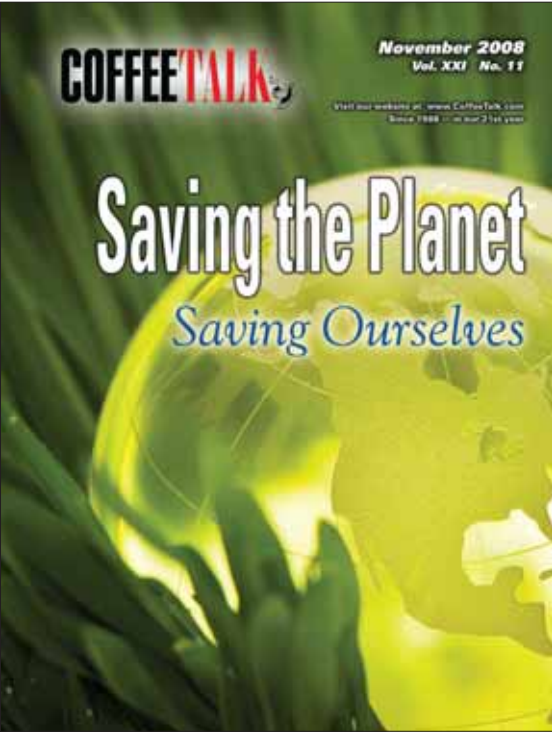
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Calendar

2008

- Nov. 06-09 **The Art of Food & Wine Palm Desert**, Coachella Valley, Palm Desert, CA. www.artoffoodandwine.com, 866.96.TASTE (82783).
- Nov. 07-09 **Coffee Fest Hong Kong, Asia World-Expo**, Hong Kong, 425.283.5058, TamaraS@coffeedfest.com, www.coffeedfest.com.
- Nov. 07-15 **Kona Coffee Cultural Festival, Hawaii**, www.konacoffeedfest.com, info@konacoffeedfest.com.
- Nov. 08-11 **International Hotel/Motel & Restaurant Show**, Jacob K. Javits Convention Center, NYC, www.ihmrs.com, ihmrs@glmsshows.com, 914.421.3346.
- Nov. 09-13 **Pack Expo**, McCormick Place, Chicago, www.my.packexpo.com.
- Nov. 13-15 **4th edition of TriestEspresso Expo**, Trieste, Italy, www.fiera.trieste.it/espresso, espresso@fiera.trieste.it.
- Nov. 13-16 **Sintercafe 22nd Annual Conference & Exhibition**, San Jose, Costa Rica, www.sintercafe.com, 506.223.8864
- Nov. 17-20 **International Food Process Exhibition**, Paris-Nord Villepinte, Paris-France, sanjay@erhotels.com.
- Nov. 18-30 **Elan’s Coffee Harvest Tours, Ethiopia**, 206.932.8352, elan@AdventureAssociates.net.
- Nov. 19-21 **Boot Coffee Consulting, Roast Profiling & Cupping**, Mill Valley, CA, 415.380.1999, courses@bootcoffee.com.
- Nov. 20-22 **Tea & Coffee World Cup/Aisia**, Hyderabad, India, HITEX Exhibition Center, Hall 1, www.teaandcoffee.net
- Nov. 24-26 **Boot Coffee Consulting, Advanced Roasting Practices**, Mill Valley, CA, 415.380.1999, courses@bootcoffee.com.
- Dec. 04-06 **FHC (Food Hospitality China)**, Pudong, Shanghai, www.fhccina.com.
- Dec. 04-06 **The Ultimate Barista Challenge China**, Pudong, Shanghai. 503.232.1016. www.ultimatebaristachallenge.com, info@ultimatebaristachallenge.com.
- Dec. 17-19 **Crafting Quality at Origin Coffee Tour, Boot Coffee Consulting**, Panama Highlands, 415.380.1999, courses@bootcoffee.com.

2009

- Jan.24-June07 **Coffee: The World in Your Cup**, Burke Museum, Seattle, WA. <http://www.washington.edu/burkemuseum/info/contact.php>, 206.543.5590, theburke@u.washington.edu.
- Feb. 01-04 **ISM 2009**, Cologne, Germany, www.ism-cologne.com, 773.326.9922, v.woods@koelnmessenafte.com.
- Feb. 20-22 **Coffee Fest Chicago**, Navy Pier, Chicago, IL. 425.283.5058, TamaraS@coffeedfest.com, www.coffeedfest.com.
- Mar. 10-13 **Anuga Foodtec 2009**, Cologne, Germany, www.anugafoodtec.com, 773.326.9922, v.woods@koelnmessenafte.com.
- Mar. 29-30 **Northwest Foodservice Show**, Oregon Convention Center, Portland, Or. www.nwfoodserviceshow.com, 800.645.7350, info@nwfoodserviceshow.com.
- Apr. 18-19 **4th Annual Coffee And Tea Festival NYC**, Metropolitan Pavilion, New York City, www.CoffeeAndTeaFestival.com, 631.940.7290, LyndaC@StarfishJunction.com.
- May 02-04 **World Tea Expo**, Mandalay Bay Las Vegas, NV. www.worldteaexpo.com.
- June 07-09 **Tea & Coffee World Cup/Europe**, Madrid, Spain, IFEMA Feria de Madrid, www.teaandcoffee.net
- June 12-14 **Coffee Fest Las Vegas**, Las Vegas Convention Center, Las Vegas NV, 425.283.5058, TamaraS@coffeedfest.com, www.coffeedfest.com.
- June 14-16 **FHC (Food Hospitality China)**, Beijing, China, www.fhccina.com.
- Sept. 25-27 **Coffee Fest- Seattle**, Washington State Convention & Trade Center, Seattle, WA. 425.283.5058, TamaraS@coffeedfest.com, www.coffeedfest.com.
- Oct. 10-14 **Anuga 2009**, Cologne, Germany, www.anuga.com, 773.326.9922, v.woods@koelnmessenafte.com.
- Nov. 20-22 **Coffee Fest Singapore**, Suntec Singapore International Convention & Exhibition Center, Singapore, Malaysia, 425.283.5058, TamaraS@coffeedfest.com, www.coffeedfest.com.



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The View



By the time this issue of CoffeeTalk magazine arrives in mailboxes, the election in the United States will be over and we will know who is the next President. CoffeeTalk has carefully kept itself out of the political debate and we certainly do not intend to start now. Our hope however, sitting here on October 30th, is that our next government leaders will recognize the strategic impact coffee has on the national and the global economy. Without putting too fine an edge on it, crude oil benefits a small cartel of producers and buyers, most of whom are generally antagonistic to the welfare of lesser beings such as you and I. Coffee on the other hand benefits small business owners in the US and citizens all across the world, often in the most impoverished and desperate circumstances. The irony of the coffee versus oil debate is that most of the coffee producing countries are some of our most staunch allies. They may be small and weak nations, but they are often true believers in the ideals for which the US stands.

Coffee is the 'canary in the coalmine.' Taking steps to ensure a viable and profitable global marketplace for producers and consumers sets the stage for successful businesses, families, governments, and alliances around the world. Failure to ensure a viable marketplace leads to famine, instability, bankruptcy, and despotism. We pray that our leaders recognize the importance of this simple brown seed. We are all depending on it.

Story follow-up

CoffeeTalk is saddened to say that our lead in June of 08, the effect of speculation and hedging in the futures market, has come home to roost. The systematic looting of the credit and securities markets via extraordinarily leveraged securities (derivatives) based on 'no-basis' securities (zero-down sub-prime mortgages) and guaranteed by undercapitalized private sector default insurance has had a devastating effect on our, and the world's, economy. Coffee, and the other agricultural commodities are going to weather some rough seas before currency, fuel, and credit come into reasonable balance. In the meantime, the cost of production will go up while consumers price sensitivity tightens. CoffeeTalk hopes that at least we have exorcised greed from wealth honestly and fairly gained. Some form of regulation in the coffee industry must be imposed to ensure that consumers, small businesses, and producers are never again driven toward deep poverty by the excesses of anonymous and amoral speculators. Coffee is the livelihood of millions of people worldwide, it is *NOT* a hedge opportunity!

Conference News

On a happier note. CoffeeTalk attended two conferences in the month of October – the National Coffee Association Fall Conference in New Orleans and The International Women in Coffee Conference in Costa Rica.

Congratulations to the NCA for it's Fall Educational Conference in New Orleans. If you didn't attend, you missed presentations on a wide range of subjects including future trends, cupping workshops, energy conservation in your retail or roaster facility, managing sustainability, and numerous networking opportunities with some of the most successful operators in the industry.

Sponsored by Community Coffee, PJ's of New Orleans, Fres-co Systems, Reilly Foods, Silocaf of New Orleans, Starbucks, Folger Coffee, and the Westfeldt Brothers, Inc – the Specialty Coffee Industry as well as the broader coffee world was widely represented. New Orleans is one of the largest entry ports for Coffee in the US and the Port of New Orleans provided great tours of the Port operations and DuPuy Storage and Forwarding Corp hosted attendees at their warehouse to learn about the handling of coffee when it first enters the country.

The first International Women in Coffee Conference was held this month in Costa Rica. Over 100 women from five continents joined together at the conference to build professional skills and network with women from crop to cup. Attendees included retailers and roasters from North America, producers and exporters from Africa, India, South America, and Central America, industry professionals and executives from around the globe. Nestor Osorio, executive director of the International Coffee Organization, as well as numerous government officials and prominent industry leaders threw their support behind the emerging International Women in Coffee Alliance and its goal of connecting women from all aspects of coffee to further their success in the coffee industry their member countries, and individually. Congratulations to Grace Mena, Linda Smithers, and the whole team for organizing this successful event and thank you to the sponsors - Bodum USA, Inc, Bunn-O-Matic Corporation, Cablevey Conveyors, Carrie Cups, Dunkin' Brands, Eight O'Clock Coffee, Elan Organic Coffees, illy Caffe North America, Inc., International Paper Foodservice Business, Knutsen Coffees, Ltd., Probat Burns, Inc., S&D Coffee Inc, Starbucks Coffee Co, Stix To Go.

Cheers!

Kerri & Miles

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Saving the Planet & Ourselves:

Sustainability Practices in the Coffee Industry — Part 1

By Rebekah L Fraser

As economies around the world are faltering, environmental concerns continue to garner attention. With over 25 million coffee growers world-wide, the coffee industry plays a significant role in our global economy and community. Many key players in the industry recognize that a more sustainable coffee industry has the potential to make a significant impact on the quality of life for communities world-wide.

Companies are joining forces to bring awareness to these issues. Through coalitions and associations, people from all facets of the industry educate and support one another in efforts to improve sustainability industry wide.

One such group is the Sustainable Packaging Coalition (SPC). SPC envisions a world where all packaging is sourced responsibly, designed to be effective and safe throughout its life cycle, meets market criteria for performance and cost, is made entirely using renewable energy and, once used, is recycled efficiently to provide a valuable resource for subsequent generations.

The coalition's mission is to advocate and communicate a positive, robust environmental vision for packaging and to support innovative, functional packaging materials and systems that promote economic and environmental health through supply chain collaboration. Specialty beverage and packaging companies involved with the SPC are Green Mountain Coffee, Starbucks, International Paper, Georgia Pacific, and Solo Cup.

Solo became involved in order to join with other manufacturers and suppliers in constructive dialogue about sustainability issues, to learn about technological developments that support sustainability, and to participate in positive change.

In addition to being an active member of SPC, Solo Cup Company also uses sustainable bamboo to manufacture their *Bare* line of disposable plates. Bamboo's rapid growth makes this renewable resource an eco-friendly alternative to paper. The Bare line is un-bleached, and un-dyed.

As a provider of a number of disposable products, Sharon Tett, Foodservice Segment Manager at Georgia Pacific says it's critical to examine the approach to product design and manufacturing on an ongoing basis. "We have researchers continually searching for ways to reduce waste, and who are committed to discovering organic alternatives to non-compostable materials, such as petroleum-based plastics."

Tett says Georgia Pacific's promise to the environment and to the people who use their products is important. "As a society, we're increasingly aware of the collective impact businesses have on the environment. That's why it's critical to share our commitment to adopting the best and safest technologies to support sustainable operations, reduce waste and help promote the responsible use of recycled materials throughout the manufacturing process."

Currently, Georgia Pacific offers a variety of products that contain a high percentage of post-consumer recycled material, a prime example being the *Insulair® Viridian™* cup. Viridian is constructed of a minimum 25 percent post-consumer recycled fiber and its corrugated middle layer is 99 percent post-

consumer recycled fiber. (for more about recycling, see part 2 in the next issue of *CoffeeTalk*)

Carrie Cups, a wholesaler that caters to small cafes, carries a line of biodegradable food service items made from potato starch and bagasse, as well as hot and cold cups manufactured by Green Good. Their AIR Insulated Cup consists of a minimum of 42% post-consumer waste made with a clay coated outer wall made from 99% post-consumer waste. Green Good's plastics are made from PLA, a corn-based resin, and CPLA, a new high-heat-tolerant corn-based resin. "Other companies have developed CPLA, but Green Good's CPLA is the only line that can handle temperatures up to 212 degrees, the temperature of boiling water," says John Gillespie, of Green Good. Their food service items (bowls, plates, etc) are made from Bagasse, a 100% biodegradable material made from the fiber pulp mass of sugarcane, reed and bamboo. Instead of bleaching the fiber, which would release dioxins into the waste stream, the manufacturer uses ultra-violet sterilization on each food service item to eliminate bacterial contamination from the fields.

Recognizing that any business operation impacts the total environment,

Melinda McDonald, of Bunn-O-Matic Corporation, says,

"Respect Earth" reflects the company's ongoing focus

on preserving the earth for future generations

throughout their supply chain. "We are

driven to continually identify ways to

incorporate this respect for our natural

resources into our daily business

practices and products," says

McDonald.

McDonald believes Bunn's

business sustainability is

evidenced in product and

packaging improvements. She

cites the company's adherence

to RoHS and WEEE standards of

making electronic equipment that is

lead free, as well as decreasing truck

fleet fuel use, and reducing electricity and

natural gas consumption as further efforts to take

environmental responsibility and reduce their carbon

footprint.

As a leader in coffee and tea brewing equipment, specialty drink dispensers and much more, Curtis brings the industry a forward-thinking approach to designing and manufacturing products with the environment and the future in mind. Combining an ongoing dedication to quality with an eco-friendly focus to help their customers conserve energy and protect the environment, Curtis incorporates "green thinking" into all areas of design. An example is Curtis' exclusive G3 Universal Control Module; G3 provides every piece of equipment with precise control that eliminates large swings in temperature and saves valuable energy. Other innovative features such as insulated hot water tanks, non-HFC tank insulation and energy-saving modes on brewers combine to offer energy and cost savings to every operation.

The manufacturing process has also been updated to streamline materials and reduce waste. From recycling and licensed disposal programs to the reduction of



continued on page 14...

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I recently read some "heart warming" news from *New York Times* Science Editor John Tierney's website. Researchers have determined that "you're more likely to think warmly of someone else if you're holding something warm in your hand like a mug of coffee."

The study was conducted by Lawrence Williams of the University of Colorado and John Bargh of Yale. Tierney reports that they "gave cups of either hot or iced coffee to people and asked them to rate someone's personality based on a packet of information. The ones who held the hot cup rated that individual significantly higher for 'warmth' than did the subjects holding the iced coffee."

Given the chilly tone of the news lately, and specifically regarding our relationship with coffee, it was great to see this bit on coffee's place in the American psyche. For most Americans, coffee is inextricably woven into our daily lives and represents many positives, including a sense of warmth, renewed energy, better mental clarity, alertness and a sense of well being. In spite of our national embrace of coffee and its extraordinarily appealing aromas and flavors, in the current economic crisis media pundits are advising us to save our way to prosperity by eliminating our daily cup of coffee.

During the last significant economic downturn in the US, the specialty coffee market not only resisted any decline in sales, but saw a record level of new interest. Coffeehouses expanded from an estimated 12,600 units in 2000 to some 17,000 by the end of 2003. This growth occurred in the face of a recession that began in November of 2001 and continued into 2003, at a time when the stock market plummeted and the country was reeling from the attacks of September 11th.

Many have touted the recession proof, or recession resistant, nature of the specialty coffee business based on this compelling growth. Yet, while I advocate a positive outlook on the mid to long term prospects for our industry segment, I caution against any in our industry being too optimistic about the near term future for our business.

Current market conditions provide us with an opportunity to reframe the major criterion for our business from price to value. I believe this will be a key to our continued success. The talking heads in the media ignore two basic truths. First, we like our coffee in the morning, and are loathe to give it up. Giving up coffee feels like defeat, both psychologically and physically. Second, we specifically like how our specialty coffee tastes. Millions of us go to specialty coffee outlets every

Letter from the Executive Director - SCAA

By Ric Rhinehart; Executive Director of the Specialty Coffee Association

day and spend our hard earned money there because the coffee tastes good—better than what we have come to expect from grocery store coffee brewed at home or the free coffee at the office.

As specialty coffee operators, we must focus on the value of that better tasting coffee. Price is an indicator of value in most cases, but in our business the relative difference in price between mediocre coffee and excellent coffee is already disproportionate to the qualitative differences. We must focus on highlighting the significant increase in value we offer despite a modest difference in price. Above all, we must resist the temptation to push down price. This will only lead to a decrease in perceived value and force downward market pressure onto all of the other actors in the coffee supply chain. To shift the focus onto value we must provide the consumer with easily identifiable clues. Better smells, better tastes and better looking drinks served in cleaner and friendlier environments by happier people will keep us in the warm hearts of the American consumer. *CT*



SCAA: Securing Sustainability in the Supply Chain

By Laura Lee, Specialty Coffee Association of America



It seems that you can't go anywhere these days without a friendly reminder of how your everyday decisions affect our environment. Whether it's your neighborhood grocery store charging for plastic bags, trash cans that prompt you to consider "Paper, Plastic or Trash," or your favorite publications encouraging subscriptions to the online edition, it is certain that consumers are more aware of their wasteful habits. There is no doubt about it, the paradigm has shifted. And just like the rest of the world, specialty coffee holds a huge interest in this growing worldwide recognition.

Next to the oil industry, the coffee industry represents the second largest commodity traded in the world. Since 1989, when the coffee industry moved from a regulated to a free trade marketplace, the volatility of the pricing structure shifted dramatically. As a result, the entire supply chain, from farmers and producers to green coffee importers, roasters and retailers, have become conscious of the need for developing ethical and sound relationships in order to ensure a quality product.

Industry leaders and members of the Specialty Coffee Association of America (SCAA) are conscious of the responsibility that they hold to inform each other and industry producers of the need and importance of developing sustainable processing systems. Without these, there cannot be a guarantee of quality and demand in a marketplace that remains acutely aware of its global affect on the environment.

SCAA Focuses on the Environment

In fact, SCAA members are particularly concerned about the environment, as demonstrated by SCAA's current and past Sustainability Award winners and the efforts of SCAA members and participants on SCAA's Sustainability Committee. The annual Sustainability Award honors individuals, businesses and organizations in the specialty coffee industry that have created innovative projects to expand and promote sustainability. In 2008, an impressive total of 13 companies submitted their sustainability projects for consideration, and of those winners, several producing countries were represented, including Brazil, Honduras, The Netherlands and Nicaragua.

Because of the work of the 2008 SCAA Sustainability Award winner, Essent Energy Trading and Solidaridad of The Netherlands, coffee husks are now being used as fuel to generate green electricity—a worldwide first. A second winner of the award, Alianza para la Sostenibilidad (APS), financed by Sogimex SA, a member of Ecom Agroindustrial Corp Ltd., is a non-governmental organization founded in order to increase sustainability efforts in Honduras.

"As the specialty coffee industry's premier association, our mission is to educate members and the industry at large on best practices in the coffee sector while assisting farmers in implementing sustainable business practices and increasing yields in an environmentally sensitive manner," says Ric Rhinehart, SCAA's executive director.

A "Green" Event

The SCAA took to heart its own need to involve sustainable practices, transforming its annual conference to a "green" event. The association implemented a carbon neutrality program to help offset emissions related to conference travel, lodging and energy consumption. Conference attendees paid a small carbon tariff to participate in the program, and all funds collected were donated to the sustainable agroforestry non-profit organization, Trees for the Future, for the purchasing and planting of new trees.

Go "Green" Now

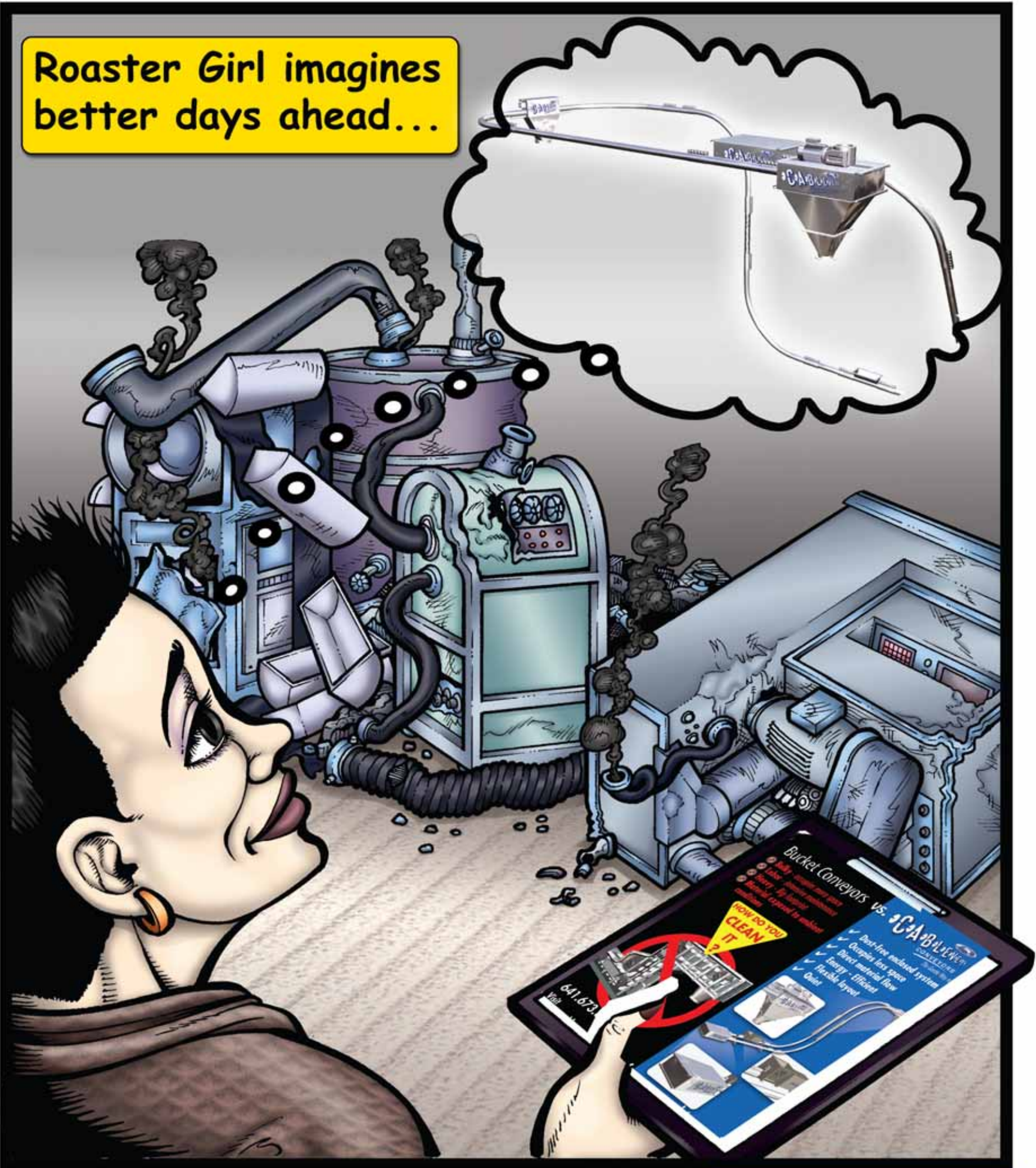
While the SCAA and its members are taking a proactive stance when it comes to the environment, they want to encourage you to do your part as well. Here are several examples of things you can do right now to be more environmentally friendly:

- **Retailers:** Engage consultants or industry partners on how to develop more sustainable practices in your business; purchase paper products that are made up of more than 10 percent compostable materials.
- **Manufacturers:** Start internally by making your own organization "green," then focus on the products and solutions you offer to the industry. Make those products and solutions environmentally-friendly, or offer tips on how your customers can recycle the product or donate it once it's no longer needed.
- **Coffee roasters:** consider recycled packaging, work with coffee farms that are adhering to environmentally-beneficial practices, educate your customers on your Web site and on your product. Speak at conferences to share what you are doing.
- **Farmers:** Interact with fellow producers and importers to exchange ideas and learn from each other's sustainable practices.
- **Baristas:** Educate yourself on the coffee products that you are passing along to consumers; promote the coffee product that is supplied from producers who uphold sustainable processing.
- **Industry at large:** Become a member of SCAA and attend the annual conference, happening next April 16-19, 2009, in Atlanta, GA. This event offers lots of educational opportunities on the subject, plus networking opportunities with those who are making a difference. *CT*

Laura Lee is the partnership programs manager for the Specialty Coffee Association of America, the world's largest coffee trade association. She can be reached at 562-624-4100 or at llee@scaa.org. For more information on SCAA, visit www.scaa.org.

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A laptop computer, an Americano, and the power of Brand Touchpoints

By Jeff Cohn

From internationally known coffee companies to independents in the industry, the coffee business has been in the news. My coffee experience will certainly not make the headlines in the Wall Street Journal or CoffeeTalk, but likely offers some good business lessons to share with the readers of this publication that run coffee related businesses.

The Power of Brand Touchpoints

First, a little background. I'm a brand marketing guy. That means that I work with companies, large and small, to help them find their unique distinction in the marketplace and then my firm works side-by-side with their staffs to increase brand value, sales and profitability through advertising, public relations, online marketing, web sites, etc. We call this fully integrated brand marketing where everything works together to bring results for our clients.

One of the key messages we share with our clients is the importance of brand touchpoints. Every time you, a member of your staff or your brand interacts with a customer is a touchpoint. Every touchpoint is an opportunity to build a positive or negative experience for that customer. This goes way beyond customer service. A poorly designed sign (think about those handwritten signs on your door) can send a negative brand message. A great customer service provider can take your brand to new heights. And a well-intentioned but poorly executed business policy can do real harm to your brand in the short and long term. I confirmed that one Sunday several weeks ago.

My Personal Brand Touchpoint Experience

It was a quiet Sunday morning and I was one of only two customers in a cozy coffee shop in Denver that appears to have its brand defined – an attractive and inviting décor, an enviable locale, a diverse food and drink menu and free wi-fi. I patronized this café often as it is close to my office, even holding numerous business meetings there or stopping by for a quick cup. I also had told many people about this place. After paying for an Americano and breakfast sandwich, I found a table and began to bring out my laptop to do some writing. (Due to another meeting later that morning, I only had an hour for some quick productive time). As I sat down, a gentleman (the owner perhaps?) came over and said very firmly, "We don't allow computers on Sunday in here. You'll have to put that away!" I asked why and he said that Sunday was very busy and he couldn't have me sitting there for hours. I explained that I was only going to be there for an hour as I explored the EMPTY store. He said there was no option and I'd have to put it away as he couldn't allow a precedent. I told him that the main reason for being there was to do some writing and he was not impressed.

I asked for a refund on my breakfast sandwich and Americano and my plan for an early morning of writing and relaxation was thwarted. He agreed to provide the refund but the person behind the counter, a young woman with a few too many piercings, replied, "Your coffee can go in a to-go cup. You don't deserve a refund for that." I got even more upset and exclaimed back to her, "It's clear why you are working here...you'd never get a job at Starbucks." Meanwhile, the owner reached into his cash register and handed me his printed Computer Policy. Just what I wanted to see! Yes, admittedly, it wasn't a pleasant scene as the minutes rolled by. Off I went to the big chain where I was greeted warmly, served promptly and treated as a guest. And where I left a very nice tip for the smiling baristas.

The Impact of Brand Touchpoints

Most customers that have negative experience will tell at least 10 people of their circle. In my case, the number is much bigger. Consider my actions after this appalling experience:

- I made a personal commitment to stop visiting this local shop. I will not return and that accounts for significant lost revenue.
- I told several friends of this experience, some of whom live in the neighborhood of the shop. Many had heard similar negative experiences at this establishment. Apparently I was not the first.
- I informed my staff (25+) that the company would not reimburse expenses turned in for meetings at this establishment and that we would no longer hold meetings there.
- I have chosen to not include the store's name in this article but had I even mentioned it once, nearly 20,500 readers would have heard the story.
- I also chose to not list this experience on the many local coffee/restaurant/food blogs (eg. Yelp.com) available to me but certainly could have. Research of those blogs found similar experiences at this place already posted.

The local shop lost hundreds of dollars of my business, and the patronage of many of my closest business and personal associates. On the other hand, as I've told this story, I have also been sure to celebrate the great experience I had at the chain store (by name of course) and have increased my visitations there since the incident.

Building your Brand in a Competitive Economic Climate

I understand the thinking behind the policy but the owners did not think it through enough. Sure, in the short term, they keep people from just sitting there all day without making additional purchases. But they also turn off loyal customers by sending them away when they did not really have to.

My experience was a profoundly negative brand touchpoint on their business. In my own firm, I remind our team repeatedly of this as it relates to how we serve our clients. We strive to look from the long-term value of the agency's brand and make decisions, policies, etc, from that point of view. Employees are fully empowered to do what it takes to create positive brand experiences for Cohn Marketing when dealing with a client need. I'll always stand behind them on this.

Even the smallest of businesses can approach their business in this manner. It's not out of reach to say that in today's economic climate, well-trained and empowered employees who understand your company's brand can make the difference between staying profitable and shuttering your business. And that is where internal branding comes in. It's good business to have operating policies and guidelines, but employees need to know what you stand for and how to apply those rules within your brand.

Speaking of positive experiences, I wrote this article in a coffeehouse near my home on yet another Sunday morning – laptop and all – and was greeted warmly by a barista who asked, "Are you having a great day so far?" It set a positive day into motion for me and guaranteed my repeat business for weeks, months and years to come. That is the power of brand touchpoints. [CT](#)

Jeff Cohn is CEO and Chief Brand Strategist of Cohn Marketing, a brand marketing and PR firm located in Denver, CO. Jeff is one of only 25 Certified Brand Strategists in the U.S.A. He is a nationally recognized speaker and consultant on marketing and brand development with more than 25 years of experience in diverse industries including specialty coffee, real estate, hospitality and tourism. Jeff's work has won numerous national and international marketing awards and has helped small and large companies find their brand distinction leading to business success.

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...continued from page 8

power and lights during breaks and non-operating hours, Curtis extends a “green approach” to all levels of the company.

At Michaelo Espresso, sustainability is ingrained into the corporate culture. Recycling, energy conservation, paperless operations and even potted plant maintenance are de rigueur for all employees, and Alyssa Garvin says going green at the office has increased the efficiency of Michaelo’s operation as well as created a “great vibe” for workers.

The Seattle-based espresso machine sales and service company serves a national customer base, and celebrated 25 years in business this year. Michaelo also debuted GreenCart 6.2, a sustainable espresso and coffee beverage cart made of long-lasting seam-welded (partly recycled) aluminum. The cart qualifies for several Leadership in Energy and Environmental Design (LEED) certifications. LEED is a Green Building Rating System by the U.S. Green Building Council, designed to serve as the nationally accepted benchmark for evaluating the design, construction, and operation of green businesses. *(For more about this company’s commitment to sustainability, see next month’s issue)*

“There’s a great feeling in helping our customers in the specialty coffee industry share their message of environmental stewardship with retail customers,” says Garvin. “We’d like to hope we are contributing to the overall ‘green’ awareness of our society and feel confident that every little effort counts.”

Another company making a difference in the industry is La Marzocco, the Italian espresso machine manufacturer who, through a partnership with Probat and Mahlkönig formed the Songwa Estates non-profit cooperative in Tanzania. The mission of the non-profit organization is to provide educational experiences to specialty coffee industry stakeholders. The cooperative has also established a fund for projects, the first of which is to pay for orphans from the farm area to attend primary school.

While organic and fair trade practices continue to increase in popularity, the Common Code for the Coffee Community Association (4C) is helping members of the industry who don’t meet such rigorous standards to improve the sustainability of their businesses. 4C’s “Baseline” Standard is built upon the 4C Code of Conduct which covers sustainable social, economic and environmental practices in the coffee sector. The 30 principles of the Baseline are required of all participants in the supply chain, including farmers, plantations, producer organizations, estates, mills, exporters, traders, etc. 4C has also defined ten practices that are considered unacceptable, including “forced eviction without adequate compensation” or “cutting of primary forest”. Once the participants from the green coffee supply chain have committed themselves to eliminating these practices, compliance with the Code of Conduct is structured around the concept of continuous improvement.

Growers in the organization are monitored via random third-party inspections. Once they have reached “4C Sustainability”, farmers can more easily step-up to more demanding standards. Marie Stich, 4C’s communications manager says, “4C is a complementary, non-competing approach to organic and fair trade certification standards.”

Ultimately, companies like CE Organics may benefit from 4C’s efforts. Louise Wilkie, of CE Organics, says sourcing has been a challenge. To find cost effective, organic raw materials that satisfy the company’s quality standards has had its effect on business.

CE Organics’ triple-bottom line approach is environmental, social and economic. Yet one of CE Organics’ competitive advantages has also created some challenges. The certified organic coffee flavoring producer has been staying ahead or in sync with government and regulatory standards; but problems arise because governments and regulatory bodies don’t always adhere to the same standards. “This sometimes puts a wrench in the works when you are trying to fill client orders and the rules aren’t consistent in all areas or regions.”

Good Cow is another product manufacturer staying ahead of the regulatory curve. Their raw milk quality is 5-10 times higher than the standards the Federal government imposes. “We *AUDIT* that our farmers don’t use hormones, we monitor the treatment of our cows- how they are fed, how they are housed,” says Trish Corby. Keeping hormones out of their cows also means keeping hormones out of the water table, a growing concern among environmentalists and health specialists.

“From our Company’s inception in 2000, we have taken on the responsibility of “being greener” than what the “standard milk industry” does,” says Corby. With a product that takes up less space than traditional milk, Good Cow’s concentrated milk uses less fuel for distribution, which means Good Cow sends fewer trucks on the road than other milk companies. Always on the lookout for more sustainable business practices, Corby is currently considering using bio-fuels.

In addition, Good Cow’s packaging is easily recyclable and more efficient, and Corby believes many food service businesses are learning that “going greener” has a value way beyond the efficiencies and overall impacts; doing the right thing earns customer loyalty because of their practices. “It’s called *GOOD BUSINESS SENSE*,” she emphasizes.

Wilkie concurs, noting both her clients’ and her distributors’ awareness of the growing opportunities available in the organic market. She’s watched them moving steadily into this rapidly growing area of business.

Douglas Jacques, VP of Business Operations at Clovernook Center for the Blind and Visually Impaired, a cup producer and converter adds, “People often ask us why they should spend more to purchase compostable paper hot cups when foam cups are working for them. We work really hard to convince them that it is the right thing to do for the environment. Partnering with Clovernook Center for the Blind and Visually Impaired brings the added benefit of providing sustainability for people with visual impairments and the earth. Our program is best stated: “The cup disappears. The impact lives on.””

Elan Organics is one company working to create sustainable relationships between farmers, cooperatives and the buyers. “Our clients realize it is possible to make a difference while making a living and they want to be part of our transparent sustainable chain of doing business,” says Kayd Neill.

To keep everyone in the chain connected, Elan offers photos, stories and information about most of their coffee producers.

Neill says although buying “green” organic coffees may seem like a small commitment to a consumer, it has a big impact. “Coffee is the second largest traded commodity in the world after oil, therefore these consumer choices affect millions of people around the globe and the way that coffee is produced.” For every bag of organic coffee sold, fewer fertilizers, pesticides and herbicides are used. In this way, a simple decision made at the purchase point has the power to create a better living environment for farmers worldwide and improve soil/air quality on our planet.

In Neill’s opinion, it is time for every company to have a sustainable division or department. Everyone should be keeping track of their carbon footprint and trying to reduce it. “We still have time to improve the quality of life for everyone on our planet by going green,” she emphasizes.

Wilkie adds that trade associations also play a major role in this. She believes associations should take a more active leadership role in dealing with environmental issues and address the broader concerns inherent in sustainable development. “It only makes sense to make an environmental commitment visible and match words with deeds,” she says. “We are not just saving the planet, we are saving ourselves.” *CT*

“The environment has changed. Equally important, so has our perception. A growing number of people realize that it is impossible to separate the economic development issues from environmental issues; and many forms of development erode the environmental resources upon which they must be based, and environmental degradation can undermine economic development.”

*Louise Wilkie,
CE Organics*

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INTERNATIONAL  PAPER



Judy Ganes

Producers Face New Hurdles



By Judith Ganes-Chase, President, J Ganes Consulting, LLC

www.jganesconsulting.com

Earlier this decade when the price of coffee slid to historically low levels, some producers were somewhat shielded from the price decay and total world production was still able to climb. Brazilian and Vietnamese production actually flourished during this period, offsetting the losses that were incurred by other countries that were forced to cut back on inputs or abandon their plantations all together. For example, Brazil, the world's largest producer and also one of the most efficient, did not feel the pain from the depressed prices due to favorable exchange rates that offset the plunge in prices. While the value of the Brazilian currency, the real, has softened recently against the US dollar, the declines have not fully offset the recent drop in coffee prices or the spiraling cost of labor and inputs. Brazilian coffee production, as a result is expected to level off or decline, which is in sharp contrast to what had happened during the "crisis period." Many Brazilian coffee farmers are now finding it more advantageous to switch to alternative crops, such as eucalyptus, which is less labor intensive. The expected decline in output comes at a time when Brazilian stocks have been already reduced to bare minimum levels. The government has auctioned off nearly all the remaining bags of coffee that were remaining from the days of Brazilian Coffee Institute, which at one time had mounted to over 17 million bags. Domestic roasters were using this stockpile over the past decade to supplement sales to the internal market, but this source of coffee is no longer available and coffee destined for export will have to compete with the local market where consumption has already swelled to more than 18 million bags annually.

In sharp contrast to Brazil, Central American and African producers saw the greatest losses in production during the period of depressed prices and have not seen their crops fully recover. Coffee output from these countries on a collective basis remains well below prior peaks. Being extremely sensitive to price fluctuations relative to costs, escalating fertilizer prices (which remain still high despite the drop in oil prices) and other inputs will certainly have negative consequences with farmers once again being forced to cut corners as a matter of survival.

In my 25 years experience as a fundamentalist analyzing the supply and demand outlook for coffee and other commodities, there has never been a time

when producers around the globe were ALL struggling to keep pace with the skyrocketing cost of production, as they are today. Labor costs in many countries has been rising, not only from increased competition from other crops, but also due to governments imposing stricter laws protecting the rights of workers and establishing higher minimum guaranteed ranges, improved living conditions, or other benefits, which place a greater financial burden on farmers. A shortage of labor has also incurred in many countries as pickers found better paying jobs in cities or as the next generation sought life off the farm after pursuing an education. The availability of labor may increase in some countries though due to the downturn in the economy as factory jobs are disappearing and construction work slows. This is already evident in a reduced number of immigrants coming to the United States to seek employment; many that have lost their jobs are now returning back to the field, seeking jobs once again in agriculture and picking coffee. The recent plunge in coffee prices, however, in tandem with other commodity and equity markets has pushed the market below the average cost of production and an increased labor pool will help but not offset the challenges most producers are now facing.

Even more concerning than the rising costs is the lack of credit that is currently available and this could have a more immediate term impact as farmers may not have the means to pay workers or farm expenses, taking a toll on output and reducing productivity in what otherwise would have been a favorable harvest. At least earlier in the decade, farmers were able to try to make ends meet by heaping on debt, but for many this option is no longer a viable alternative. With coordinated efforts by the United States and other central banks to try to thaw the credit freeze and restore liquidity, it may be only a matter of time before money starts to flow more freely, but it may be too late to avert difficulties for some this year.

The period of depressed prices at the start of the decade ushered in a new wave of consumer and producer awareness with roasters realizing that the low prices would threaten supply and production was not sustainable at cheap levels. Producers sought to add value to their production by raising quality standards and focusing attention on improving the value of the coffee in the cup rather increasing the quantity of coffee being harvested. Certification programs started to flourish as a means of providing an opportunity to farmers to employ best care practices as well as encouraging social justice, improved worker conditions, and other sustainable initiatives. Farming became greener, with a push to also preserve the environment and conserve on water use. If farmers are not able to reap the rewards for their efforts and have to cut costs, a step back may be forced to be taken. When prices were low, the "social" premium being paid through certification programs is much higher than it is today. An adjustment has not been made to compensate farmers for increased expenses. Prices are determined by the value of the New York futures contract plus a premium and quality differential. A new formula for compensation might need to be addressed to assure the market of having sufficient supply of high quality coffee that more and more consumers are demanding in their cup.

CT

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Specialty Coffee Roasters

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AK	Anchorage	Cafe Del Mundo	907.562.2326	CA	Los Angeles	Antigua Traditional Roasters	323.539.2233	GA	Atlanta	Java Lords CoffeeHouse, Bar & Roastery	7702964252
AK	Girdwood	Glacier Valley Roasters	907.783.2912	CA	Los Angeles	Bradford Coffee	323.268.2333	GA	Atlanta	Partners Coffee Company	404.344.5282
AK	Homer	K Bay Caffee' Roasting Company, LLC.	907.299.0880	CA	Los Angeles	Amadeo's Mist	323.258.3743	GA	Atlanta	Atlanta Coffee Roasters	404.636.1038
AK	Juneau	Heritage Coffee Co.	800.478.5282	CA	Los Banos	Mount Ararat Coffee	209.826.4961	GA	Atlanta	Imported Restaurant Specialites	404.325.0585
AK	Kenai	Coffee Roasters	907.262.8760	CA	Manteca	Jesus Mountain Coffee	209.823.3121	GA	Atlanta	Beanealogy	678.296.1770
AK	Ketchikan	The Green Coffee Bean Company	907.247.5621	CA	Menlo Park	Josuma Coffee Company	650.366.5453	GA	Atlanta	The Buckhead Coffee Company	866.407.3090
AK	Little Rock	River City Coffee & Tea	800.661.1496	CA	Mentone	Inland Empire Coffee Company	909.794.2255	GA	Atlanta	Martinez Fine Coffees	800.642.5282
AK	North Pole	North Pole Coffee Roasting Company	907.488.7190	CA	Murrieta	Java Kai	866.528.2524	GA	Chamblee	BlackGold Coffee Company	678.315.5717
AL	Birmingham	Prime-Time Roasters	205.444.1446	CA	Murrieta	Cafe Bravo Coffee Roasting Co.	951.691.5420	GA	Dacula	Atlanta Coffee & Tea Company	770.981.6774
AL	Birmingham	Royal Cup Coffee Roasters	800.366.5836	CA	Newport Beach	The Supreme Bean Coffee Roasters	949.642.5326	GA	Duluth	Coffee Coffee Coffee!!!, Inc.	678.473.1400
AL	Birmingham	Roaster	205.945.8970	CA	North Hollywood	Martin Coffee Roasters	818.506.8020	GA	Gainsville	St. Ives Coffee Roasters, Inc.	770.287.3200
AL	Birmingham	Red Mountain Coffee Roasters	205.945.8970	CA	Novato	Masterpiece Coffee	415.246.4686	GA	Marietta	Rona Inc.	770.421.9600
AL	Leeds	Higher Grounds Roasters Inc.	800.794.8575	CA	Novato	Masterpiece Coffee	415.884.2990	GA	Marietta	Queensport Coffee	800.747.1984
AR	Bentonville	Kennedy Coffee Roasting Company	479.464.9015	CA	Oakland	Bartlett Coffee Company	510.697.1234	GA	Martinez	Abbi's Coffee Mill & Roastery	706.651.9111
AR	Fort Smith	Silver Joe's Coffee Company	866.558.6333	CA	Oakland	Mr. Espresso	510.287.5200	GA	Roswell	Viazza Coffee	770.664.5176
AR	Fort Smith	Fresh BeanZ Coffee	479.452.2404	CA	Oakland	Peerless Coffee & Tea Company	510.763.1763	GA	Senoia	Junglija Coffee Co.	678.463.7836
AR	Jacksonville	Biffs Coffee Roasting Co.	800.438.2433	CA	Oakland	Scarlet City Roasters	510.708.1402	GA	Smyrna	Lakehouse Coffee	404.799.7774
AR	Little Rock	The Ultimate Coffee	267.620.3218	CA	Ontario	Coffee Brothers, Inc.	909.930.6252	GA	Smyrna	Atlanta Coffee Supply Group	404.799.7774
AR	Rose Bud	RoZark Hills Coffee Roasterie, Inc.	501.556.5808	CA	Orangeville	Badda Bean	916.410.0314	GA	Stone Mountain	Stone Mountain Coffee Roasters	770.469.2225
AZ	Bisbee	The Bisbee Coffee Company	520.432.7931	CA	Pasadena	Coffee Roasters of Pasadena	626.564.9291	GA	Woodstock	Zambia Coffee Growers Association	800.803.7774
AZ	Guadalupe	Coffee De Mexico Corporation	480.820.5222	CA	Pasadena	Jones Coffee Roasters	626.564.9488	HI		Cafe Cabo Coffee Roasters	808.778.7609
AZ	Maumelle	Guillermo's Gourmet Grounds	870.404.6789	CA	Pasadena	Jones Coffee Roasters	800.729.8114	HI	Capt. Cook	Captain Cook Coffee Co	808.322.3501
AZ	Phoenix	Coffee Reserve, Inc.	888.755.6789	CA	Petrolia	Gold Rush Coffee	707.629.3460	HI	Captain Cook	Fike Farms	808.328.2265
AZ	Phoenix	Espressions Coffee Roastery	480.946.9840	CA	Poway	Kona Ken's Coffee	808.937.5367	HI	Captain Cook	Kena Pure Kona Coffee	808.328.0111
AZ	Phoenix	Lindsey Coffee Co.	800.345.1984	CA	Redway	Sigona Coffee	707.923.2661	HI	Captain Cook	Koa Coffee Plantation	808.328.8803
AZ	Scottsdale	Village Coffee Roastery	480.905.0881	CA	Redwood City	CoffeeTec Roastery Development	650.556.1333	HI	Captain Cook	Hoku Lani, Inc.	808.328.9910
AZ	Scottsdale	Volcanic Red Coffees	480.922.3674	CA	Richmond	Catahoula Coffee Company & Roastery	510.235.0525	HI	Captain Cook	Aloha Hills Kona Coffee	808.328.9500
AZ	Scottsdale	Coffee Roasters of Arizona	480.948.1419	CA	Running Springs	Mountain Brew Roasters	909.867.4804	HI	Hanapepe	Lappert's Hawaii	808.335.6121
AZ	Scottsdale	Mokarabia, USA	480.998.8807	CA	Sacramento	Java City	877.528.2289	HI	Holualoa	Sugai Kona Coffee	808.322.7717
AZ	Tempe	Lost Dutchman Coffee Roasters	520.217.1304	CA	Sacramento	Terranova Coffee Roasting Co., Inc.	916.929.1681	HI	Holualoa	Tiare Lani Coffee, Inc.	808.324.7694
AZ	Tempe	Cortez Coffee Roasters	800.942.6782	CA	Sacramento	Budrees Organic Coffee Co. Inc.	916.429.1929	HI	Holualoa	Roasters Coffee House	918.393.6001
AZ	Tempe	Momentum Coffee Roasting Company	480.948.8501	CA	Santa Cruz	Napa Valley Coffee Roasting Company, Inc.	707.286.4062	HI	Honolulu	Hawaii Coffee Roasters	808.839.3219
AZ	Tucson	Arbuckle Coffee	800.533.8278	CA	San Diego	The Earth's Choice Organic Coffee Roaster Co.	619.235.0392	HI	Honolulu	Hawaii Coffee Company	808.847.3600
AZ	Tucson	Desert Rain Coffee	520.297.0246	CA	San Diego	Cafe Moto	619.239.6686	HI	Kahului, Maui	Maui Coffee Roasters	808.877.2877
AZ	Tucson	Roaster X	520.791.0400	CA	San Diego	Plantation Station Coffee Roasters	858.676.8306	HI	Kailua-Kona	Kona Brothers Coffee Roasting Inc.	808.331.0800
CA	Alhambra	Jasa Bumi Coffee	626.310.1248	CA	San Diego	Caffe Calabria	619.683.7787	HI	Kailua-Kona	Hula Bean Coffee Inc.	808.329.6152
CA	Alhambra	La Mill Coffee Specialists	606.202.0100	CA	San Dimas	Coffee Klatch Roasting	877.455.2824	HI	Kailua-Kona	Mountain Thunder Coffee/Plantation Int'l Inc.	808.325.2136
CA	Anaheim	Trinidad Coffee Co.	714.520.8410	CA	San Francisco	Ritual Coffee Roasters	415.641.1024	HI	Kalaheo	Kauai Roastery	808.346.7244
CA	Anaheim	Commercial Cooling	714.484.0000	CA	San Francisco	Jeremiah's Pick Coffee	877.537.3642	HI	Kauai	Kauai Coffee Co.	808.335.3440
CA	Aptos	Pacific Coffee Roasting Company	831.685.2520	CA	San Francisco	House Of Coffee	415.681.9363	HI	Kealahou	Greenwell Farms Inc.	808.323.2862
CA	Aptos	Surf City Coffee Company	831.685.8614	CA	San Francisco	Capricorn Coffees, Inc.	415.621.8500	HI	Kealahou, Kona	Kona Joe Coffee LLC	808.322.2100
CA	Arcata	Sacred Grounds Organic Coffee Roasters	800.425.2532	CA	San Francisco	America's Best Coffee	415.285.5556	HI	Kihei	Hawaiian Royal Trading	800.311.1818
CA	Atascadero	Jobella Coffee	805.461.4822	CA	San Jose	Willow Tree Coffees	408.472.7086	HI	Kualapuu	Coffees of Hawaii	808.567.9490
CA	Badger	Sierra Roasting Co.	559.337.0708	CA	San Juan Bautista	Feral Rooster Roastery	831.623.9153	HI	Kurtistown	Hilo Coffee Mill	808.968.1333
CA	Baldwin Park	Tropical Premium Coffee	866.813.1006	CA	San Leandro	Roger's Family Company	800.829.1300	HI	Ocean View	Hawaiian Moonbeams Coffee	808.929.9904
CA	Bell Gardens	Lingle Bros. Coffee, Inc.	800.352.2500	CA	San Rafael	Ecuador Estate Coffees & Teas, Inc.	800.809.7687	HI	Puunene	Maui Oma Coffee Roasting Co., Inc.	808.871.8664
CA	Berkeley	Pacific Bay Coffee Co. & Micro-Roastery	510.845.2324	CA	Santa Barbara	Java Jones CoffeeHouse	805.962.4721	IA	Ames	Burgie's Espresso Cafe	515.203.6159
CA	Berkeley	Uncommon Grounds Inc	510.644.4451	CA	Santa Barbara	Hair Raisher Coffee	866.972.4737	IA	Cedar Rapids	L & L Coffee Company	319.361.4787
CA	Berkeley	Kavanaugh Coffee Roasting Company	510.843.3040	CA	Santa Barbara	Caribbean Coffee Company	805.962.3201	IA	Des Moines	US Roasterie	515.243.8805
CA	Burlingame	McLain Cook Coffee Co., Ltd.	650.697.4515	CA	Santa Clara	Barefoot Coffee Roasters	408.248.4500	IA	Des Moines	Coffee Concern Inc. Zanzibar's Coffee Adventure	515.244.7694
CA	Canoga Park	Rockey Roaster	818.347.1378	CA	Santa Cruz	Pacific Espresso	831.429.1929	IA	Hiawatha	Roasters Coffee House	918.393.6001
CA	Canoga Park	Froid Coffee Company	818.313.8661	CA	Santa Fe Springs	Apfel's Coffee Co.	800.443.2252	IA	Jewell	Coffee Gems Roastery	515.827.5920
CA	Capitola	Capitola Coffee Roasters	831.476.5422	CA	Santa Paula	Clean Foods, Inc.	805.933.3027	IA	McGregor	McGregor Coffee Roasters	563.873.3563
CA	Carlsbad	Hawaii Coffee Company/ca	800.338.8353	CA	Santa Paula	Limoneira Coffee & Tea Co.	866.321.8953	IA	Pella	Fireside Coffee Co	641.628.9052
CA	Carmel	Carmel Valley Coffee Roasting	831.624.5934	CA	Santa Rosa	Ecco Caffe	707.525.9309	IA	Urbandale	Friedrichs Coffee	888.612.5505
CA	Ceres	Chatz Roasting Company	800.792.6333	CA	Santa Rosa	Loring Smart Roaster	707.526.7215	ID	Boise	Treasure Valley Coffee, Inc.	208.377.8408
CA	Ceres	Zoe's Coffee Roasting Company, Inc.	209.541.3877	CA	Sebastopol	Taylor Maid Farms LLC	707.824.9110	ID	Boise	Treasure Valley Coffee/The Roaster	208.377.9203
CA	Chico	Sweet Brew Coffee Roasters	530.892.2914	CA	Sherman Oaks	The Coffee Roaster	818.905.9719	ID	Boise	Dawson Taylor Coffee Roasters	208.830.0889
CA	Chula Vista	West Coast Coffee Roasters	619.424.7881	CA	Sonora	Sonora Gold Coffee Roasters	209.589.9368	ID	Coeur d' Alene	Cafe Avion	877.432.7798
CA	Coronado	Blue Bridge Coffee	619.435.5300	CA	South Lake Tahoe	Alpen Sierra Coffee Roasting Company	530.541.1053	ID	McCall	McCall Coffee Roasters	208.634.3249
CA	Crestline	Paradise Mountain Coffee	909.338.6467	CA	So. San Francisco	Mountanos Brothers Coffee Company	800.624.7031	ID	Moscow	Red Finn Roaster	208.883.5593
CA	Culver City	City Bean	323.965.5000	CA	Suisun	Bay Area Coffee, Inc.	707.864.6264	ID	Nampa	Purple Bean Coffee Co.	208.467.5533
CA	Davis	Java Detour	530.756.8020	CA	Truckee	Truckee Coffee Roasters	530.587.2583	ID	Sand Point	Monarch Coffee Inc.	208.265.9382
CA	El Cajon	Renegade Roaster Design Group	619.590.3600	CA	Van Nuys	Moonlight Coffee	818.785.5582	IL	Bensenville	Stan Carpenter Account	630.860.6046
CA	El Cajon	GROW a LOT	619.997.5006	CA	Vernon	F. Gaviña & Sons, Inc.	800.428.4627	IL	Bourbonnais	The Great American Coffee Company	815.929.1230
CA	El Cajon	Daymar Select Fine Coffees	619.444.1155	CA	Vista	Adore Espresso	800.570.9010	IL	Bourbonnais	Moon Monkey Coffee Company	815.304.1922
CA	Elverta	Pyramid Espresso Bar	916.991.1775	CA	Cape Town	Origin Coffee Roasting	+27214211000	IL	Champaign	Columbia Street Roastery	217.352.9713
CA	Emeryville	Peaberry's Coffee & Tea Co. Inc.	510.420.0473	CO	Berthoud	Devils Backbone Coffee Roasters	866.776.5288	IL	Chicago	Chicagoand Beverage Company	312.455.1955
CA	Emeryville	Pee't's Coffee & Tea	510.594.2100	CO	Boulder	Brewing Market Coffee	303.447.9523	IL	Chicago	Intelligentsia Coffee Roasters & Tea Blenders	312.563.0023
CA	Emeryville	McLaughlin Coffee Company	510.428.2951	CO	Breckenridge	Breckenridge Coffee Roasters	970.453.5353	IL	Chicago	Julius Meinl	773.883.1862
CA	Encino	Michael Dunbar Account	818.430.3810	CO	Buena Vista	The Buena Vista Roastery	719.395.4991	IL	Chicago	The Coffee and Tea Exchange	815.698.6801
CA	Eureka	Humboldt Bay Coffee Co	800.787.5282	CO	Buena Vista	Bongo Billy's High Country Coffees	719.395.4991	IL	Chicago	Specialty Coffee Retailer	832.444.7675
CA	Everyville	Wild Card Roasters	800.328.1178	CO	Castle Rock	Crow Foot Valley Coffee	303.814.0999	IL	Chicago	Metropolis Coffee Company	773.764.0040
CA	Fort Bragg	Zona Alta Coffee	707.964.8200	CO	Colorado Springs	High Rise Coffee Roasters	719.633.1833	IL	Deer Park	HealthWise Gourmet Coffees LLC	800.984.0000
CA	Fremont	Suijus Coffee & Tea	510.742.8880	CO	Colorado Springs	Buy Well International	877.294.6246	IL	Deerfield	Kraft Foods	847.734.2871
CA	Gardena	Family Food Company, Inc.	310.715.2698	CO	Colorado Springs	Silk Road Trading Company	719.243.3372	IL	Downers Grove	Mother Parkers Tea and Coffee	630.724.1205
CA	Hartford	Conneticut Espresso	860.808.9581	CO	Colorado Springs	Firedance Coffee Co	719.577.4398	IL	Downers Grove	Sara Lee Foodservice	800.682.7272
CA	Hayward	Roast de Gourmet, LLC	510.783.1010	CO	Denver	Gourmet Reserve LLC	720.849.3213	IL	Edwardsville	Goshen Coffee Company	618.659.0571
CA	Healdsburg	Flying Goat Coffee	707.433.9081	CO	Denver	Boyer Coffee Company, Inc.	800.452.5282	IL	Evanston	Casteel Coffee	847.424.9999
CA	Highland	Grounds For Enjoyment	909.793.2357	CO	Denver	ink! Coffee	877.223.3465	IL	Geneva	Cafe Navilu	866.339.1004
CA	Irvine	Specialty Coffee Roaster	949.551.2588	CO	Denver	Visionary Gourmet Coffee	303.242.5639	IL	Gurnee	Hearthware Home Products Inc.	888.689.2831
CA	Irvine	Specialty Coffee, LLC	800.900.5282	CO	Denver	Dazbog Coffee Company	303.892.9999	IL	Gurnee	Hearthware Home Products Inc.	847.775.8121
CA	Irvine	Danesi Caff USA Inc.	646.742.9798	CO	Denver	Cafe Novo Coffee Roasters, LLC	303.295.7678	IL	Hanover	CoffeeMafia	630.768.2043
CA	Irvine	Halo Brand	949.551.2588	CO	Denver	Cafe Cartago	303.297.1212	IL	Huntley	Chicago Coffee Roastery, Inc.	847.669.1156
CA	Junction City	Strawhouse Organic Coffee Roaster	530.623.1990	CO	Denver	The Scottish Roaster, LLC	303.922.3104	IL	Kankakee	The Great American Coffee Co	815.693.9443
CA	Laguna Niguel	South Coast Coffee	949.443.5113	CO	Denver	Purewater Dynamics, Inc.	303.922.4383	IL	Lake Forest	PACTIV Corp	847.482.2700
CA	Lake Forest	Black Mountain Gold Coffee	800.487.8445	CO	Denver	Kaladi Coffee	720.570.2166	IL	Loves Park	JavaMania Coffee Roastery Inc.	888.280.5282
CA	Lodi	Java Stop Drive Thru and Roasting Co.	209.369.9381	CO	Durango	Desert Sun Coffee Roasters	970.247.1100	IL	Normal	Sidestreet Coffee Roastery	309.454.4003
CA	Long Beach	It's A Grind Coffee Franchise, LLC	562.594.5600	CO	Durango	Durango Coffee Company	800.748.2275	IL	North Chicago	Coffee Fresh, Inc.	847.578.0772
CA	Long Beach	EOO Cafe & Los Pinos	562.961.3109	CO	Englewood	Mountain State Golden Roast, LLC	303.868.4454	IL	Palos Hills	South Chicago Coffee	708.228.0873
CA	Los Angeles	Groundwork Coffee Co.	323.930.3910	CO	Fort Collins	Cafe Richesse	970.395.4991	IL	Plainfield	Kingdom Coffee, Inc.	815.698.6801
CA	Los Angeles	The Coffee Bean & Tea Leaf	800.832.5323	CO	Grand Junction	Colorado Legacy Coffee	866.344.6558	IL	Plainfield	Blue Otter Coffee	312.327.1870
CA	Los Angeles	Mocha Kiss Coffee	323.512.9800	CO	Inglewood	Elevation Coffee Traders	303.922.3104	IL	River Grove	La Cappannina Coffee	708.453.5840
CA	Los Angeles	Start-up /	704.564.9679	CO	Minturn	Vail Mountain Coffee & Tea	970.827.4008	IL	Rockford	Rock River Coffee Company	815.874.9570
CA	Los Angeles	Village Coffee Roaster	323.665.7170	CO	Pueblo	Solar Roast	719.544.2008	IL	Rockford	Guiltless Chocolate Cafe	815.713.7296
CO				CO	Salida	Cowgirl Coffee Company	719.539.4337	IL	Schiller Park	Fratelli Coffee Co.	847.671.7300
CO				CO	Steamboat Springs	Steamboat Coffee Roasters	970.879.4276	IL	Spring Grove	Coffee Masters, Inc.	800.334.6485
CT	Thornton	Allegro Coffee	303.444.4844	IL	Washington	Just Beans Coffee Co.	309.219.2326	IL	Washington	Just Beans Coffee Co.	309.219.2326
CT	Branford	Willoughby's Coffee & Tea	800.388.8400	IL	Watseka	Da Vinci Coffee House	815.383.8500	IL	Watseka	Link's Sweet Bean	847.920.9260
CT	goshen	coffee-tea-etc,									

MD	Baltimore	Eagle Coffee Co. Inc.	410.685.5893	MT	Kalispell	Fieldheads Coffee Company	406.249.5775	NY	Ithaca	gimme! coffee	607.273.0111
MD	Bethesda	Arawak Coffee, LLC	301.365.3383	MT	Lolo	Hunter Bay Coffee Roasters, Inc.	406.273.5490	NY	Kingston	Monkey Joe Roasting Co. Inc.	845.331.4598
MD	Crofton	Chesapeake Bay Roasting Company	800.927.6885	MT	Stevensville	Bitterroot Coffee Roaster	406.777.9896	NY	Long Island City	White Coffee Corp.	800.221.0140
MD	Laurel	Orinoco Coffee & Tea, Ltd.	410.312.5292	MT	West Yellowstone	Morning Glory Coffee & Tea inc.	406.646.7061	NY	Long Island City	Fresh Direct	718.928.1195
MD	Millersville	The Cosmic Bean Coffee Company	410.370.1782	MT	Whitefish	Montana Coffee Traders	800.345.5282	NY	Maspeth	Eldorado Coffee Ltd.	718.418.4100
MD	Nottingham	Keffis Coffee LLC	410.369.8997	NC	Aberdeen	Cactus Creek Coffee Roaster	910.944.1543	NY	Memphis	Shamballa Cafe & Coffee Roasters	315.635.6499
MD	Rockville	Mayorga Coffee Roasters, Inc.	877.526.3322	NC	Asheville	Bean Werks	828.254.7766	NY	New City	David's Bagels & Coffee Roasters	845.639.1664
ME	Bar Harbor	Benbow's Coffee Roasters	207.288.2552	NC	Asheville	Asheville Coffee Roasters	828.253.5282	NY	New York	Irving Farm Coffee Company	212.206.0707
ME	Brunswick	Wicked Joe	207.725.1025	NC	Carboro	Carboro Coffee Company	919.968.4760	NY	New York	Nespresso	800.566.0571
ME	Freeport	Freeport Coffee Roasting	207.329.2964	NC	Cary	Kenya Fair Traders	919.771.7907	NY	New York	LaVazza	800.466.3287
ME	N. Berwick	Carpe Diem Coffee Roasting Co.	207.676.2233	NC	Cary	Mr. Toad's Coffeehouse & Roasters	919.462.3320	NY	New York	Colombian Coffee Federation, Inc.	212.421.8300
ME	Portland	Coffee By Design, Inc.	207.879.2233	NC	Charlotte	Dilworth Coffee	704.554.7111	NY	New York	Longo Coffee & Tea	212.477.5421
ME	Rockland	Rock City Coffee Roasters	207.594.5888	NC	Concord	S&D Coffee Inc	800.933.2210	NY	New York	R. P. Coffee Ventures	212.852.7726
ME	Westbrook	The Freaky Bean Coffee Co	877.278.0175	NC	Durham	Counter Culture Coffee, Inc.	888.238.5282	NY	New York	Porto Rico Importing Co.	800.453.5908
MI	Ann Arbor	Zingermans Coffee Roaster	734.929.6060	NC	Durham	Broad Street Coffee Roasters	919.688.5668	NY	New York	Gallo D'Oro Enterprises, Inc	631.246.8035
MI	Ann Arbor	Amazing Beans Coffee Roasters	734.794.7102	NC	Greensboro	Carolina Coffee Roasting Company	800.457.2556	NY	Newburgh	Hudson Valley Coffee Roasters, Inc.	888.822.6333
MI	Bay City	The Harvest Coffeehouse & Beanery	989.893.0872	NC	Hampstead	Java Estate Roastery, Inc.	800.573.5282	NY	Niagara Falls	Swissmar International Corp.	877.947.7627
MI	Berrien Springs	Tokomak	248.670.4290	NC	Hillsborough	Joe VanGogh	919.644.0111	NY	Oneonta	B. K. Associates International	607.432.1499
MI	Brighton	Java Roasters of Brighton	810.844.0085	NC	Raleigh	Stockton Graham & Co.	919.881.8271	NY	Orchard Park	Premium Coffee Roasters, Inc.	716.662.1788
MI	Brooklyn	The Evelyn Bay Coffee Company, Ltd.	800.216.7617	NC	Raleigh	Larry's Beans Inc.	919.828.1234	NY	Ozone Park	Dallis Bros. Coffee	718.845.3010
MI	Farmington Hills	Chazzano Corp	248.737.9154	NC	Raleigh	Eighth Sin Coffee Company	919.832.8898	NY	Penn Yan	Keuka Lake Coffee Roasters / JAVA-GOURMET	888.478.2739
MI	Flushing	The Coffee Beanery	888.385.2326	NC	Raleigh	Tradewinds Coffee Co., Inc.	800.457.0406	NY	Pittsford	Canaltown Coffee Roasters	716.248.0390
MI	Goodrich	Shadrach, Meshach & ABeanToGo	248.819.7780	NC	Wilmington	Port City Roasting Co.	910.796.6647	NY	Port chester	Todd Good	914.934.1100
MI	Grand Rapids	Schuil Coffee	616.956.6815	NC	Wilmington	Kaldi Gourmet Coffee Roasters	800.221.5368	NY	Port Chester	Empire Coffee Co. Inc.	800.642.7272
MI	Grand Rapids	Beanbin Coffees	616.617.6759	NC	Wilmington	Port City Java Coffee Houses and Roastery	910.251.2552	NY	Port Chester	Waterfront Roasters	800.690.7230
MI	Grand Rapids	Ferris Coffee & Nut Co.	616.459.6257	NC	Wilmington	Cape Fear Roasters, LLC	910.254.9277	NY	Red Hook	J.B. Peel Coffee & Tea Company	845.758.1792
MI	Grand Rapids	Fool.of.Beans	616.334.8597	ND	Westhope	MoJo Roast, Inc.	701.245.8080	NY	Rochester	Spin Coffee Coffee Roasters	585.506.9550
MI	Jackson	Jackson Coffee Co.	517.990.6770	NE	Bellevue	Harvest Roasting	402.932.8856	NY	Syracuse	Cafe Kubal Coffee Roasters	315.278.2812
MI	Kalamazoo	Water Street Coffee Joint	269.373.2840	NE	Lincoln	The Mill Coffee and Tea	402.475.5531	NY	Syracuse	Paul De Lima Co., Inc.	315.699.5282
MI	Lake Leelanau	Higher Grounds Trading Co.	877.825.2262	NE	Omaha	Scouters Coffeehouse	866.863.7266	NY	Tarrytown	Coffee Labs Roasters	914.332.1479
MI	Lansing	Rudy Baggs Coffee Roasting Co	517.886.3704	NE	Omaha	Midwest Custom Roasting	402.330.6368	NY	Troy	Grafton Hills Coffee Roasters, Inc.	518.686.3336
MI	Lansing	Paramount Coffee Company	800.968.1222	NE	Omaha	LaRue Coffee	800.658.4498	NY	Water Mill	Hampton Coffee Company	631.726.2633
MI	Maple City	Cherry Country Coffee Roasters LLC	231.228.2002	NE	Omaha	Pearl's Coffee	402.551.8422	NY	Webster	Joe Bean Coffee Roasters	585.265.4388
MI	Nunica	Magnum Coffee Roastery	616.637.0333	NH	Amherst	A&E Custom Coffee Roastery	603.578.3338	NY	Woodside	Shock Coffee	888.337.4625
MI	Oakman	Coffee Barrel	517.349.3888	NH	Canterbury	Granite Ledge Coffee	603.267.9444	NY	Yonkers	Barrie House Coffee & Tea	800.876.2233
MI	Plymouth	Coffee Express Co.	734.459.4900	NH	Center Tufonboro	The Black Bear Micro Roastery	603.569.6007	OH	Akron	Susan's Coffee & Tea	800.237.9056
MI	Stevensville	8th Day Coffee LLC	269.470.1130	NH	Dover	Piscataqua Coffee Roasting Co.	603.740.4200	OH	Akron	Angel Falls Coffee Company	330.376.5282
MI	Sturgis	Great Lakes Chocolates & Coffee Co.	269.651.7677	NH	Manchester	Java Tree Gourmet Coffees, Inc.	603.669.7625	OH	Berea	Red Cedar Coffee Co., LLC	440.260.7509
MI	Troy	Enchantment Coffee	734.945.4037	NH	Stratford	Two Loons Coffee	603.664.5722	OH	Brecksville	Caruso's Coffee	440.546.0901
MI	Upsilant	The Ugly Mug Café & Roastery	734.484.4684	NJ	Avon	Coffees and Teas of Yesteryear	732.500.7377	OH	Cincinnati	P&G	513.983.1000
MI	Walled Lake	Java Master	248.669.1060	NJ	Boonton	MG Coffee	973.277.5693	OH	Cincinnati	William Cortner	513.983.4804
MI	Waterford	Beanstro Specialty Coffee Roasters	866.239.1212	NJ	Briktown	Corim Coffee	732.840.1670	OH	Cincinnati	Chuckrock Coffee Company	513.470.0591
MI	Westland	Perk & Brew Corp	734.722.0580	NJ	Deptford	Talk N' Coffee	800.597.2326	OH	Cincinnati	Coffee Break Roasting Company	513.841.1100
MN	Anoka	Paradise Roasters	877.229.6336	NJ	Davan River	Davan Espresso, Inc.	609.693.8822	OH	Cincinnati	The Folger Coffee Company	513.983.1100
MN	Brooklyn Center	Roastery 7	877.884.7463	NJ	Hackensack	Oro Caffè	201.343.1793	OH	Cincinnati	Chix Fon Alley Roasterie	513.541.0481
MN	Buffalo	Custom Roasting, Inc.	763.682.4604	NJ	Hackettstown	Nashville Coffee Company, Inc	908.852.1619	OH	Cincinnati	Luckman Coffee Company Inc	513.231.1040
MN	Buffalo	Asplund Coffee LLC	763.682.6633	NJ	Jersey City	Leodoro Coffee Systems	888.442.6333	OH	Cincinnati	Millstone Coffee, Inc.	513.634.6624
MN	Duluth	Alakef Coffee Roasters, Inc.	218.724.6849	NJ	Jersey City	Kobricks Coffee Co.	201.656.6313	OH	Cleveland	Berardi's Fresh Roast, Inc.	800.876.9109
MN	Le Center	European Roasterie, Inc.	507.357.2272	NJ	Lambertville	Roj's Roastery	609.397.0040	OH	Columbus	Thatchers Coffee Roasters	614.593.3121
MN	Minneapolis	Caribou Coffee Company, Inc.	888.227.4268	NJ	Maywood	Moon Doggie Coffee Roasters	201.556.0111	OH	Columbus	Crimson Cup Coffee & Tea	888.800.9224
MN	Minneapolis	Bull Run Roasting	952.285.4242	NJ	Mickelton	Crescent Moon Coffee Roasters	856.832.0626	OH	Columbus	Stauf's Coffee Roasters/Cup O' Joe	800.778.2837
MN	Mpls	B & W Specialty Coffee Co.	800.331.2534	NJ	Millville	Kaffe Magnum Opus, Inc.	800.652.5282	OH	Kettering	The Fine Grind	937.293.2925
MN	Paynesville	Midnight Roastery	320.333.0168	NJ	Newark	The Law Coffee Company	973.344.2270	OH	Lancaster	Chief Cooker	877.916.6537
MN	Saint Cloud	JavaLogica Corp	320.492.5491	NJ	Dakland	Coffee Roasters, Inc.	201.337.8221	OH	Lebanon	Seven Hills Coffee Company	513.489.5220
MN	Saint Paul	White Rock Coffee Roasters	651.699.5448	NJ	Pennsauken	Lacas Coffee Co	856.910.8662	OH	Lebanon	Four Oaks Coffee Co.	859.801.4895
MN	St. Louis Park	Tom Becklund Coffee	952.929.9027	NJ	Skillman	Orpha's Coffee Shop	609.430.2828	OH	Malvern	Rosta's Roast	330.863.1726
MO	Chesterfield	LGC, LLC	314.277.9585	NJ	Stirling	World Of Coffee	908.647.1218	OH	Mechanicsburg	Hemisphere Coffee Roasters	937.834.3007
MO	Kansas City	Parisi Artisan Roasters	816.455.4188	NJ	Titusville	Coffee Bean Direct	888.232.6711	OH	mentor	Java Express Coffee Co.	440.974.5119
MO	Kansas City	The Roasterie, inc.	816.931.4000	NJ	Toms River	Wien & Bald Coffee Farms	848.333.9241	OH	Rockbridge	Hocking Hills Roasters, Inc.	740.994.0454
MO	Kansas City	Broadway Café & Roasting	816.531.2432	NM	Albuquerque	Ronnie Sanchez Account	505.780.1197	OH	Sylvania	Drake's Fine Coffee Roasting	419.882.0800
MO	Laurie	Omega Coffee Co.	866.855.3267	NM	Albuquerque	Red Rock Roasters	800.873.9793	OH	Toledo	Flying Rhino Coffee & Chocolate	419.244.6100
MO	Lee's Summit	Dominic Coffee	816.525.9319	NM	Albuquerque	New Mexico Coffee Co.	505.856.5282	OH	Uniontown	Hartville Coffee Roasters	330.877.6501
MO	Raytown	Puddin' Head Coffee	816.868.5581	NM	Albuquerque	New Mexico Pinon Coffee	505.298.1964	OH	Vandalia	Boston Stoker	937.890.6401
MO	Springfield	Oxacafe Coffee Company	417.831.1492	NM	Las Cruces	Milagro Coffee y Espresso, Inc.	505.532.1042	OH	Wauseon	Red Rambler Coffees	419.335.2000
MO	St Louis	Tesoros Del Sol	314.570.9659	NM	Santa Fe	Zulu Brew	505.310.0929	OH	West Chester	A Coffee Affair L.L.C.	513.759.2200
MO	St Louis	Mississippi Mud Coffee Roasters	314.369.0432	NM	Santa Fe	Rio Grande Coffee Roasters, Inc	888.989.7380	OH	West Chester	Queen City Coffee Company	800.487.7460
MO	St. Louis	Ronocco Roasters	800.428.2287	NV	Las Vegas	The Whole Bean	877.536.5662	OK	Oklahoma City	Those Guys Coffee, LLC	405.922.4576
MO	St. Louis	Chauvin Coffee Corp.	800.455.5282	NV	Las Vegas	Coffee Roasters of Las Vegas	702.435.9338	OK	Oklahoma City	US Roaster Corp./Roasters Exchange	405.232.1223
MO	St. Louis	Ronnoco Coffee Co.	314.371.5050	NV	Las Vegas	Organic Planet Coffee & Tea	866.814.6728	OK	Oklahoma City	Neighbors Coffee	800.299.9016
MO	St. Louis	Mid-America Coffee	314.422.9201	NV	Las Vegas	Keoki's Donkey Bean Coffee Company	702.216.0982	OK	Oklahoma City	Prima	405.525.0006
MO	St. Louis	Kaldi's Coffee Roasting Co	314.727.9991	NV	Logandale	Red Rock Coffee Roasters	702.354.3298	OR	Albany	Allann Bros. Coffee Co., Inc.	541.812.8000
MS	Canton	The Mississippi Coffee Company	888-600-4811	NV	Reno	Wood-Fire Roasted Coffee Co.	775.856.2033	OR	Ashland	Noble Coffee Roasting	541.326.1382
MS	Laurel	Live Oak Coffee Company	601.323.1636	NV	Reno	Agtron, Inc.	775.850.4600	OR	Baker City	Uncle Bob's Coffee	541.523.2128
MS	Ridgeland	Cups an Espresso Cafe	601.832.9788	NV	Reno	Comstock Coffee Roasters	775.337.1006	OR	Bandon	Rayjen Coffee Company	541.347.4065
MT	Billings	Rock Creek Coffee Roasters	406.896.1600	NY	Binghamton	Java Joe's Roasting Co., Inc.	607.348.0444	OR	Central Point	Mellelo Coffee Roasters	541.779.9884
MT	Billings	City Brew Coffee & Cool River Roasters	888.545.4675	NY	Bowmansville	Parkside Coffee	716.681.3078	OR	Estacada	Reedsport Coffeehouse & Roasters	503.630.3024
MT	Billings	Beartooth Coffee Roasters	877.777.5282	NY	Brooklyn	Café La Semeuse	718.387.9696	OR	Eugene	Full City Coffee Roasters	541.344.4829
MT	Bozeman	Rocky Mountain Roasting Co.	800.428.5282	NY	Brooklyn	Gillies Coffee Co.	718.499.7766	OR	Eugene	Viridian Coffee Roasters	541.607.2792
MT	Great Falls	Cool Beans Coffee Pub	406.454.8860	NY	Buffalo	Hena Coffee	718.272.8237	OR	Eugene	Cafe Mam/Royal Blue Organics	888.223.3626
MT	Great Falls	Morning Light Coffee	800.290.8443	NY	Buffalo	McClagh Coffee	718.856.3473	OR	Grants Pass	Rogue River Coffee Co.	541.474.2200
MT	Great Falls	Montana Roastery Group Inc.	406.453.8443	NY	Corning	Soul Full Cup	607.936.9030				
MT	Helena	FireTower Coffee House & Roasters	406.495.8840	NY	Flushing	Ch Group Corp	718.762.3479				

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Artisan Roasters



JavaMania Coffee Roastery
815.885.4661
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Specialty Coffee Roasters Continued from page 19

OR	Hood River	Pacific Rim Coffee Roasters	541.387.2326	TX	Austin	Kohana Coffee	512.904.1174	WA	Longview	Guse Coffee Roasters	360.425.8940
OR	Josdon	Motley Brew Coffee Company®	541.432.2326	TX	Austin	Mozart's Coffee Roasters	512.698.5834	WA	Lynnwood	Silver Cup Coffee	800.311.7275
OR	Newberg	Caravan Coffee	503.538.7365	TX	Austin	Coffee Traders, Inc.	800.345.5282	WA	Maple Valley	Java! Java! Coffee Co.	425.432.2184
OR	North Plains	Oregon Coffee Roaster, Inc.	503.647.5102	TX	Austin	Caffe Sanora	512.732.8300	WA	Mt. Vernon	La Crema Roasting Company	360.333.1035
OR	ontario	Jolts and Juice Company	208.230.5575	TX	Austin	Texas Coffee Traders	512.476.2279	WA	Mukilteo	Mukilteo Coffee Co.	425.348.9692
OR	Pendleton	Dark Canyon Coffee Roasters	541.276.2242	TX	Beaumont	Texas Coffee Co.	409.835.3434	WA	Olympia	King Coffee Ltd	360.943.2646
OR	Portland	Coffee Bean International	503.227.4490	TX	Brenham	Independence Coffee Co.	979.836.3322	WA	Olympia	Batdorf & Bronson Coffee Roasters	800.955.5282
OR	Portland	Great Coffees of America	503.223.0033	TX	Carrollton	Aah! Coffee	214.636.6790	WA	Olympia	Olympia Coffee Roasting Co.	360.753.0066
OR	Portland	K&F Select Fine Coffees	800.558.7788	TX	Cedar Park	Waterfall Gourmet Beverages	512.258.5281	WA	Olympia	Endicott Coffee Roasters	888.520.2326
OR	Portland	Nossa Familia Coffee	800.525.1610	TX	Dallas	Globex America	214.353.0328	WA	Puyallup	Martin Henry Coffee Roasters	253.848.6427
OR	Portland	Provenance Hotels	503.395.2122	TX	Dallas	Coffee Eiland	972.991.0100	WA	Redmond	Darryl's Roasterie	425.788.6743
OR	Portland	Urban Grind Coffeehouse & Roaster	503.546.5919	TX	Dallas	The Daily Java	214.821.8818	WA	Renton	Java Trading Co.	425.917.2920
OR	Portland	Stumptown Coffee Roasters	503.758.2251	TX	El Paso	El Paso Coffee Roasters, LLC	915.587.7526	WA	Richland	Steve A Stoneking Account	509.943.3753
OR	Portland	Bridgetown Coffee Company	503.224.3330	TX	Euless	Java Nights	469.682.5355	WA	Richland	Todd Lee Account	509.366.5219
OR	Portland	Portland Roasting	800.949.3898	TX	Fort Worth	Rodak's Custom Roasted Coffee	817.924.6821	WA	Seattle	Pangaea Organica	206.226.5012
OR	Portland	Kobos Coffee Company	503.222.2302	TX	Fort Worth	Mother Parker's Tea & Coffee Inc.	800.387.9398	WA	Seattle	Fonte' Coffee Roaster	888.783.6683
OR	Portland	Boyd Coffee Company	800.545.4077	TX	Houston	Katz Coffee	713.864.3338	WA	Seattle	Caffe D'Arte	800.999.5334
OR	Portland	Ristretto Roasters	503.281.4234	TX	Houston	JavaVoo	713.974.1773	WA	Seattle	Caffe Vita Coffee	206.709.4440
OR	Portland	Porcelli Roasters	503.866.8977	TX	Houston	Cadeco Industries Inc	713.670.0700	WA	Seattle	Caffe Umbria, Inc.	206.762.5300
OR	Salem	Governor's Cup Coffee Roasters	503.581.9675	TX	Houston	Red River Roasters	713.249.1613	WA	Seattle	Tully's Coffee	206.233.2070
OR	Springfield	McKenzie River Roasting	541.746.5791	TX	Houston	Voyava Republic	713.579.4963	WA	Seattle	Zoka Coffee Roaster	866.965.2669
OR	Stayton	Tico's Coffee Roasting Co.	503.989.8426	TX	Houston	Lola Savannah GP	713.222.9800	WA	Seattle	Sleepless Coffee Corp	866.304.2326
PA	Ardmore	Main Line Coffee Roasters	610.642.3066	TX	Houston	R. Dalton Coffee Co.	713.934.8234	WA	Seattle	Starbucks Coffee Co*	206.318.6937
PA	Beach Lake	Beans, Inc.	570.575.6500	TX	Houston	Jumel Leasing	713.516.8750	WA	Seattle	Victoria Coffee Roasters	206.325.8520
PA	Collegeville	Claddagh Coffee Company	610.416.1534	TX	Lubbock	Day Break Coffee Roasters	806.687.6887	WA	Seattle	AAA Liquidating and Auction Service Inc.	206.246.7253
PA	Delaware Water Gap	Watergap Coffee Company	570.897.6898	TX	Nacogdoches	Java Jack's Coffee House Brand	936.560.3975	WA	Seattle	JC Roaster's Co.	206.244.2448
PA	Franklin	Summer House Coffee Roasters	814.432.5959	TX	Nassau Bay	J.J.'s Beans	281.685.1095	WA	Seattle	Pura Vida Coffee	877.469.1431
PA	Grove City	Wolf Creek Coffee Company	412.266.4360	TX	Oak Point	Fair Farms Coffee Roasters and Tea Co.	972.294.1266	WA	Seattle	Seattle's Best Coffee - Corporate	206.318.6996
PA	Hershey	The Harbour Coffee Co.	717.534.2439	TX	San Angelo	DeCoty Coffee Co.	800.588.8001	WA	Shoreline	Seattle Gourmet Coffee	206.417.5599
PA	Lancaster	Lancaster County Coffee Roasters	717.392.2080	TX	San Antonio	Aspen Beverage Group	210.684.6363	WA	Shoreline	Gidday's Coffee	206.407.4163
PA	Lancaster	College Coffee Roasters	717.293.0605	TX	Spring	Cuvee Coffee Roasting Company	866.688.6608	WA	Shoreline	Soft Coffee	800.428.2637
PA	Langhorne	Bucks County Coffee Company, LLC	215.741.1855	TX	Tyler	Distant Lands Coffee Roaster	800.346.5459	WA	Snohomish	Lowery & Co. Inc.	360.668.4545
PA	Lewisburg	Cafe Latte	570.546.6501	TX	Tyler	Coffee City USA	888.583.9526	WA	Spokane	Craven's Coffee Company	800.214.2326
PA	Philadelphia	Blue Water Coffee	215.848.3498	UT	Logan	Caffe Ibis Coffee Roasting Co	888.740.4777	WA	Spokane	Thomas Hammer Coffee Roasters	509.535.4806
PA	Philadelphia	La Colombe Torrefaction	215.426.2011	UT	Park City	Park City Coffee Roaster	435.701.1457	WA	Sumner	Dillanos Coffee Roasters	800.234.5282
PA	Reading	The Reading Coffee Roasters	610.373.7323	UT	Salt Lake City	Millcreek Coffee Roasters	801.595.8646	WA	Sumner	Fox Hollow Coffee, Inc.	253.891.0500
PA	Royersford	Ellis Coffee Company	215.537.9500	VA	Charlottesville	Escalera Roasters Inc.	434.971.3842	WA	Tacoma	Valhalla Coffee Co.	253.752.7178
PA	Scranton	Electric City Roasting Co.	570.499.5739	VA	Charlottesville	Shenandoah Joe Coffee Roasters	434.295.4563	WA	Tumwater	Raven's Brew Coffee-WA	800.917.2836
PA	Switzerland	Gacheva Investment (K) LTD.	201.394.4623	VA	Falls Church	Beanetics Coffee Roasters	703.256.3117	WA	University Place	Dominic's Coffee Co.	866.759.9036
PA	Verona	Arbuckle Coffee Co. Inc.	412.653.8378	VA	Lexington	Lexington Coffee Roasting Co.	800.322.6505	WA	Vancouver	Firehouse Coffee Company	253.606.4134
PA	West Chester	Morning Star Coffee	888.854.2233	VA	Luray	Kiariz Coffee	703.434.2844	WA	Vashon	BJ's Coffee Roasters	503.357.1195
PA	West Mifflin	The Coffee Tree Roasters	412.326.0075	VA	Luray	Kiariz Coffee Source	540.743.3280	WA	Vashon	CoffeeTalk & the Daily Dose	206.686.7378
PA	Wynnewood	Quaker Coffee Co.	610.642.0544	VA	Norfolk	First Colony Coffee & Tea	800.446.8555	WA	Wenatchee	The Vashon Island Coffee Roaster	206.463.9800
PR	Jayuya	Hacienda San Pedro	787.828.2083	VA	Orange	Orange Roaster	866.739.5282	WA	Woodinville	Apple Hills Coffee Roasters	509.741.9900
Queensland	Hamilton Island	Whitsunday Gold Coffee	+61408776311	VA	Portsmouth	Massimo Zanetti Beverage USA, Inc	757.215.7366	WA	Woodinville	Isle Of Granelli	425.487.6824
RI	Middletown	Custom House Coffee	401.842.0008	VA	Ruckersville	Mountain View Coffee Roasters	434.985.1563	WI	Appleton	Jacques Cafe	920.707.4896
RI	Middletown	Ocean Coffee Roasters	800.598.5282	VA	Salem	Mill Mountain Coffee	540.989.7749	WI	Appleton	Jacques Café	920.707.4896
RI	Pawtucket	Excellent Coffee Company	401.724.6393	VA	Salem	Nova Roast	540.239.2459	WI	Beloit	The Broaster Company	800.365.8278
RI	Providence	Coffee Exchange	401.273.1198	VA	Spotsylvania	Blackstone Coffee Co	540.710.7577	WI	Cedarburg	Cedarburg Coffee Roastery	262.375.4321
RI	Rumford	New Harvest Coffee Roasters	401.438.1999	VA	Stuart	Honduras Coffee Company	877.466.3872	WI	De Pere	Seroogy's Chocolates	920.336.1383
RI	West Greenwich	Paravisiini Coffee Company	401.623.8775	VA	Virginia Beach	CC Beans	757.254.1857	WI	Eagle River	Northern Harvest Gift Baskets	715.479.3995
SC	Blythewood	Iron Brew Coffee Co.	888.448.1441	VT	Bristol	Vermont Coffee Company	802.453.2776	WI	Elkhart Lake	Wild Grove Roastery	414.807.3699
SC	Charleston	Charleston Coffee Roasters	843.266.7444	VT	Burlington	Speeder & Earl's Coffee	800.849.6041	WI	Elmwood	Highland Hollow Coffee and Tea	715.639.3409
SC	Columbia	Mac's Java Coffee Roasters	803.233.1368	VT	Waterbury	Green Mountain Coffee & Tea	866.882.7876	WI	Green Bay	La Java a Roasting House	920.662.0500
SC	Columbia	Turtle Creek Coffee	803.419.2020	VT	Waterbury	Vermont Artisan Coffee & Tea	800.545.2326	WI	Lake Mills	Coast-to-Coast Cafe, LLC	866.648.8244
SC	Greenville	Upstate Coffee Roasters	864.275.0442	WA	Bainbridge Island	Bainbridge Island Coffee Roasters	877.807.7207	WI	Lake Mills	The Consolidation Group Inc	920.648-6480
SC	Orangeburg	Orangeburg Coffee Roasters	803.536.9684	WA	Bainbridge Island	Fogwoman Coffee	206.855.9061	WI	Little Chute	Victor Allen Coffee	920.788.1252
SC	Ravenel	Island Coffee	843.889.2448	WA	Bellevue	Stellar Breeze Organics, Div CPG Inc.	800.213.6463	WI	Madison	Johnson Brothers Coffee Roasters, Inc	608.256.5282
SC	Travelers Rest	Leopard Forest Coffee Co. Inc.	864.834.5500	WA	Bellevue	Atlibassi	425.319.9393	WI	Madison	Ancora Coffee Roasters	608.255.2900
SD	Hill City	Dry Creek Coffee	605.209.4999	WA	Bellingham	Ornyx Coffee	360.739.2693	WI	Madison	Steep & Brew Coffee	800.876.1986
SD	Rapid City	Bully Blends Coffee & Tea Shop	605.342.3559	WA	Bellingham	Moka Joe	360.714.1953	WI	Madison	Ancora Coffee Roasters, Inc.	608.255.2900
SD	Rapid City	Dark Canyon Coffee Co.	605.394.9090	WA	Bellingham	Tony's Coffees & Teas	360.733.6219	WI	Madison	Kaldi's Best, LLC.	608.252.9700
SD	Sioux Falls	Prairie Brew Coffee Co.	605.362.0757	WA	Burlington	Fidalgo Bay Coffee	800.310.5540	WI	Marinette	River Cities Coffee Roastery	715.735.6032
TN	Chattanooga	Greyfriar's Coffee, Rarecoffee.com	423.648.9267	WA	Burlington	Sono Fresco LLC	360.757.2800	WI	Milwaukee	Alterra Coffee Roasters	414.765.9873
TN	Chattanooga	Stone Cup Roasting	888.698.4404	WA	Camano Island	Camano Island Coffee Roasters	360.387.7493	WI	Milwaukee	Anodyne Coffee Roasting Co	414.489.0765
TN	Chattanooga	Bluff View Art District, Inc.	423.265.5033	WA	Camano Island	Black Dot Coffee/Hendrix Brother Coffee	877.262.3706	WI	Milwaukee	Anodyne Coffee Roasting Company	414.276.8081
TN	Chattanooga	The Chattanooga Coffee Company	423.624.4999	WA	Cle Elum	Pioneer Coffee Roasting Company	509.674.4100	WI	Milwaukee	Alterra Coffee Roasters, Inc.	414.273.3747
TN	Gatlinburg	Greenbrier Coffee & Tea Company	865.436.3307	WA	Clinton	Whidbey Coffee Company	360.331.8121	WI	Milwaukee	Stone Creek Coffee Roasters	414.270.1008
TN	Gatlinburg	Coffee and Company	865.430.4280	WA	Des moines	Washington's Best Coffee	800.332.0678	WI	Neenah	Fox River Coffee Co	920.720.0666
TN	Hermitage	Summit Coffee Company	615.391.5493	WA	Edmonds	WP Coffee Co.	206.777.1600	WI	Papin	Great River Roasters	800.984.5282
TN	Knoxville	Goodson Bros Coffee Company, Inc.	800.737.1519	WA	Ellensburg	Vitos Trading Co	800.264.5282	WI	Racine	2GVZ Coffee Co LLC	262.553.9038
TN	Maryville	Vienna Coffee Company	865.681.0517	WA	Everett	D&M Coffee Company	425.258.4361	WI	Sheboygan	Wild Carrot Cuisine LLC/Vida Coffee	920.207.7672
TN	Maryville	Vienna Coffee Company, LLC	865.567.2058	WA	Everett	Urban City Coffee Roasters	866.797.5282	WI	Sturgeon Bay	Door County Coffee & Tea Co.	800.856.6613
TN	Nashville	Bongo Java Roasting Co.	615.777.2572	WA	Gig Harbor	Jake's Brew Company	866.417.0876	WI	Watertown	Berres Brothers Coffee	920.261.6554
TN	Nashville	Grudge's Coffee & Roasting Co.	931.525.3900	WA	Kent	Buzz Joy	509.628.8300	WI	Watertown	Berres Brothers Coffee Roasters	920.261.6158
TN	Nashville	Portland Brew Coffee	615.292.9032	WA	Kennewick	McCauley Coffee Roasters, LLC	253.859.4303	WV	Ellenboro	Happy Trails Cafe	304.869.3635
TX	Addison	Addison Coffee Roasters	972.404.1145	WA	Langley	Mukilteo Coffee Roasters	360.221.3092	WY	Jackson Hole	Great Northern Coffee Co., Inc.	800.216.5323
TX	Amarillo	Roasters Coffee & Tea Company	806.359.7099	WA	Leavenworth	Alpine Coffee Roasters	800.246.2761	WY	Laramie	Coal Creek Coffee Co.	800.838.7737
TX	Arlington	Mawker Coffee	469.569.6718	WA	Leavenworth	Leavenworth Coffee Roasters	509.548.1428	WY	Sheridan	roast!	307.752.7779




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Private Label Providers ...

Years ago, specialty retailers and other coffee purveyors were somewhat limited in the products they used to make and serve their drinks. They had to utilize whatever products were available to them through local distribution. However, private label products have grown in recent years and coffee retailers now have a wide variety of products that can offer their own label, thereby building their own brand. A brand is your distinction in the marketplace. Numerous manufacturers are assisting small and large coffee operators with private label programs. The evidence is strong that a comprehensive private label strategy can play a role in helping retailers build their businesses and their brands. According to private label industry sources, private label growth has outpaced that of branded competitors the past four out of five years, accounting for more than \$50 billion in sales since 2002. Continued growth is expected to be focused on premium high-quality products positioned against nationally known category leaders.

Retailers in all areas of focus are using private label brands to win the loyalty of their customers, enhance their customer relationships, and strengthen their overall brand. One of the best benefits of a comprehensive private label program is the consistency that is provided to the end user, your customer. Private label products for sale to consumers are a profitable way for already established brands to extend their reach." It all adds up to brand differentiation for your business. Small and medium size coffee retailers can now partner with private label programs to set themselves apart from the other competitors in their market and contribute to sales success.

Perhaps now is the perfect time to create your private label strategy for your business and move one step forward towards building your brand with your existing and new customers.

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NOLA Chicory Coffee News!

By Joan Nielsen

- from the fields

Artisanal Farms, Roasters and Independent Shops

THE SCENE: For most of you who have ever visited New Orleans it is not hard to picture this... you've been out until the wee hours of the morning listening to the jazz trombone of Delfaeyo Marsalis upstairs at Snug Harbor and have decided that before you finally call it a blurry night, you need another shot of classic NOLA tradition. So you head over to... where else? Of course, the Café du Monde for a bracing café au lait and a sugar bomb beignet. It is a cold and drizzling morning under the awnings, but soon enough the waiter brings that steaming cup and sweet snowball, and all is right with the world. Do you mind that the coffee isn't really pure java? No, because after all, this is the city of chicory coffee and when in Rome...

THE HISTORY: All across the genesis of coffee as a popular beverage, additives, adulterants and substitutes have reared their ugly heads in the brew. You name it and you can make a bet that it's been tried! Almonds, acorns, asparagus, barley, beechnut, beetroot, carrot, chicory root, corn, cottonseed, dandelion root, fig, molasses, okra seed, pea, persimmon seed, potato peel, rye, sassafras pits, sweet potato, wheat bran — all these and more that we've thankfully forgotten. But the most accepted, enduring and most popular of these is still the humble chicory root. Harvested from the same chicory plant that gives us the exquisitely bitter salad-enhancing endive, the root is dried, roasted and ground, then added to roasted, "New Orleans Style" coffee. This caffeine-free additive lends body, aroma, a darker color and (some say) mellowness. Fans of chicory even brew it alone or add it to hot milk and use a chicory extract as a flavoring for stews and gravies.

SOME CLIFF NOTES FROM THE PAST: From the American Civil War, where ground roasted chicory root was added to the scant supplies of coffee on both sides of the Mason-Dixon line, to World War II, when coffee was rationed and "Postum" (an instant coffee-type substitute made from wheat bran, wheat, molasses and maltodextrin) was substituted, coffee has a history of being altered, adulterated and just plain obliterated! But the practice hasn't been confined to our shores. There was a scandalous coffee crisis in Europe: the German coffee crisis

of 1976-79. When rising world coffee prices forced Mischkaffee ("mixed coffee" that was 51% coffee and 49% filler including chicory, rye, and sugar beet) onto the German market, it caused that country's citizens to

boycott coffee en masse! Back to New Orleans, circa 1840. The port of this city was the fourth largest in the world and the second largest importer of coffee in the US. Currently, it shares the number one coffee importer status with New York, with coffee making up to 65% of all tonnage for the Port of New Orleans.

THE PRESENT: Now, you may have wondered, isn't that wonderful cup of coffee I had in the French market (and served in restaurants that range from the elegant Commander's Palace to the Morning Call coffee stand in Metairie) exclusive to my New Orleans experience? Mais non, mon ami! Look for it to reach as far as your local grocery store shelf in San Pedro, California. Why? The

acquisition of the American Coffee Company, producers of the French Market Coffee brand, by Reily Foods Company, one of the larger food brands in the South, is set to complete by the end of this year. These two companies each have venerable histories (and sit only a couple of blocks away from each other). American Coffee was founded in 1890 by the Bartlett and Dodge families—and four generations later, is still family run and famous for its French Market C&C brand in the red can. Reily was founded in 1902 by William B. Reily, a wholesale grocer with expertise in roasting coffee, from Monroe, LA. Today, under the guidance of William B. Reily III, besides their NOLA roasted CDM Coffee (that's Café du Monde coffee), they sell a pantry-load of goods. Those products include Luzianne Iced Tea, Swan's Down Cake Flour, Carroll Shelys Chili Kits, Blue Plate Mayonnaise, Old Dutch Salad Dressing, Bean Cuisine Soups, Presto Cake Flour and No Pudge Fat Free Brownie Mix, all produced up in Knoxville, Tennessee. Their powerful distribution system will surely boost sales of chicory coffee!

THE RAISON D'ÊTRE:

This brand merger will get more pots of chicory coffee into homes across the land, to all of us nostalgic coffee fools trying to recreate our own private NOLA coffee experience. Even as we question our judgment in sipping adulterated coffee, we sigh and rationalize that it's a very special acquired taste... to the tune of any Marsalis jazz. *CT*



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Smart Marketing

by Lisa Olson

8 Trust-Building Musts to Market With



People buy from people they trust. Trust has been shown to be even more important than price. In these times of much uncertainty, and tight marketing budgets, it's a must to focus on establishing trust with your customers. People are looking to do business with those who earn their trust and make them feel secure. It's not enough to be trustworthy. You need to clearly communicate your trustworthiness to your customers in a sincere and authentic way.

Trust is a frame and state of mind, whether you are the one trusting or you are the trusted. In every company the business of trust starts at the top, with you, the manager and/or business owner. Below is a list of eight mindsets that create trust between you and your customer and will help build your business.

#1 – Friend of the family – You must sincerely care about the person in front of you and have a connection with them that opens the door for my next point.

#2 – Customer for life – Seeing each customer as a lifetime friend of your business, not just a single transaction.

#3 – Mindfulness – This is being in the moment with your customer, undistracted, with heightened awareness of the customer. Being fully present helps you listen to the customer's needs and connects you with them. People can feel it when you are right there with them. Of all eight, this is the one I find the most difficult to do as it is so easy to become distracted. My trick to being mindful is to "notice." For instance, read the customer's name off their credit card. Look them in the eye and thank them by name as you feel the transfer of the weight of their card as you pass it back to them. Your customer will feel this connection and translate it into trust.

#4 – It's not personal – If a customer behaves grumpy or irritable for no apparent reason, or explodes over something seemingly minor, it's likely that something is going on for them that has nothing to do with you. To build trust, reframe what you are experiencing by reminding yourself that you've done nothing wrong. This will help you tolerate what you have no control over and help you avoid seeing their behavior as a personal assault. Remember that no one trusts someone who is defensive and angry, even if they "started it."

#5 – Collaborative mindset – Think of you and your customers as collaborative problem solvers. The customer has a need and they've come to you for assistance. Approaching every customer interaction as an opportunity to work together for a common goal will build trust. The collaborative mindset will put you both on the same side instead of an opposing buyer-seller relationship. By putting the focus on working together to satisfy their needs, your need for the sale will be satisfied too.

#6 – Transparency – Secrets and our inherent fear of the unknown breaks down trust whether they are perception or reality. Be open and honest. This is particularly important when something goes sideways. If you're out of their favorite syrup don't just tell them, "sorry, we're out." Go back to how you would treat a friend. Likely you would say, "Our supplier had it back ordered and says we will have it in another week," and then suggest an alternative. Which answer builds more trust to you?

#7 – Consistency, persistence and patience – Inconsistent behavior is a red flag for distrust. Your attitudes, actions and words all have to match, every day of the week. Since trust comes in varying degrees and grows with each interaction, persistence and patience are also important parts of the trust equation.

#8 – Smile – There is nothing like a genuine smile to exude competence and build trust. It's virtually impossible to distrust someone who you believe has an authentic smile. Even when I don't feel like smiling, I remember back to what it actually feels like to genuinely smile about something. It's not a mouth thing. It's a whole body experience. It's what some call the practice of, "acting if," and if you do it, you'll actually feel it in short order.

There is a direct correlation between trust and sales. When trust is built, customers will be back to buy from you, and they will also tell their friends.

Trustworthiness isn't about checking one or two things off the list above and calling it good. It's also not about big things as much as it is about a whole bunch of little things. Building trust is about practicing all eight, trust-building habits every day. Customers who feel secure in their trust of you and your products or services are more likely to buy from you, and it won't cost you a dime of your marketing budget. *LT*

Lisa Olson is the President of Smart Marketing, Inc.

Have a marketing question? Submit it to Lisa at lisa@you-r-smart.com.

Writes of Passage Journey to Coffeelands

by Meagan Goodman



Part Two: Asomobi and Living in Community

Once again, I am a passenger on a very sketchy road in the mountains, going way too fast. I am with Don Luis, who works for Deli Café and only speaks Spanish, for 8 hours now. We are in the mountains near Panama and headed to Asomobi, a Women's coffee cooperative in the very south of Costa Rica. I do not know where I am staying, for how long, or what I am supposed to be doing, but I am excited to be heading into the wild where my English skills are useless.

It is dark when we arrive at the small wooden lodge near the top of the mountain. I get out of the car and immediately apply an obscene amount of bug spray. I am absolutely paranoid of getting malaria and being eaten alive by mosquitoes and who knows what else. Don Luis points me toward a very primitive, small, wooden house where I apparently am to spend the night. He tells me he will see me in the morning, and then he disappears into the lodge.

Soon a short, elderly woman named Hortensia, her shy husband Humberto, and her son Victor welcomes me. They led me to a small bedroom where I put my things down and we sat down to eat dinner. The food was incredibly simple but tasty. This was my first real plato tipico meal – beans, rice, plantains, potatoes, and fresco – a drink of fruit juice and water. I loved it! (of course Hortensia is an incredible cook, which contributed to the amazing tastes of these very plain and simple foods).

That night I went to sleep with Spanish words buzzing through my head. I could not string sentences together yet but the process had begun. The simple

lifestyle of these families and their rich lives is striking. Their lives are shaped by routine – get up with the sun, make breakfast, start cleaning the house, wash the clothes, take care of the children, work all day, come home, share a meal together, and go to sleep shortly after sunset. One night I helped Hortensia make tortillas. I watched as she cut the corn off the cob, ground it up in a hand grinder (by the way this is incredibly labor intensive. I had blisters on my hands afterwards) and hunch over a hot pan to create the best tasting tortillas I have ever had. I was in awe of the strong, but gentle hands that know a hard day's work and the soft touch of a child's smiling face. That night, people came over and we all shared the tortillas, stories, and laughed.

This lifestyle might seem incredibly boring or unsatisfactory to Northern sensibilities. Here, there is a spark of life. It is so different from anything I had ever experienced. Their lifestyle is hard; it is a lot of physical labor and dedication, but the entire community acts as one supportive, appreciative, and content family. It seems that not material items and possessions, but rather the quality of work, family, and a unique relationship with the land, nature, and community define the meaning of life.

I was inspired, but also frustrated, because I could not express my amazement and appreciation to these people living simply together in harmony with the earth and each other. My Spanish skills were not nearly good enough. This inhibited the depth of my relationship with these incredibly real people, but I think we both had a mutual understanding and fascination with each other.

I was still trying to grasp the culture. It took me a while to put all the pieces together. How was life so simple but different here, and I concluded that it was the bonds of community. The whole community was one family, whether blood related or not. They all work hard and support each other. They came together through coffee. All the women help run the small micro-mill, whether they are picking, processing, roasting, or packaging. The men work on the farms, raise livestock, pick coffee, and do much of the manual labor. Their lifestyle is constant work, but they live off the land, raise their own food, and love and support each other through thick and thin. This is something completely new to me. North America is so huge and diverse. Very few communities (this almost borders on a commune) are so tight-knit and held together through intense physical and emotional work. I was starting to get a deeper understanding of the people, of the culture, and of how they were tied together through coffee. All too soon, my time in Asomobi was over, after a brief four days, and I was off to San Isidro de General Perez Zeledon, where I was to meet two incredibly amazing women and their families. *LT*





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Everpure® premieres three new products at NAMA show

For 75 years, Everpure has pledged to introduce and supply superior-quality water treatment solutions to its coffee and office clients. It runs from Oct. 15-17, the leading company of water filters makes no exception, introducing three new, cutting edge products: Smart Office Water, MicroGuard™ and SHURflo®. Smart Office Water is a turnkey water analysis software program that helps eliminate the challenges office and coffee dealers often face when trying to generate sales. The MicroGuard is a highly-anticipated, next generation filter, ensuring office and coffee operators are serving the safest and best-quality tasting water around. SHURflo's New Bottled Water Delivery System is perfect for operating a vending machine, coffee, tea and beverage cart. For complete details visit www.everpure.com.

DaVinci Gourmet named "Official Host & Travel Sponsor" for prestigious United States Barista Competition

In the battle of the baristas, DaVinci Gourmet has already come out on top. The industry leader in gourmet syrups has been named the "Official Host & Travel Sponsor" - the premier sponsorship level - for the 2009 United States Barista Competition (USBC). The USBC is scheduled for March 5 through 8, 2009, in Portland, Ore. DaVinci Gourmet previously served as the Platinum & Travel Sponsor for the prestigious tournament. The Official Host & Travel Sponsorship allows DaVinci Gourmet the opportunity to sponsor the 2009 USBC Champion at the 2009 WBC, taking place April 16 through 19 in Atlanta, Ga. For more information visit www.DavinciGourmet.com.



Boyd Coffee Company introduces limited edition 87+ Point Q-Certified Estate Costa Rican Coffee

Boyd Coffee Company introduces Limited Edition Q-Certified Estate Costa Rican, a seasonal single-origin coffee from the Santa Anita Estate near Naranjo in Costa Rica. Harvested from one of the world's premier coffee growing regions, Boyds Q-Certified Estate Costa Rican is 100 percent Rainforest Alliance Certified™, requiring that it was grown using sustainable methods that protect soil and water, conserve biodiversity and ensure proper conditions for workers, their families and communities. The medium roast coffee has a unique piquant and caramelly flavor and is available beginning Sept. 15, in 3.75-ounce and 7-ounce portion packs for foodservice. A 12-ounce retail bag will be available beginning mid-October and will be sold through specialty retail and grocery outlets as well as online www.shop.boyds.com.

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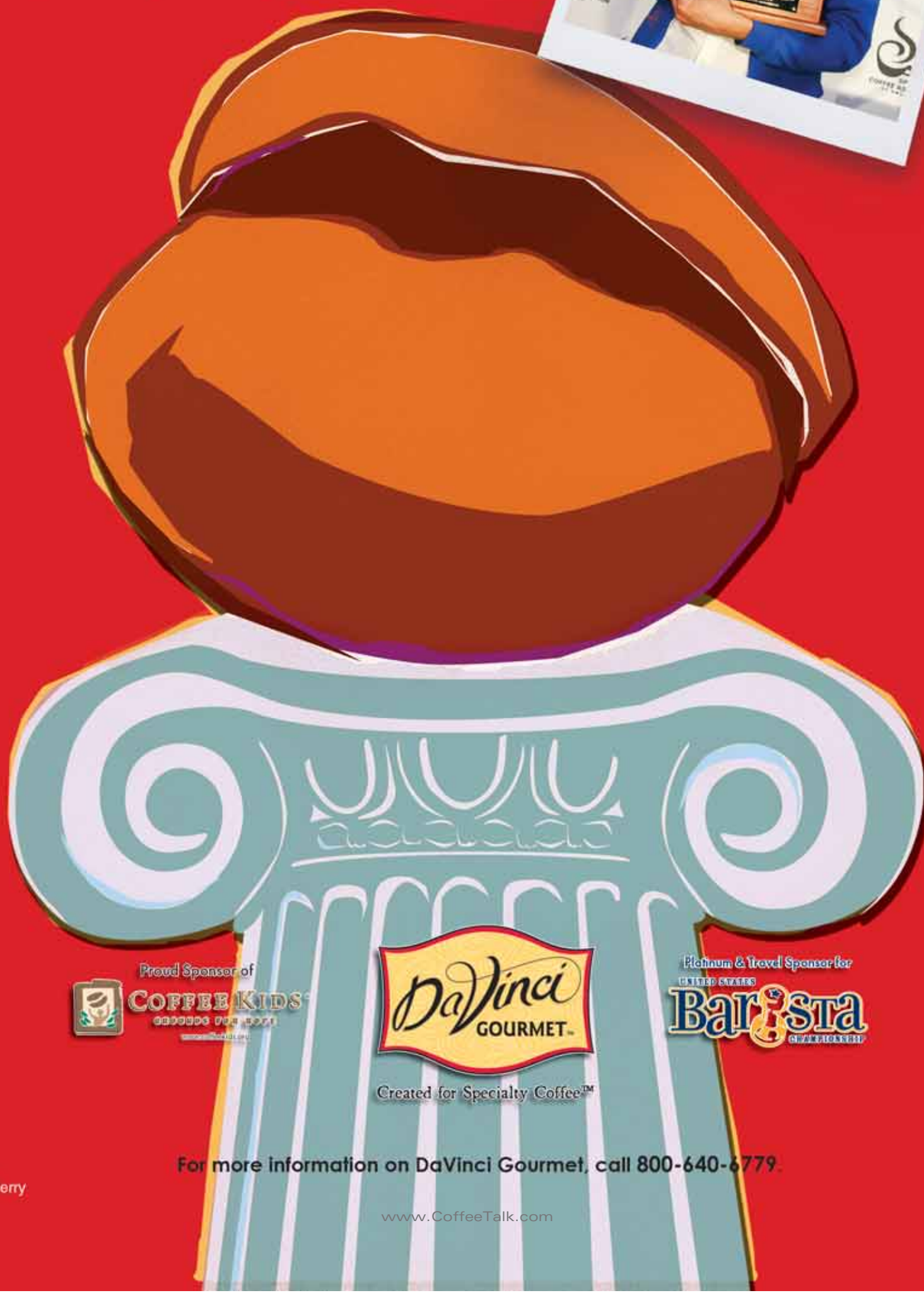


Find a Vita-Mix Dealer near you: www.vitamix.com/foodservice; 800-4DRINK4; 440-235-0214 Outside of the US, Canada, and Latin America; +1.440.782.2450
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This Year's Top Bean.

DaVinci Gourmet® salutes the 2008 United States Barista Champion – Kyle Glanville of Intelligentsia in Los Angeles, California. Kyle has been a barista for 8 years, still dreams about coffee and serves as an inspiration for everyone who appreciates the art of the barista. He is managing the Black Cat Project for Intelligentsia and is excited for the launch this fall.

Thanks Kyle for setting an example of barista excellence!



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