

FULCRUM

COFFEE

## COFFEE GUIDE

*This guide is intended to help you understand our coffees, the people, the places, the stories and the art behind them.*

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# FULCRUM

COFFEE

We believe that every coffee has a story to tell, starting with where it's from. That's why we work with cooperatives and family farms around the world to bring you single origin and seasonal coffees. Each one is lovingly roasted to bring out its depth, complexity, and history.





## BURUNDI COCOCA DUSANGIRIJAMBO CO-OP

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That Burundi beat. It's a syncopated rhythm thudded out on drums carved from hollow tree trunks. It's been coopted, MIDI'd by modern electronic musicians and now blares from the subwoofers and PAs of nightclubs and discos across the Western Hemisphere.

The music of Burundi comes from the land. Indigenous instrumentation: flutes made from the stems of plants, horns fashioned from the literal horns of antelopes. The people of Burundi are born musicians and they have songs for everything in their world—songs for singing as they go through the coffee fields, sometimes balancing earthen pots on their heads. Songs are the names of animals and plants, and songs are the way of thinking about things.

Song covers the coffee.

Burundi coffee is juicy and bright with mango, blackberry, lime and black teas notes. It's a coffee that has great qualities, even as it's difficult to access. It's both desirable and elusive.

Burundi is making headway into the global market and the coffee bears all of the trademarks of this remarkable people: body and soul. It's a distinct "Burundi-ness" that you must experience to have an appreciation for. It's something to feel.

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### TECHNICAL FOOTNOTE

*Producer: COCOCA Dusangirijambo Cooperative. Taste notes: Juicy and bright with blackberry, mango, lime and black tea notes. Process: Washed. Region: Marwi Washing Station, Kayanza, Burundi. Altitude: 1,750 MASL.*



## COSTA RICA MAMI GISELLE

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Mami Giselle had a sputtering chest freezer that was slowly dying. She put ice cream in it. She dreamed of buying land. She wanted to open a small farm.

She sold ice cream to her neighbors. Her treats were a hit. She opened a roadside stand. Passersby on the busy path bankrolled her dreams one scoop at a time. Mami was a shrewd investor, socking away colones—first in small denominations, then bigger.

It's a familiar story. Call it financial stewardship or simply the hustle – the ability to turn something small into something big through relentless effort.

Mami Giselle bought a farm for her family in Monte Copey. It was a coffee plantation that produced baskets of Bourbon and Caturra. The flavor of these beans was syrupy and lemony with raisin, red berry, and cocoa powder notes.

We like her coffee. We applaud her ability to make something so significant out of an idle daydream and a tired Frigidaire.

Years after founding the startup dessert business Mami Giselle has unplugged her freezer. Her family had land. Her reality was built on a dream of coffee.

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### TECHNICAL FOOTNOTE

*Producer: La Familia Navarro. Taste Notes: Rich and complex with milk chocolate, spices, vanilla and citrus notes. Process: Natural. Region: Monte Copey, Tarrazú, Costa Rica.*

*Altitude: 1,700 MASL.*



## DEM. REPUBLIC OF CONGO KAWA MABER

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What do the Pacific Northwest and the Democratic Republic of Congo have in common? Not much at first glance.

Look closer. Both are mountainous regions with lush rain forests. Both have an appreciation for coffee; the drink is integral to their respective cultures.

Growers in Kawa Maber sit at a wooden table and cup coffee from their farms. They wear bright shirts and sample Oregon blueberries from an aluminum can. They have been told that some of their coffee has blueberry notes, but they have never tasted blueberries until now. To them it is exotic fruit. There is no easy analog that they can readily compare it to.

They are studying the way their coffee is marketed globally, how to identify the characteristics that specialty buyers value in their product. They are discussing what they like about their coffee—a soft and lightly sweet brew with lemon, berry, spice, and green apple notes.

Kawa Maber means “good coffee.” This is the guiding ideal of these farmers in the lush rain forests of Africa. Good coffee. That’s something we celebrate, too.

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### TECHNICAL FOOTNOTE

*Producer: Kawa Maber Cooperative. Taste Notes: Soft and slightly sweet. Lemon, red berry, spice & green apple notes. Region: Ituri Province, Democratic Republic of Congo. Process: Washed. Altitude: 1,750 MASL.*



## GUATEMALA CODECH COOPERATIVE

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If you don't know you're in a coffee field it's because you're swept up in the panorama before you: hazy blue volcanic lakes merging into hazy blue sky. If it's hard to breathe it's because the air here is Denver-thin.

Carlos, meanwhile, ducks underneath a shrubby tree. He emerges a few minutes later with a wicker basket full of what look like green and red gum balls. The field is not what it first seems: scrub brush and mountain trees throw shade on Bourbon coffee plants.

Carlos' blood uses oxygen efficiently. His genes are predisposed to the altitude, having descended from Mayans who built stone pyramids on mountainsides.

Like Carlos, the coffee trees here have adapted to life at 1700 meters above sea level. The trees have been selected over time, cultivated to grow coffee with notes of stone fruit, almond, brown sugar, and toffee. The hardiest of these coffee trees will be grafted onto mature rootstock. In this way crops are made resilient over time. High altitude, with cold nights and hot days, produces a 'super hard bean' and this sugar density lends to its smoothness.

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### TECHNICAL FOOTNOTE

*Producer: CODECH Cooperatives. Taste Notes: Satiny smooth with brown sugar, berry, almond and toffee notes. Process: Washed. Region: Huehuetenango, Guatemala.  
Altitude: 1,000-2,000 MASL.*



## NICARAGUA PRODECOOP

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The brigadistas came to Nicaragua from Europe in the late 70s, early 80s. Most were students, some artists. They came for political reasons. They listened to the Clash and fell on the zealous side of the left-leaning spectrum. Picking coffee was an afterthought, a show of solidarity with the people.

Then the brigadistas “discovered” coffee. Not the charred black stuff they recognized, the stuff in a tin can on a London supermarket shelf. The brigadistas developed a real taste for the acidic, fruity, juicy flavors of tropical Nicaraguan beans. Coffee that poured bright red into the cup. Sweet and bright with cherry, green grape, and maple notes.

The brigadistas learned respect for the fruit that they pulled from the branches.

The political moment passed. The students and artists flew home with Nicaraguan beans in their suitcases. They were to be specialty coffee ambassadors in London, Dublin, and Berlin. They didn’t taste “regular” coffee the same way. They began to search for something better at home. Some went as far as to import Nicaraguan beans themselves, investing in them primarily as commodity. But they drank it themselves, too.

We love this Nicaraguan coffee for the same reason: the unexpected floral aroma, the brightness in the swig that flashes your taste buds. It’s something to put in your suitcase no matter where you roam.

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### TECHNICAL FOOTNOTE

*Producer: PRODECOOP. Taste Notes: Sweet and bright with cherry, green grape, and maple notes.*

*Process: Washed. Region: Estelí, Nicaragua. Altitude: 1,500-1,700 MASL.*





## NICARAGUA UNIÓN COOPERATIVAS

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In equatorial Nicaragua day and night have a rhythmic cadence. The daylight hours are the same year round. On the far eastern slopes of this mountainous country the weather can fluctuate wildly depending on the temperamental Atlantic Ocean.

Guillermo squats, cupping a sample batch of coffee from his farm. He tastes the dry season. He tastes rainfall dropped from the cusp of a hurricane. The squall blew close to the edge of his farm, scattering branches and threatening to strip the crop from the fields.

The patterns of wet and dry, the elements of the soil are manifested in the flavors on his tongue, the liquid between his gold teeth. His coffee is an almanac.

In the coffee world we call this place-dirt-taste terroir. The terroir is the flavor of the land, inherent in the composition of the bean. We love the terroir of Union Cooperatives coffee, the rich and fruity brew with chocolate, lemon zest, and green apple notes. The weather here conspires to create palette-grabbing tropical flavors.

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### TECHNICAL FOOTNOTE

*Producer: Union Cooperatives. Taste notes: Syrupy body with chocolate, lemon zest, and green apple.*

*Process: Washed. Region: San Juan del Río Coco, Nicaragua. Altitude: 900-1,200 MASL.*



## RWANDA HINGEKAWA WOMEN'S ASSOCIATION

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Rwanda. “The land of a thousand hills.” A place that looks, from the air, like a giant sheet of crumpled green tissue paper. Valleys and canyons are shaded, hillsides bask in highlighted emerald.

Not far from here Hemingway was inspired to write *Green Hills of Africa*. The landscape spoke to him as a novelist, a poet, a world traveler. Rwanda is an exceptionally beautiful place by anyone's standards.

Over 80 percent of the people living in Rwanda are involved with agriculture. How do you pick that one verdant, rolling hill out of thousands—the one place or farm that grows the perfect coffee?

The answer is that there is no wrong answer. Instead, we chose a coffee that we thought stood out. What also captivated us is that this is a wholly owned women cooperative, a progressive organization in which all contributing farmers profit.

The Hingekawa Women's Association, a co-op in the Rushashi District, produces a bean that is sweet and jammy. It smacks of mandarin oranges and honey. A medium roast brings out a flavor like root beer.

This is a very fine coffee from a region of fine coffee: the needle in a haystack.

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### TECHNICAL FOOTNOTE

*Producer: Hingekawa Women's Association, Abakundakawa Coop.*

*Taste Notes: Sweet and light with cranberry, mandarin orange, honey and root beer notes.*

*Process: Washed. Region: Gakenke, Rwanda. Altitude: 1,750 – 1,900 MASL.*



## UGANDA BUKONZO JOINT

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Uganda's Mountains of the Moon: a surreal landscape of foggy ice at the highest altitudes, tapering down to slopes covered in strange, prehistoric-looking foliage.

Afroalpine plants sprout— bizarre forms of heather, moss, bamboo. The glacial melt and mists in these peaks feed the fertile micro-lots of the Bukonzo Joint Cooperative.

In this remote corner of the world, progressive ideas are taking hold; women are gaining access to land ownership. Women like Grace Tembo.

Grace is part of a co-op that is 83% female. This an anomaly in the coffee world, where 2% woman ownership of land is the norm.

Grace Tembo, entrepreneur and proud matriarch, stands in front of a long roll of paper, it's her Powerpoint, her flowchart. The chart depicts the people of Bukonzo Joint Cooperative as they harvest fruit, collect it, and wash it. If Ms. Tembo were in a boardroom she would call these pictograms her 'best practices.'

The women of Bukonzo Joint tend to their coffee trees in the misty mountains, among the glacial water from local streams. Their careful washing and processing leads to the clean flavors of cherry, plum and black tea. These coffee varieties also lend toward a medium, almost syrupy body.

One may never get used to the surreal landscape in this corner of Africa, but we've come to appreciate the subtleties of coffee grown by women like Grace Tembo— women made resilient by this demanding microclimate.

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### TECHNICAL FOOTNOTE

*Producer: Bukonzo Joint Cooperative. Taste notes: Syrupy, sweet and balanced with chocolate, cherry, plum, and black tea notes. Process: Washed. Region: Kasese District, Western Uganda. Altitude: 1,400-2,200 MASL.*



## KENYA OTHAYA FARMERS COOPERATIVE

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Mount Kenya is an ecologically dynamic place, home to eight different types of forests and swaths of u-shaped valleys carved by glaciers. The inclines and valleys in this stretch of the African interior are covered with bamboo, Afro-alpine scrub, moorland and coffee trees.

The Othaya Farmers Cooperative Society Limited (OFCSL) calls this area home. The OFCSL is a group of mostly female coffee farmers living in Nyeri County, in the shadow of Mt. Kenya.

Their collective, established in the improbably early year of 1956, is composed of 15,000 members and 19 wet mills. They are a progressive society dedicated to educating themselves about best farming practices and harnessing the temperamental weather of Mt. Kenya for their crops.

The cooperative uses profits from their coffee sales to help pay for collective medical expenses. An NGO called TREE works in conjunction with Dr. Michael Chung at Aga Khan University to provide preventive healthcare for the women of OFCSL.

Last year, Blas visited the Othaya Farm and stayed with Dr. Chung, a former Global Health professor at University of Washington. During his stay at Dr. Chung's home, the two spent the mornings sample-roasting fresh Kenyan coffees together, and bonding over their love for coffee and Seattle.

This coffee has subtle sweetness of tomatoes and bright lime-like acidity, leading smoothly into a pleasant green melon finish. It's a classic introduction to many single origin coffees from Kenya. In fact, it's a classic introduction to many single origin coffees. It yields an easily-drinkable and likable cup that will open one's eyes into the world of light roast coffee, if not yet already familiar. We are excited to introduce this Co-op's coffee to Seattle and beyond.

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### TECHNICAL FOOTNOTE

*Producer: Othaya Farmers Cooperative Society. Taste notes: Silky and sweet with green melon, Meyer lemon, lime, and jasmine notes. Process: Washed. Region: Nyeri, Kenya.  
Altitude: 1,830-1,950 MASL*



## MYANMAR OAT TWIN VILLAGE

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The Shan State is nestled in the mysterious, foggy foothills of Myanmar. Mysterious because the region is largely unmapped.

The place is an enigma wrapped in mist and obscured by thick trees.

The plateaued region is full of excellent coffee. Bioregions in Myanmar vary widely from tropical waters on the coast to windswept, snowy Himalayan foothills. The Shan state seems to be in the “sweet spot,” in terms of altitude and temperature—perfect for growing fine coffee.

Oat Twin Village is in the southwest corner of the Shan, an area occupied by the Danu people. There are 230 households in the Oat Twin Village Family Cooperative. Together they farm and harvest coffee cherries in 150 acres of wooded forest.

The farmers of the Shan take their work seriously—all the more so since they’ve begun to receive international recognition from coffee lovers. They hand-sort the picked cherries multiple times, over and over again to make sure that only the perfectly ripe ones are moving onto the dry beds. With the help of CQI (Coffee Quality Institute) and MCA (Myanmar Coffee Association) in the last few years, the farmers have learned to use drying screens. But the extent to which they ensure the cherries dry just right is something they have taken into their own hands. Their arduous work and meticulousness makes this coffee remarkably clean, sweet, and juicy.

With its exceptionally clean aftertaste, this coffee defies common expectations of what a naturally-processed coffee “should” taste like. It creates a vibrant and sweet cup of coffee when brewed, resembling that of sweet red wine with a lingering finish of black tea notes. When concentrated in an espresso, expect to taste a fruit-bomb candy with a syrupy body and hints of dark chocolate.

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### TECHNICAL FOOTNOTE

*Producer: Oat Twin Village Family Cooperative. Taste notes: Syrupy and sweet with complex berry, tropical fruit and chocolate notes. Process: Natural. Region: Oat Twin Village, Shan State, Myanmar. Altitude: 1,300 MASL*

# SILVER CUP

Each one of our roasts is meticulously crafted in the spirit of Seattle's coffee tradition. We roast all of our coffee locally, creating blends full of warmth and brimming with character - the way it's been done for over two decades.





## SNOHO MOJO

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Snoho Mojo is a play on ‘Sodo Mojo’ – a phrase that’s been used around Seattle’s baseball team, literally meaning ‘South of the [King]Dome Magic.’ It’s been remade into a statement of pride for Snohomish County, the vast wooded area a few minutes north of Seattle. On the edge of the Puget Sound and full of forests, mountains and rivers, Snohomish County has a quintessential Pacific Northwest landscape.

The magic of Snoho Mojo comes from the spicy fully-bodied Sumatran coffee we’ve selected for this blend.

Sumatra is the sixth largest island in the world. It straddles the equator and offers a truly unique coffee.

Beans from the Mandheling region in Eastern Sumatra have distinct bluish color that comes from the minerals (and lack thereof) in the soil. Sumatran coffee is distinct for the way in which it’s wet hulled. The locals call this process *giling basah* and it results in a coffee that’s exported with 12-14% moisture.

Wet-hulled beans, when brewed, have a deep cream color. Sumatran coffee often has an earthy, spicy flavor with a heavy body and low acidity.

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### TECHNICAL FOOTNOTE

*Taste Notes: A bold, full-bodied blend with hazelnut, macadamia and blackberry notes.*

*Roast Level: Medium. Origin: Sumatra, Central America, South America, Africa.*



## QUEEN CITY

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Queen City is a blend reminiscent of traditional Seattle espresso blends from the late 1990s. A nice balance of bold and rich with a smooth sweetness that's perfect for romanticizing the wistful rainy days of Seattle. The blend's artwork highlights Seattle's most famous landmark – the Space Needle.

Queen City is highlighted by a delightful Papua New Guinean coffee that we stock specifically for this blend.

Papua New Guinea is a small place that stands outside modern technology—and has benefited in many ways from its size and relative isolation. Though the coffee here accounts for approximately one percent of the global market the quality is exceptional, and the highlands of this region are gaining international attention in the specialty coffee scene.

The mainland country of Papua New Guinea and its accompanying islands are remote enough that it is difficult and expensive to import synthetic fertilizers.

The coffee here is almost 100% organic, whether or not it has the organic stamp. It's a delicious coffee known for its “low key luxuriousness”—a humble but elegant brew. The coffees we feature from this region include Blue Mountain, San Ramon and Arusha. This blend has a delicate acidity and a cherry flavor.

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### TECHNICAL FOOTNOTE

*Taste Notes: A bold, smoky blend with cherry, malt and walnut notes.*

*Roast Level: Dark. Origins: Papua New Guinea, Central America, South America.*





## SMUGGLERS

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Smugglers blend is as classic as the Seattle folk story that inspired its name. It's a rustic coffee with a slight bite – nostalgic, calling up memories of roadside diners (with great coffee) and simpler times.

Smugglers benefits from the juicy flavor of a Nicaraguan coffee. Grown in Matagalpa – a tropical region that fosters fruity flavors.

Matagalpa is called Nicaragua's "Pearl of the North" and "Land of the Eternal Spring." They are euphemistic names, shorthand for some poet's utopia. But there's something to it: this region is a modern day hotspot for ecotourism—adventure-seekers flock to this region to biplane among dense tropical foliage and snap photos of outsized flora.

Matagalpan gold was discovered in 1840, attracting a wave of Europeans. Germans brought coffee seeds and found that the "Land of the Eternal Spring" was ideal for growing a tropical cash crop. The Germans sent back their coffee and soon Nicaragua had a fine reputation in the sidewalk cafés and drawing rooms of Munich.

A word about climate stats: climate is key to Matagalpa's long-lived and ongoing international appeal. Average temps here range between 79 and 82 degrees Fahrenheit with 75-85% humidity and 47-75" annual rainfall. In the coffee growing world, this is perfection. Like a giant terrarium or greenhouse – good for quickly growing fruit.

The coffee here is sweet and bright with cherry, green grape, and maple notes. Citrusy coffee that pours red and sets your taste buds on edge.

Matagalpan gold for a new era.

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### TECHNICAL FOOTNOTE

*Taste Notes: A rustic, full-bodied blend with cherry, nut and herbal notes.*

*Roast Level: Dark. Origins: Nicaragua, South America, Indo-Pacific.*



## URSA MINOR

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Like Brazilians, Washingtonians love a good cup of coffee. It's ingrained in the Seattle culture here—wherever you go someone has a 12 oz paper cup, a thermos, or a mug for sipping brew. Ursa Minor is where South American coffee growing traditions meet Pacific Northwest roasting and brewing traditions.

Brazil is a country that grows a third of the world's coffee, a place that is almost synonymous with coffee production. We chose to mix some Brazilian beans into Ursa Minor to bring out a soft, nutty flavor. This could become your go-to sipping coffee for all hours of the day.

Brazil is not what you think. A country so large and populous, comprised of so many complimenting and diverging cultures is bound to defy any simple stereotype. Sure, there's the throbbing samba of Mardi Gras festivities, there's the bossa nova of The Girl from Ipanema. There are soccer stars that pull in six-figure salaries and are revered as gods.

But there are other things, too. There's unexplored Brazil, Brazil off-the-beaten-path where modern technology and indigenous culture meet and give rise to novel and curious forms of human expression.

If there's one thing Brazilians hold in common, it's an appreciation for coffee. Unlike many coffee exporting countries, Brazil also retains a lot of its caffeinated crop and even imports coffee into the country for popular consumption.

The beans in the Ursa Minor blend typify the best characteristics of Brazilian coffee: soft, nutty, low acidity with a nice bittersweet chocolate taste. You'd expect a fine cup of coffee to come out of this strange and beautiful land of multifaceted culture—and that's exactly what's on tap with the Ursa Minor blend.

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### TECHNICAL FOOTNOTE

*Taste Notes: A balanced blend with honey, caramel and fruity notes.*

*Roast Level: Light. Origins: Brazil, Central America, Indo-Pacific.*



## SOUTHPAW

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Southpaw is one of the first blends that Silver Cup Coffee developed over twenty years ago. It has gone through several renditions, claimed a couple titles along the way and has always kept its balance – unlike Kurt Cobain’s notoriously front-heavy offset Fender Mustang.

Southpaw is an icon – with great balance and a delightful Colombian coffee in its mix. Monserrate, a conical mountain peak, is an integral fixture in the skyline of Bogota, Colombia. On summer solstice the sun rises directly above Monserrat, fully illuminating the city on the longest day of the year.

The people of Colombia are attuned to nature and harness its patterns to cultivate their crop. Since its introduction here the coffee bean has taken off—it’s a plant ideally suited to grow in these equatorial mountains. Coffee is Colombia and Colombia is coffee. For many global consumers, the very picture of coffee farmers is a stylized man in indigenous Colombian garb.

Colombian coffee. So good. A rich, balanced blend with caramel, chocolate, and citrus notes brought out by a medium roast.

The Bourbon, Caturra, and other coffee varieties produced from the cooperative add citrus to the chocolate flavor, creating a unique sweetness. The result is a beverage that’s representative of the region yet still exceeds expectations of “typical” Colombian coffee.

The Southpaw blend also includes coffees from Central America, Indonesia, East Africa, and South America.

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### TECHNICAL FOOTNOTE

*Taste Notes: A rich, balanced blend with caramel, chocolate and citrus notes.*

*Roast Level: Medium. Origins: Colombia, Central America, South America, Africa, Indo-Pacific.*



## WONDERLAND

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Wonderland is an ode to Washington's rugged and wild landscape. This earthy and smooth blend is perfect for mornings at home or on the trail. Wonderland is brought to life by a coffee from Honduras – near the Cerro Azul mountains.

In Honduras, the Coco River winds through the Atlantic Basin. It's a place of exceptional biodiversity—a jungle climate filled with jaguars, turtles, and wild hogs, an area of ample vegetation. Heat, equatorial light, and relatively few humans create an environment where life thrives and takes on bizarre new forms: pink river dolphins, hanging sloths, and every variety of tree frog on the spectrum.

The river flows through southern Honduras and northern Nicaragua before finding an outlet in the Caribbean Sea near the Cerro Azul or the Blue Mountains. It's a lush area, a river basin filled with fog.

Coffee from these foothills is often bold and can take on a nutty flavor of pralines with robust, sweet chocolate undertones. The coffee from these mountains near the Mosquito Coast can have a complex fruity taste, with a juicy acidity.

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### TECHNICAL FOOTNOTE

*Tasting Notes: A smooth, delicate blend with black tea, brown sugar and earthy notes.*

*Roast Level: Medium. Origins: Honduras, South America, Africa, Indo-Pacific.*



## URBAN CITY COFFEE

A taste of the city from the city that reinvented coffee, straight from the roasters who were there from the start. Since 1993, Urban City has craft-roasted lively blends with an independent spirit to deliver a taste of Seattle culture in every cup.



## BROADWAY

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Most major cities have a street named Broadway. It's usually an art-centric, culturally-diverse hub where people work, live and play—spending their days and nights next to thousands of other people—all with different stories and backgrounds. Diversity. It is the lifeblood that brings a city to life. Broadway blend is a coffee that celebrates diversity with its colorful flavor notes.

Broadway sings with an exquisite Guatemalan coffee in the blend. The beans are hard due to being grown at high altitudes. This lends itself to a blend with a smooth drinking profile.

Guatemalan quetzals, blue-green birds, chirp-sing in cloud forests. Quetzals at one time were associated with not only the king but the gods themselves. Their regal plumage adorned headdresses of yore and were used as currency. Tail feathers from this exotic avian could buy gold. Now the birds adorn the country's coinage, stamped into the public consciousness.

Guatemala produces natural beauty in a seemingly effortless way. It's a place where southward-marching civilization stopped to set up shop—the Mayans stuck around to build fantastic stone pyramids riddled with hieroglyphics and pictograms that sprawled across their architecture in labyrinthine complexity.

Beauty is inherent in all growing things Guatemalan. The coffee from this region has stone fruit, almond, brown sugar, and toffee notes. High altitude, with cold nights and hot days, produces a 'super hard bean' and this sugar density lends to its smoothness.

Beautiful coffee from a beautiful country.

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### TECHNICAL FOOTNOTE

*Taste Notes: An aromatic medium-bodied blend with jasmine, hazelnut and nectarine notes.*

*Roast Level: Medium. Origins: Guatemala, South America, Indo-Pacific.*



## PIKE STREET

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Chocolate and coffee. What a team. Both begin as tropical beans, both are roasted, and both contain caffeine. A coffee with chocolate notes is pleasing to the pallet. It's familiar. It's meant to be. Like the famous market that inspired the name, this bend offers a pleasant aroma and loads of flavor.

Pike Street gets its iconic flavor from a coffee sourced from the Mantiqueira de Minas region in Southeastern Brazil. It helps bring out nice bittersweet chocolate notes in the blend.

At one time, the Coffee Kings of Brazil ruled all. They were big plantation owners, monarchs of estates blessed by the government to exercise a nearly complete monopoly over the global coffee market.

Coffee and politics were so entwined that an entire era of Brazilian government is referred to as the Café con Leite— or “coffee with milk” referring to the country’s twin exports: java and dairy.

Brazil knows coffee. They “got it” almost immediately after introduction— production ramped up quickly and now it’s integral to their economy.

Good coffee still comes from Brazil: soft, nutty coffee with a low acidity with a nice bittersweet chocolate taste. It’s a coffee that the locals still drink with milk.

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### TECHNICAL FOOTNOTE

*Taste Notes: An aromatic medium-bodied blend with jasmine, hazelnut, and nectarine notes.*

*Roast Level: Dark. Origins: Brazil, Central America, South America.*



## JAZZ ALLEY NIGHTS

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Today, Seattle is best known for the grunge movement sparked in the 1990s. But before grunge, there was jazz. In the early 1900s, underground jazz clubs dotted Jackson Street, and the whole city, regardless of race, religion, or economic standing, came together around a love of music. As smooth as her namesake, Jazz Alley Nights is slightly sweet and goes down easy.

Jazz Alley Nights features a coffee from Peru – Cafetaleros Andinos Sierra Verde.

Cajamarca is nestled in Peru's highlands, a fertile mountain valley. The high altitudes here and tropical weather patterns create an ideal environment to grow heirloom Typica or Arabica coffee varieties. In Jazz Alley Nights, the Peruvian coffee from this origin yields sweetness like caramel with cranberry and walnut flavors.

Historically, the region has been primarily known for its dairy products, but today Cajamarca is gaining a reputation for fine coffee. The mountain valleys get regular sun and the high altitudes allow for cool nights. Women wear traditional serapes and bowler hats as they climb the slopes, picking coffee cherries.

The locals have a deep respect for the natural areas surrounding their villages. They have developed a rich folklore in which monsters appear, mountains kill approaching birds, and animals can steal a person's soul. The awe for the inviolable land is obvious.

The farmers continue to protect the land and the land takes care of the farmers: a symbiotic relationship.

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### TECHNICAL FOOTNOTE

*Taste Notes: A rounded, smooth-bodied blend with cranberry, walnut and caramel notes.*

*Roast Level: Medium. Origins: Peru, Indo-Pacific.*





## URBAN ESPRESSO

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Urban Espresso is a blend for the urbanites on the move, the workers and makers, the bus riders and bicyclists. The smooth and spicy blend keeps your day rolling. The nutty robust flavor is something you can sip on throughout your day and into the overtime hours when you need to keep your feet moving to get it done.

Urban Espresso gets its life from Mexico. The Chiapas region. The Mexican coffee we add in helps to accentuate the blend's distinctive nuttiness flavor.

Chiapas, Mexico is on fertile land—pumice-heavy, with ash spilled from a nearby volcano. The distinctive nutty flavor of Chiapas's coffee comes from both the soil here and the coffee varieties grown, which include Bourbon, Mundo Novo, Caturra, and Maragogype.

Chiapas, Mexico is not what you might expect. The region lies just to the north of Guatemala—it's a humid, tropical region of former rainforest. It looks like a place off a coffee bag: cloud forests populated by quetzal birds with multicolored plumage. Rainfall here reaches 120 inches a year.

The Chiapas coffee mixes into the Urban Espresso blend nicely, bringing a balanced, smooth body with roasted nut, chocolate, and spicy notes. We chose to treat this coffee to a medium roast, making for the sort of pleasing cup you'd want to sip on round the clock.

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### TECHNICAL FOOTNOTE

*Taste Notes: A balanced, smooth-bodied blend with roasted nut, chocolate and spicy notes.*

*Roast Level: Medium. Origins: Mexico, Central America, Africa.*



## SUNSET

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Like the city of Seattle, Sunset comes alive after things get dark. We roast this complex, smooth-bodied blend on the dark side to bring out a little smokiness reminiscent of a fine bourbon—perfect for sipping over a conversation in a dimly-lit gathering place.

A complex Ugandan coffee shines in this dark roasted blend.

Cooperative coffee farmers in southern Uganda watch shifting patterns of rainfall and drought. They have a department dedicated to climate change, an office with binders full of compiled information. Analytics. Spreadsheets. The Climate Change Department workers collect extensive data on crop performance. They try new forms of cultivars and implement organic practices.

The Kasese Region of Uganda is the gateway to Queen Elizabeth National Park—a biodiverse grassland of lions, giraffes, megafauna. Crop trouble in Kasese indicates that other species in the region have an imperiled future.

The farmers of Bukonzo Joint in Kasese employ their organic practices as a way to avoid soil degradation and retain all available moisture. They are doing their part to adapt to the shifting patterns of increasingly dry weather. Moreover, their coffee exceeds “mere survival”—its flavor excels with its natural processing and lovely citrus flavors with apricot and apple notes.

We apply a dark roast to the blend to bring out a smokiness to the drink and an extra body in the Bukonzo beans. The farmers of Bukonzo Joint are intently tuned into their surroundings, cultivating a mellow coffee that’s a welcome addition to most any blend. A coffee that beats the odds.

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### TECHNICAL FOOTNOTE

*Taste Notes: A complex, smooth-bodied blend with honey, apricot, and apple notes.*

*Roast Level: Dark. Origins: Uganda, North America, Central America, Africa.*

