



REUNION ISLAND

CAFFÈ · COFFEE · CAFÉ



CAFÉ & RESTAURANT PROGRAMS



FOR CENTURIES, THE ORCHID HAS BEEN A SYMBOL OF ELEGANCE AND UNCOMMON BEAUTY. DRIVEN BY THE THRILL OF DISCOVERY, ADVENTUROUS EXPLORERS TRAVELED THE GLOBE IN SEARCH OF NEW VARIETIES. TODAY, WE MIRROR THIS PASSION IN OUR QUEST FOR COFFEES THAT ARE RARE, EXOTIC AND DISTINCTIVE—THE HALLMARKS OF REUNION ISLAND COFFEE.



Our coffees are sourced from high-elevation coffee estates in the world's finest growing regions. Only the top 5% of the world's coffee production meets our quality standards.

INTRODUCTION

At Reunion Island Coffee we're passionate about what we do. Our reputation is built on our no-compromise approach to specialty coffee roasting. We're constantly searching the world for emerging new estates with world-class coffee beans. We believe that roasting specialty coffee is a real art form; we're continually challenging ourselves to refine our technique and create truly original blends and single-origin coffees.

Over the last three decades our president, Peter Pesce, has worked with many of the country's most successful coffee retailers. We now apply this experience to assist chains and independent foodservice operators to maximize their coffee sales. Based on our unique pairing of premium coffee with comprehensive support programs, we've earned the reputation as the nation's value-added specialty coffee roaster.

As a result of this reputation, our small-batch roasted coffees are served in many of the finest restaurants, coffeehouses and espresso bars in Canada. We are especially proud of our relationship with celebrity chef Wolfgang Puck, as his exclusive Canadian coffee roasting partner.

As you review the content in this presentation, we are confident that you will recognize the unique value offered by our extensive variety, feature coffee program, comprehensive menu of support materials and support services.



Our new image (2006)



Peter Pesce has been at the forefront of the specialty coffee industry in Canada for over 30 years.

(Photo by J M Ross for the Toronto Star)

ABOUT US

Peter Pesce has played a key role in the development of the national specialty coffee market. He has served as chairman of the Coffee Association of Canada, among other leadership roles within the industry. The Toronto Star referred to Peter as "reputedly the best 'cupper' in Canada...Not only is Pesce a cupper (taster) par excellence, he is a walking encyclopedia of coffee facts, figures and esoterica." (See Appendix)

Peter's son, Adam Pesce is continuing the family tradition and quickly earning a reputation within the specialty coffee industry. Through his travels to origin countries and studies in Political Science, Adam has a particular interest in growing our sustainability programs. He has worked to increase our Fair Trade and Organic coffee selections, along with helping more of our farming partners to become Rainforest Alliance certified. Adam has also spearheaded our Las Hermosas project in Colombia.

As a company we are members of many foodservice and coffee trade organizations including the Specialty Coffee Association of America, the Coffee Association of Canada, the Canadian Restaurant and Foodservices Association and the Oakville Chamber of Commerce. We are also CTPAT approved and registered with the FDA to expedite cross-border shipping.

We are especially proud of our roasting facility in Oakville, Ontario and invite all of our customers to book a tour of our plant.



Adam Pesce's appearance on CBC's The Gill Deacon Show (Nov. 1, 2006)



Over 15 billion cups of coffee are consumed in Canada every year – that's over 45 million per day!

COFFEE TRENDS

Highlights from the Coffee Association of Canada's latest coffee study:

- 63% of adult Canadians drink coffee every day;
- The average coffee drinker consumes 2.6 cups per day;
- 32% of adult Canadians have consumed flavoured coffee within the last year;
- 50% of the total population has had specialty coffee beverages in the past year, including: espresso, cappuccino, latte, café mocha and iced coffee;
- Awareness of organic and fair-trade coffee is growing dynamically – from 30% to 37% for organic and from 11% to 17% for fair trade between 2001 and 2003;
- Approximately 9% of coffee drinkers drink decaffeinated coffee on a regular basis;
- Consumption of whole bean coffee is growing, with three-in-ten (32%) of adult Canadians and half (50%) of coffee drinkers consuming whole bean coffee on a daily basis.



Our Private Reserve Collection and whole bean packaging have been completely redesigned in 2006

OUR COFFEES

As with any agricultural product, coffee quality can vary dramatically between producing countries, regions and even individual farms within the same region. Regardless of the care that a roaster takes during production, the finished product will only be as good as the beans they buy. One of Reunion Island's most fundamental strengths is the outstanding quality of green coffee that we purchase.

Our two coffee cuppers have over half a century combined experience tasting and judging coffees. They also have long-standing relationships with well-connected brokers and fine coffee estates around the globe. Unlike larger commercial roasters, when we discover a truly exceptional coffee we roast and market it as a single-estate coffee rather than blending it with inferior coffees.

Some of the characteristics that make our coffees distinctive:

High Elevation: Coffees grown at high altitudes ripen more slowly, allowing their flavors and aromas to become more distinctive.

Limited Supply: Our coffees are selected from the top 5% of the world's coffee production. We'll often buy the entire crop when we discover a farm or co-op that has enjoyed an exceptional harvest.

Handpicked: While all Arabica coffees are handpicked, there are varying degrees of care taken in this process. Fine estates will harvest beans three or more times, taking only ripe cherries on each occasion.

ROAST & GROUND COFFEES

PRIVATE RESERVE

24 x 2.5 oz

- Colombia, Fair Trade & Organic
- Colombia Las Hermosas
- Costa Rica Tarrazu
- Decaf Dark, Swiss Water Process
- French Roast, Fair Trade & Organic
- House Blend
- Island Reserve
- Privateer Dark
- Sumatra Ketambe Dark

COFFEE PODS

4 x 25 CT

- Colombia Las Hermosas™
- Costa Rica Tarrazu
- Decaffeinated Dark, Swiss Water Process
- Decaffeinated (Colombian)
- French Roast, Fair Trade & Organic
- Honduras, Rainforest Alliance Certified
- House Blend
- Island Reserve
- Privateer Dark
- Sumatra Ketambe Dark
- French Caramel
- French Vanilla
- French Vanilla Decaf
- Irish Cream
- Swiss Mocha Almond
- Vanilla Hazelnut Cream
- Vanilla Hazelnut Cream Decaf

FLAVORED COFFEE

20 x 2.5 oz

*ALSO IN 20 x 2 OZ

- Bavarian Chocolate
- Butter Pecan
- French Caramel
- French Vanilla*
- Irish Cream*
- Raspberry Chocolate
- Swiss Mocha Almond*
- Vanilla Hazelnut Cream*
- Vanilla Hazelnut Cream Decaf

CLASSICS

32 x 1.5, 1.75 AND 2 OZ

*ALSO IN 32 x 2.25, 2.5, 2.75
& 3.0 OZ AND 1 LB GROUND

- 100% Colombian
- Breakfast Blend
- Decaffeinated*
- French Roast

FOODSERVICE

64 x 2.25 & 2.5 oz

*ALSO IN 64 x 2.75 oz

- 100% Colombian*
- Five Star*
- Special Reserve
- West Coast Dark

AUTHENTIC DONUT SHOP BLEND

42 x 2 oz & 1 LB GROUND

* ALSO IN 42 x 2.5 OZ

- Donut Shop Blend*
- Donut Shop Blend Decaf

WHOLE BEAN COFFEES

SINGLE ORIGIN COFFEES

5LB WHOLE BEAN

* 1 KG, SEASONAL

- Colombia **FTO**
- Colombia Decaf
- Colombia Las Herosas
- Colombia Supremo
- Colombia Supremo **SWP Decaf**
- Costa Rica Tarrazu
- El Salvador
- Ethiopia Sidamo **FTO**
- Guatemala Antigua
- Guatemala **FTO**
- Honduras RA
- Jamaica Blue Mountain*
- Kenya AA
- Kona Extra Fancy*
- Mexico **FTO**
- Mocha
- Mocha French
- Papua New Guinea
- Peaberry
- Peaberry Dark
- Sumatra **FTO**
- Sumatra Ketambe
- Sumatra Ketambe Dark

COFFEE BLENDS

5LB WHOLE BEAN

* 1 KG

- African Pride
- African Pride Dark
- Black Gold
- Breakfast Blend
- Continental
- Continental Breakfast
- Continental Dark
- Espresso Barlino*
- Espresso Riserva **FTO**
- Espresso Riserva*
- Espresso Decaf
- Espresso **SWP Decaf**
- Five Star
- French Roast **FTO**
- French Roast **SWP**
- Island Reserve
- Mocha Java
- Mocha Java **SWP**
- Mocha Java Dark
- Privateer
- Privateer Dark
- Privateer Dark **FTO**
- Siesta **FTO SWP Decaf**
- Special Reserve
- Turkish
- Viennese
- Villa D'Oro
- West Coast Dark

FLAVORED COFFEE

5LB WHOLE BEAN

- Amaretto Almond
- Amaretto Almond Decaf
- Banana Cream
- Bavarian Chocolate
- Butter Pecan
- Café Crème Liqueur
- Chocolate Raspberry
- Cinnamon Hazelnut
- Crème Brûlée
- Elmer Fudge
- French Caramel
- French Caramel Decaf
- French Vanilla
- French Vanilla Decaf
- Highlander & Cream
- Irish Cream
- Irish Cream Decaf
- Irish Cream **SWP Decaf**
- Jamaica Me Crazy
- Maple Cream
- Noisette
- Noisette Decaf
- Raspberry Chocolate
- Snicker Doodle
- Swiss Mocha Almond
- Tiramisu
- Vanilla Haz. Cream **SWP Decaf**
- Vanilla Hazelnut Cream
- Vanilla Hazelnut Cream Decaf
- Vanilla Hazelnut Cream **FTO**

FTO = Fair Trade & Organic

SWP = Swiss Water Process Decaffeinated



Our Seasonal Harvest Award winners are promoted with a poster, tent card, description cards and invoice stuffers or handouts

FEATURE COFFEE PROGRAM

Every month our founder, Peter Pesce samples coffees from dozens of estates around the globe. All of our coffees are specialty-grade high-grown Arabicas, but every once in a while a coffee estate enjoys a harvest that is exceptional. We often purchase as much of this harvest as possible to bring our customers a unique coffee experience.

This program is designed to help our foodservice partners position themselves as the coffee experts in their markets. Customers that are always on the lookout for a new and exotic coffee experience will appreciate being offered the latest award-winning coffee from Reunion Island.

The free accompanying promotional materials will help promote the coffee, renewing your customers' excitement. We launch one of these limited edition coffees seasonally.

We also introduce a feature flavored coffee every two months. These flavored coffees tie in well with seasonal promotions (i.e. Pumpkin Spice for Fall).



Feature flavored coffees are promoted with a mini-poster & description cards.



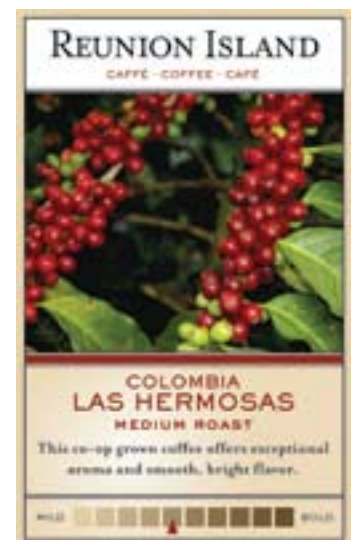
MARKETING SUPPORT

Our **Reunion Island** branded concept offers all of the marketing tools that you need to maximize the profits generated by your coffee program. Also, we have built a strong, recognizable image that will cultivate consumer loyalty and give you a competitive edge.

Marketing support tools include ready-made items and others that will be developed to meet your specific needs.

- Banners
- Loyalty cards
- Door stickers
- Description cards
- Paper cups
- Travel mugs
- Outdoor signage
- Thermos wraps
- Airpot backdrop
- Menuboard
- Shirts and hats

Another important element is Coffee Brewing Standards guide that will be supplied to each store manager. The guide will provide product storage and preparation instructions, along with quality control standards.



All branded material will support Reunion Island's image as North America's premier roaster of exotic specialty coffees.



SUPPORT SERVICES

Training

Our on-site training facility is available for barista or introductory cupping training. We may also be able to offer barista training at your location.

Recipes

In addition to basics, we offer extensive menu-development services to help you create specialty signature drinks for your establishment.

Blend Development

Drawing from our inventory of beans from close to 20 countries of origin, we can create a custom 'house blend' for your business.

Marketing

Along with our extensive selection of off-the-shelf POS materials (see Appendix B), our in-house creative team can work with you to develop custom marketing solutions.

Equipment Calibration

Our consultants have extensive equipment experience and are trained to calibrate your brewing and grinding equipment for optimal performance.

Coffee Seminars

Interested in hosting a coffee seminar on a range of subjects? One of our resident coffee experts would be pleased to run the program at your location.

Coffee Seminars:

Cupping Coffee
Coffee Preparation
Espresso 101
Sustainability
Coffee Farming
Coffee Roasting
Countries of Origin
The Art of Blending
The History of Coffee

EQUIPMENT COMPONENTS



Low-profile brewer
ACE LD Auto Brewer



High-profile brewer
ACE D Auto Brewer



Thermal carafe brewer
ACE TC Auto brewer



Glass pot brewer
ACE S Auto Brewer



Airpot
Koffee Kup 2.2l (120818)



Thermos
Zojurushi VYBE



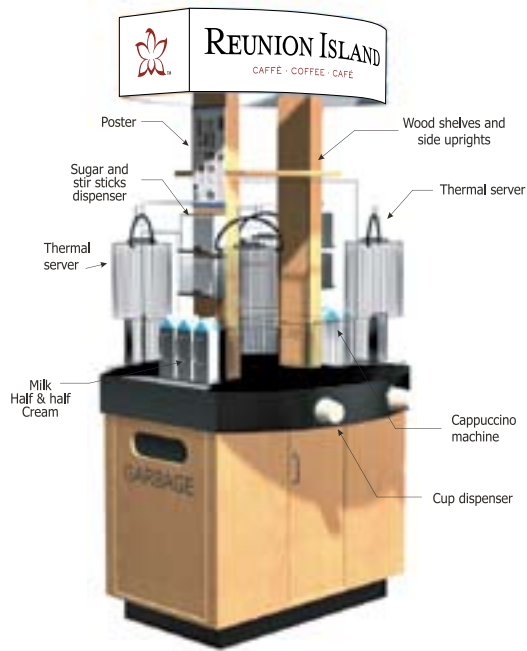
Retail grinder
Grindmaster 890



Dual-hopper portion grinder
Grindmaster 250A



Airpot Racks
2, 4 or 6-airpot models



Our kiosk is branded with Reunion Island's image and includes a comprehensive marketing tool kit.

COFFEE KIOSK

Our unique coffee island pulls the coffee section off the back wall and puts it in the front of the store. It reduces congestion during peak times by offering two serving stations and two mirrored condiment areas. Using less than 16 sq. ft. of floorspace, it efficiently serves a maximum number of people during peak periods. The island also works with different ceiling styles and virtually any floorplan (plumbing/electrical drop from ceiling through pillars).

The unit is sized to accommodate...

1. Self-serve cappuccino machine (1)
2. 5-compartment condiment holder (2)
3. Coffee brewer (1)
4. Grinder or 2nd brewer (1)
5. Airpots with stands (4-8)
6. Cup dispensing sleeves (4)
7. Garbage slots (2)
8. Merchandising shelf (1)
9. Acrylic menu holder (1)
8. Secure storage space (1)

Case study: Sales increased from 3 to 5 times with our original 'coffee island'.



CONCLUSION

We hope that this introduction to **Reunion Island** will be the first step in building a long-term partnership with you. We are confident that we can offer the following unique advantages as your specialty coffee partner:

- **Consistently highest quality coffee**
- **Competitive pricing**
- **Quarterly “feature” coffees**
- **Turnkey program with proven track record**
- **A distinct, memorable brand image**
- **Ongoing marketing and training support**
- **Long-term commitment to partnership**

We look forward to demonstrating how the **Reunion Island** branded program can dramatically affect your coffee revenues.

Thank you again for your consideration of this presentation. Please do not hesitate to contact us with any questions or to further our discussions.

**Reunion Island
Coffee Limited**
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www.ricoffee.com

APPENDIX A

On a quest for coffee

Canadians are java snobs — we demand the best brew for our buck and mostly we get it. Find out what to look for when buying your next bagful of beans *by Donna Jean Mackinnon*

“I love coffee, I love tea,
I love the Java Jive and it loves me
Coffee and tea and the jiving and me,
A cup, a cup, a cup, a cup, a cup!
Oh slip me a slug from the wonderful mug
Waiter, waiter, percolator
I love coffee, I love tea, etc.”

“Java Jive,” an Ink Spots hit from 1940

Coffee Guru Peter Pesce, reputedly the best “cupper” in Canada, describes himself as a specialty roaster.

Not only is Pesce a cupper (taster) par excellence, he is a walking encyclopedia of coffee facts, figures and esoterica.

So we asked him to tell all when it comes to purchasing coffee for the home.

Pesce’s first tip on buying coffee beans (a must for the best results) is to look for uniformity of size, shape and colour.

“Watch for quakers,” Pesce says at his headquarters at Reunion Island Coffee in Oakville.

Quakers?

Pesce explains, if a bean is picked before it’s ripe, it will not roast and the result is a petrified, discoloured bean. Quakers give a “popcorn” taste to your coffee and indicate the beans haven’t been properly processed.

High quality beans are grown at high altitudes — 4,500 to 5,500 feet above sea level. As the Earth rotates around the sun, there is the right amount of sun and shade on a mountain top to nurture a bean.

Coffee grown at about 3,000 feet all tastes the same because it lacks the subtleties and nuances found in mountain top crops, Pesce says.

The just-picked beans should have nice white centres and some surface roughness.

Interestingly, coffee consumption is the highest in cold climates and it turns out that

as a nation we are connoisseurs of the bean.

Canadian consumption of premium coffee is increasing, causing the coffee import market to grow 3 to 4 per cent a year. Two out of three Canadians over 18 drink at least two cups a day, according to Sandy McAlpine, president of the Coffee Association of Canada.

“We have 7,000 coffee-focused outlets in this country, offering good-quality coffee,” he says.

This all adds up to a cornucopia of the world’s best coffee at the tip of our tongues.

And the tongue is where it’s at when it comes to judging coffee.

Pesce has a formal tasting room with a customized cupping (tasting) table. This table is equipped with spittoons and little taps attached to the edge, just like the tiny sinks adjacent to a dentist’s chair.

We have four cups each (really bowls) containing six ounces of coffee made with 1 ounce (6 grams) of ground coffee. We are tasting and testing for aroma, body and acidity.

Lesser quality coffee grounds float; high quality grounds fall to the bottom of the cup.

We are testing Colombia Supreme, Kenya, Sumatra, Colombian Continental Dark. We tongue the coffee — coat our tongues, roll each brew around and spit it out. Pesce explains that the tip of the tongue tastes sweetness, the sides sourness or acidity and the centre of the tongue picks up “heavier notes” in the coffee.

Pesce, assuming the air of a sommelier, discusses matching coffees to desserts. Colombia Supreme, with its malty aroma and hint of caramel on the tongue, complements sponge-type cakes. Kenya, with its fruity aroma and winey taste, is a match



The best coffee beans are grown at high altitudes. They should be consistent in quality and used as quickly as possible after roasting, says wholesaler Peter Pesce.

for a strawberry tart, while spicy Sumatra is ideal with carrot cake. Save the dark continental with its burnt-nut attributes for creamy mousses and crème caramel.

As a wholesaler, Pesce imports sacks of green coffee, weighing 60 to 70 kilograms. Before these beans are roasted in his pristine gas roaster — 230 kilograms at a time — a fan blows the dust and impurities away. After roasting at 425 degrees F for medium roast, stones and chaff are blown out and then the coffee is bagged and coded so Pesce knows exactly when it was roasted.

“The whole process is done with air — pneumatic equipment — so the beans don’t break,” Pesce says.

From the time a sample of coffee arrives at Reunion until the roasted beans are bagged, Pesce has tasted it at least 100 times to ensure quality is consistent.

“If there are different taste profiles from

Cover Story

Great coffee is all a matter of taste

COFFEE From M1

the same batch of beans, it means they are not consistent,” he says. “All cups have to taste the same.”

Once roasted, coffee’s biggest enemy is oxygen, which makes the coffee go stale. Reunion Island coffee is shipped within a week of roasting.

The freezer retards staleness, but then deterioration of the coffee accelerates when it’s taken out. The best storage is an airtight jar or tin kept in a cool dark place.

Caffeine is a complex subject, Pesce admits. Pesce, who facilitates workshops for retailers and their employees, covers caffeine in these sessions as well as the whole coffee story from its botany through the farming process to a final cupping.

The darker the roast, the lower the caffeine level, Pesce explains. Also the darkest roasts can be more bitter but not as strong as lighter roasts.

For the same pound of coffee, the amount of caffeine is determined by the proportion of coffee to water, not by the lightness or darkness of the beans.

Espresso has less caffeine (75 mg per cup) because of the brewing method. Espresso and regular coffee require the same measure of coffee. It takes only 15 seconds for grounds to go through an espresso machine, while regular coffee takes about seven minutes and therefore more caffeine is extracted from the beans (150 milligrams per cup). Naturally, the more coffee used per cup, the higher the caffeine count.

Pesce started in the food business in his early 20s and from the get-go was smitten with the coffee roasting process.

“I was fascinated that ugly green beans turned into a beautiful beverage. I wanted to be a coffee roaster,” he says.

In 1978, he imported secondhand equipment from Cincinnati and set up a small



Peter Pesce is a major coffee wholesaler in the GTA area. At right is a replica of a coffee machine from the early 1900's, part of his collection at his Oakville headquarters.

warehouse in Downsview. After nine years, his coffee company had taken over 21,000 square feet and he had become the largest distributor of specialty coffee in Canada. Soon the large corporations — Mother Parker’s, Van Houtte, Kraft — were hounding him to sell. Eventually Pesce couldn’t say no to the money offered. He sold in 1988 and retired at 41. Bored, he started Reunion in 1995.

Over the years, Pesce has indulged in many fine brews. His personal unblended favourite is Guatemalan coffee, but, as a connoisseur, the most “exciting and exotic” are the coffees from Ethiopia and Kenya.

“You can blend them and get fruity and winy flavours,” he says.

Pesce drifts off into the memory of 100 bags of coffee he once acquired, grown by a small farmer on the side of a volcano in El Salvador.

“It was really unusual — nutty, heavy body and nice acidity,” he recalls. “You don’t usually get all these features in one bean.”

The farmer’s last crop all went to a German importer. He has since bought more

land and Pesce has an order in and hopes he will get some more of this memorable coffee.

On the subject of small growers, organic “Fair Trade” coffee is less than 2 per cent of total sales and it is not growing in market share.

“Generally, it is not very good quality and it’s sold mainly to university students,” Pesce says.

Casa Acoreana, in the Kensington Market, stocks all of Pesce’s labels. He describes this food emporium as the best retail coffee store in Canada. His coffee runs about \$10 a pound there. Of all his own roasts, he prefers the Privateer blend.

“Most of the specialty chains buy good beans,” he says. “Canadians are spoilt. The quality is significantly higher than that sold in U.S. outlets.”

On the other hand, Pesce says the beans in most supermarket bins are “gawdawful.”

“Look carefully at them and you will see the beans are broken. They are different sizes and there are quakers,” he says. “If the coffee doesn’t look good, it isn’t going to taste good.” [Edited for space]

APPENDIX B

SUPPORT MATERIAL CATALOGUE



A.



B.



D.



E.



G.

F.



H.



I.



J.



K.

A. Description Cards

B. Airpot Wrap (1)

C. Description Card Holder (1)
Clear PVC with Velcro

D. Thermos Wraps (1)
VYBE
VYDE
T-Tek

E. Deluxe Travel Mugs (1) Acrylic, 16 oz

F. Espresso Cup and Saucer (6)

G. Cappuccino Cup and Saucer (6)

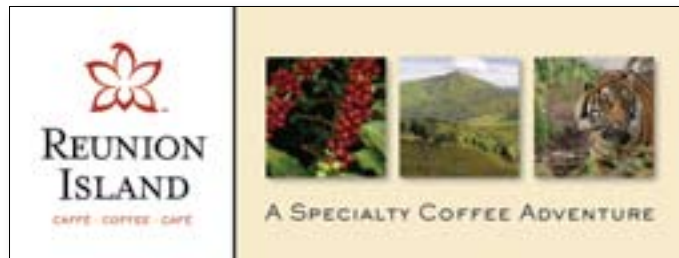
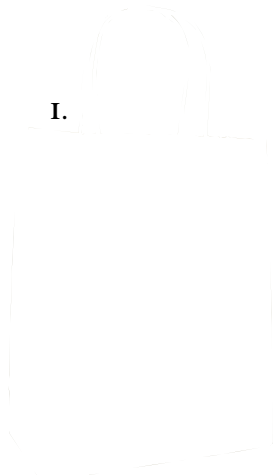
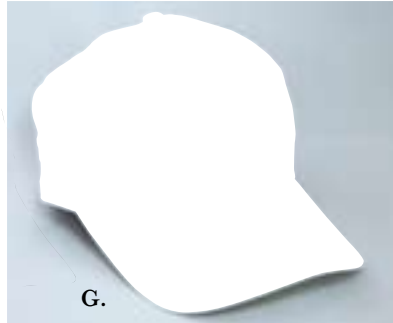
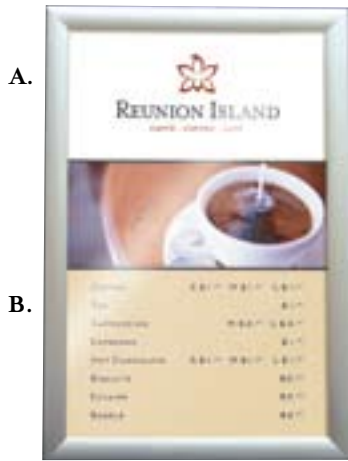
H. Ceramic Mug (1)

I. Paper Cups and Dome Lids
10 oz (1000)
12 oz (1000)
16 oz (1000)
20 oz (600)
Lids (1000)

J. Pod Rack Header (1)

K. Airpot Backdrop (1) 21" W x 40" H

CONTINUED



A. Menuboard Frame (1)
17" W x 22" H

11" W x 17" H

B. Menuboard Insert (1)
17" W x 22" H

11" W x 17" H

C. Static Cling (1)

D. Refillable Loyalty Card Stamp With Ink Refill (1)

E. Loyalty Cards (500)

F. Apron (1) Black or White, one size

G. Hat (1) Black or White, one size

H. T-Shirt (1)
100% cotton M, L, XL or XXL (add \$1)

I. Kraft Sample Bag (1)

J. 'Adventure' Banner (1)
48" W x 18" H, Vinyl with rod pocket

64" W x 24" H, Vinyl with grommets



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APPENDIX C

COLOMBIA LAS HERMOSAS PROJECT

Las Hermosas is Reunion Island's first major project involving a direct and long-term relationship with farmers at origin. In the small region of Tolima, Colombia, a co-op of 32 farmers produce one of the best Colombian coffees we have ever discovered. Please check out the project updates posted below.

January, 2007 Update

The Las Hermosas project started in 2004 when we discovered an exceptional Colombian coffee from a farming co-operative in the South Tolima region. To support this co-op, we have committed to donating to projects that improve the standard of living, while ensuring a consistent supply of world-class coffee for our customers.

In 2005, we donated funds to the construction of parabolic drying beds for 200 small family farms. Our second project was to outfit a cupping lab in Ibaguè with the equipment required for coffee quality analysis. The lab is used to train farmers in the art of cupping. Until recently, many of the regions' coffee farmers had never tasted their own coffee! By learning to cup their coffees, they are able to understand what buyers are looking for in higher-priced specialty coffees. Improving their quality increases demand for their beans and yields higher prices, creating a sustainable system.

As a result of these projects, farmers from the Las Hermosas co-operative entered beans in the national Cup of Excellence competition and placed 1st, 3rd and 7th. This year, we will be supporting the installation of new sanitation systems at four rural schools to protect local water sources and create a healthier school environment.

Enjoy the delicious aroma and smooth, bright flavor of Colombia Las Hermosas knowing that you are supporting sustainable coffee farming.

July, 2005 Introduction

Colombia Las Hermosas is the result of a mutually beneficial partnership between Reunion Island Coffee and the community of Libano, in the lush Tolima region. This coffee farming co-op is the winner of our Summer Seasonal Harvest Award. Las Hermosas is a limited-supply coffee named in honor of a nearby National Park that has played a key role in preserving Colombia's biodiversity.

The initiative started with our search for a consistent Colombian coffee. We have found that source with the 32 family farms in the highlands around the village of Libano.



These farmers benefit from the ideal climate, soil and elevation of their area, while taking great pride in their careful cultivation, harvesting and processing techniques. The result is a coffee that embodies everything that connoisseurs look for in a Colombian bean: very strong aroma, medium body and a fresh, slightly sweet quality. In appreciation for these characteristics, we have awarded the farmers of Libano with our Summer Seasonal Harvest Award.

In addition to paying a fair price for this coffee, we are working with this co-op to develop the infrastructure they need to compete with larger corporate farms. Our first project involved donating materials for the construction of parabolic drying beds for each family's farm. These beds allow farms to evenly dry their harvested coffee beans more uniformly for consistent quality.

Our next project will be the construction of a cupping laboratory for coffee analysis. The testing equipment in this lab will help these independent farmers to remain self-sufficient, maintain their quality and continue to earn a premium price for their product. We will announce future projects as they are developed and approved.

This project has been developed with the support of the National Federation of Coffee Growers of Colombia. This organization is entirely owned and controlled by Colombia's coffee farmers (cafeteros) of whom there are over 500,000. For more information, please visit www.juanvaldez.com or for information on our exclusive Las Hermosas coffee, visit askjuan.com and click on the Tolima link to see Las Hermosas.

