



FARMER FEEDBACK REPORT

FOR: BVA | Brazil Sítio Vista Alegre

BY: DRIFTAWAY COFFEE

Roasted between: July 17th, 2023 and August 16th, 2023

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INTRODUCTION TO DRIFTAWAY COFFEE

- Founded in 2014 by Anu Menon and Suyog Mody in Brooklyn, New York.
- We have a direct to consumer business model - no cafés! - and all of our coffees are shipped directly to customers who make coffee at home.
- We offer coffee subscriptions, single bags and virtual tastings.
- We've been featured in publications like the Today show, Wall Street Journal, USA Today and more for the best coffee subscriptions, coffee gifts and virtual coffee experiences.



WHERE WE ROAST

We roast & pack in a roasting facility in Brooklyn, New York, on a Loring Kestrel S35.

Ian Terry roasts the coffee. and is also in charge of green buying. We roast about 120K pounds of coffee annually.



ABOUT OUR COFFEES

- We roast five coffees every month, each for 4 weeks, totaling 61 coffees in a year.
- Every month, we have two light roasts, a medium roast and two dark roasts.

WHY FARMER FEEDBACK REPORTS?

Coffee roasters ask a lot from the farmers we buy coffee from - including detailed farm information (such as altitude and varieties), sustainable practices, personal history with coffee, and pictures of them on their farms or at their mills.

But we believe that transparency should go both ways. There is a fundamental inequity in how coffee farmers are not proportionally compensated for their labor. We hope that the information shared in this Farmer Feedback report can lead to more equity in the future.

Also, we'd love YOUR feedback! If there's anything you'd like to see more of in this report, or information that you feel could be left out, let us know!

WHATS IN THE REPORT

Our customers can rate and review every coffee they receive online. For the Farmer Feedback program, we share these customer reviews with you!

In this report, you'll find info about:

- How we roasted your coffee
- What countries it was shipped to around the world
- How we priced it
- And most importantly, what our customers thought about your coffee

WHO ARE DRIFTAWAY CUSTOMERS

They are “home consumers”: they did not buy your coffee in a café, but purchased it online, and we shipped it directly to them.

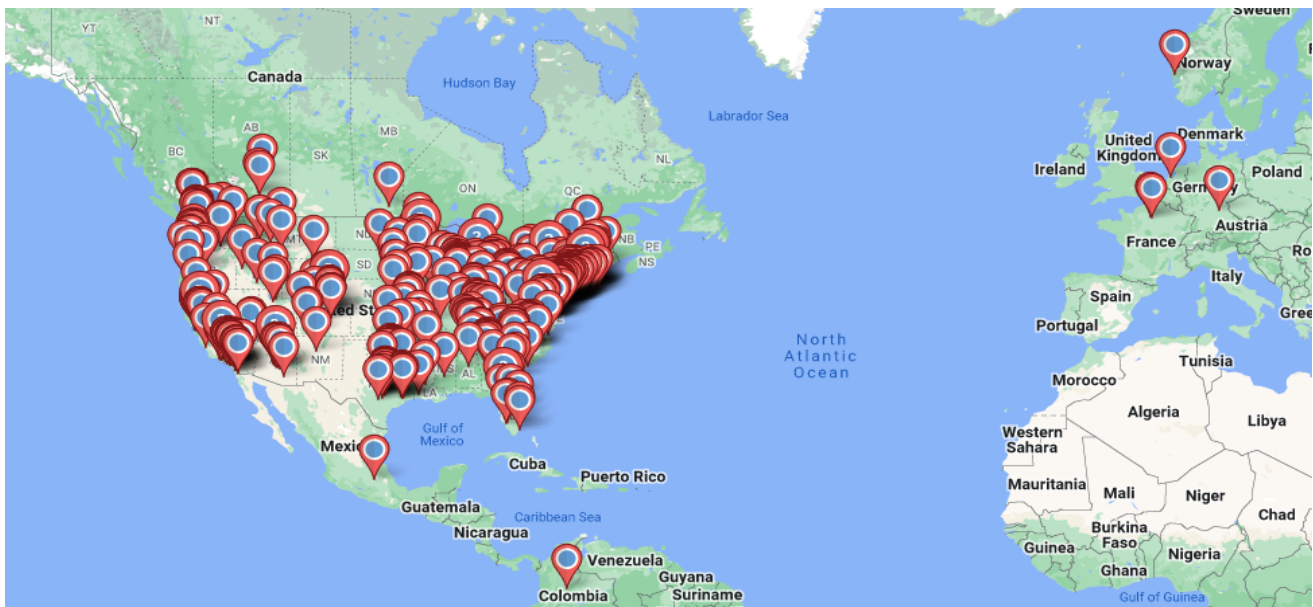
Making coffee at home, they use a variety of different coffee machines, such as electric drip, French press, espresso, pour over and moka pot.



WHO RECEIVED THIS COFFEE

Driftaway Coffee customers are all over the United States and some in Europe. We shipped this coffee within 24 to 48 hours from roasting.

- 571 customers received this coffee in the mail
- 47 states shipped to within the United States
- Canada, Australia, Iceland, France, Norway, Mexico, Colombia, Germany, Netherlands shipped to outside of the US
- 435 cities and towns shipped to
- 39392+ cups of coffee were brewed
- 3.5 days average days from roasting for first brew



HOW DO CUSTOMERS PROVIDE RATINGS AND REVIEWS

All customers that received the coffee have access to a review screen (shown below) in their online Account where they can rate and review every coffee.

COY | COSTA RICA LA PERLA DEL CAFE MICROMILL

This coffee is part of our Farmer Feedback program! [Learn more](#)

RATING
How much do you like this coffee?

100%
0% 100%

MESSAGE TO FARMER [Help](#)
Farmers love to hear about what you thought of this coffee. Did it remind you of something? Was it your amo...
Oh my goodness. The aroma was wonderful and complex. The flavor was more delicious than I could have hoped.
108/250

TASTING NOTES
Nutty X Chocolate X Lemon X

Berry Floral Nutty Chocolate Spice Sour Smoky Caramel Bitter Lemon
Grapefruit

Not really tasting anything? Check out this [video](#) to help you identify more notes!

OTHER NOTES
What were your impressions of this coffee? Something that made it memorable? Keep your notes here
0/250

BODY
Describe the body of the cup. Was it closer to water or milk?
Light Heavy
0% 100%

ACIDITY
For coffee tasting, this refers to the perceived acidity -- is it flat, or does it have a zing like lime juice?
Low High
0% 100%

All changes are automatically saved.

The rating for coffees is out of 100 pts, 60 points being average.

Please note that these are not cupping scores or any indication of quality - they are an indication of how much each customer liked a cup of the coffee they made themselves. If they liked the coffee, they would generally rate it 60 and above.

RATINGS FOR THIS COFFEE

- Customer Ratings received: 41
- Mean rating: 80 - that's very high!

CUSTOMER TASTING NOTES



The flavors above were recorded on the customer's review screen (left) - the larger and darker the font, the more responses with that flavor were recorded.

CUSTOMER REVIEWS

“I love how sweet the coffee is. The dulce de leche note is beautifully apparent. It reminisces of a glass of milk as a kid...a great memory. Sometimes it even felt like I was drinking a cappuccino, which was such a cool sensation for a pour over.”

John L. San Pedro CA

“I am continuously surprised by the sweetness of this extra bold coffee. It is unlike any coffee I've had before. I also taste an array of spices, that bring something extra to this already complex note profile.”

Elle L. Newbury Park CA

“I could not wait to brew my coffee each morning. So flavorful yet smooth. Perfecto!”

Amy D. Belmont CA

“My favorite coffee this year. Having trouble with wanting to drink more than I should! Very smooth and warm on a cool morning here in Central New York.” Steven

S. Homer NY

“I love everything about it, excellent flavor!”

Matthew S. Garden Grove CA

“I love everything about it, excellent flavor!”

HOW WE SELECTED THIS COFFEE

For Driftaway, choosing a coffee depends on how it tastes and how it will fit into our unique lineup, as well as financial and social equity concerns. We roast 5 different coffees every month, each from a different country, and assign each one a roast level, from light to dark.

It's extremely important that we take financial and social equity into account when selecting a coffee. For any coffee, we ask ourselves: Do we have enough information to know that we are paying a fair price? Is this coffee from producers who have historically had less access to the market, or to resources?

For this coffee, it met these criteria for us:

Social equity: Black Brazilian farmers have had historically less market access

Roast Level: Dark roast

Coffee Profile Name: Extra Bold

SCA Cupping Score: 85.5

We were excited to work with Phyllis from BD Imports again, and we were looking for a coffee that represented Black Brazilian farmers. We found this coffee to be delicious, and a truly perfect coffee for our dark roasted Extra Bold profile.

As we sipped on it all month long, we repeatedly noted how complex and sweet it is. Also, this coffee had some of the best feedback from our customers that we've ever received!

Quality Control Tasting Notes

The following flavors were recorded during our cuppings each week at the roastery, beginning with the initial sample of the coffee which was approved when we bought the coffee.

dark chocolate cake
chocolate cake
dark chocolate
COCOA
rye bread
brown rice
dark cocoa
chocolate
medium body

WHAT DRIFTAWAY CUSTOMERS RECEIVED

This is your coffee's bag label:



The label sticks onto each of our bags:



We send a coffee information card with every bag of coffee to the consumer, so they know more about where the coffee came from and how we roasted it. Here's the information card we sent with this coffee.



COFFEE PRODUCER'S STORY

Margarida and Joel Élio Vilela started their journey as coffee growers 10 years ago. In realizing their dream of owning their own business, their greatest motivation was being able to use the income to provide their daughters with access to education - 10 years later, one is now a lawyer, and the other is studying psychology. More than a couple, Margarida and José Élio are business partners: they do management, certification, investment, and marketing together. As they say, "The coffee was produced with a lot of love, care and dedication."



This is a Farmer Feedback coffee! Rate the coffee & send your notes to the producers at driftaway.coffee/coffee-history

ROASTER'S NOTES

We sampled two lots from Brazilian farms earlier this year, both owned by families of African descent that have worked in coffee for generations, but only recently became owners of their own land. We featured the coffee from the Peixoto family back in February, and since then we have been thinking about how good this Vista Alegre is! With its complexity and sweetness, it makes for a great Extra Bold Profile.

LEARN MORE



Scan the QR code with your phone camera to learn more about this coffee, watch our roasters discuss the story behind it, and order more or request some for your next delivery! Or visit driftaway.coffee/bva. Last date to order: 16th August 2023.



FROM

COUNTRY & REGION
Brazil, Minas Gerais

PRODUCER, FARM & IMPORTER
Margarida & Joel Élio Vilela
Sítio Vista Alegre
BD Imports

PROCESSING TYPE
Natural

ALTITUDE
960 meters

VARIETALS
Yellow Catuacá

ROAST LEVEL
Medium-Dark



This postcard was made from 100% recycled paper.

COFFEE WEBPAGE ON WEBSITE

We also create a unique web page for each coffee - here's the URL for your coffee: <https://driftaway.coffee/BVA/>

This page shares the information that we received about the coffee - either from you, the importer and/or the exporter. It also shares why we chose to buy the coffee, and the decisions we made while roasting it.

With all this transparency, we hope to gain our customers' trust. By giving them a peek into the coffee supply chain, we aim to showcase the immense value of the coffee, so they can know how much time, work and skill goes into producing a high quality specialty coffee.

BVA | Brazil Sitio Vista Alegre
Extra Bold Profile | Dark roast
Tasting Notes: Dulce de Leche, Buttery, Almond

THE STORY BEHIND THIS COFFEE

September 2022: FARM (Harvest) → January 2023: GREEN SELECTION → May 17, August 16: ROASTING → 1 to 4 days after: QUALITY CONTROL → 1 to 4 days from: PRODUCTION, N. & SHIPPING → 1 to 4 days from: AT YOUR HOME (Shipping)

IT ALL STARTS AT THE COFFEE FARM

This complex and sweet Brazilian coffee comes from Sitio Vista Alegre (little means "small farm" in Portuguese), owned by Margarida and José Elio Vilela. Vista Alegre and the couple's other farm, Sítio Leão, make up 2.5 hectares (6 acres) of coffee production. Both farms are located outside of the city of Santos Antonio do Amparo in the southern state of Minas Gerais.

José Elio and Margarida started their journey as coffee growers 10 years ago. They had long dreamed of owning their own business, and their greatest motivation was to be able to use the income from production to provide their daughters with access to education. And the dream came true - today, the couple has a daughter with a law degree, and their other daughter is studying psychology.

"I am with the dream fulfilled. For me, my situation is fulfilled." - José Elio

With the use of good agricultural practices and training on production and quality, they reduce production costs and achieve greater returns for the family. For them, coffee also represents access to knowledge, local connections and networking. When they entered the coffee industry, the couple had the support of people who became friends as they exchanged coffee knowledge - and this adds as much value as the money earned. In Margarida's words, "The coffee participation spaces have greatly increased our circle of friendship! We met a new world through coffee!"

The money they've made so far has enabled Margarida and José Elio to expand their farms. Currently, they have around 2.5 hectares and 6,000 coffee trees, and plan to reach 10,000 trees! For any expansion, they are always thinking about how it will affect their quality of life, and the quality of the drink that reaches the final consumer.

TRACABILITY			
COUNTRY	REGION	IMPORTER	VARIETAL
Brazil	Minas Gerais	BD Imports	Yellow Catuara
PRODUCER	MILL / WASHING STATION	PROCESSING	ALTITUDE
Margarida & José Vilela		Natural	960 meters

DID YOU KNOW

Since 2021, Margarida and José Elio have been part of the Black Coffee Producers Project, built in partnership with Agave Cafés Especiais and BD Imports. For the couple, being a part of the project is a source of great joy, and they also feel it gives them recognition for their work in the production of specialty coffee.

PRICE TRANSPARENCY

\$3.92
Price paid by Driftaway

\$3.12
Fee on Board price

Not available
Farm Gate price

\$2.03
Fair Trade price per pound

June 1st: \$1.83
Coffee C Market price per pound

\$0.05
Driftaway's World Coffee Research contribution per pound

This coffee travelled 4,489 miles to the Driftaway Coffee roastery in Queens.

Love the coffee? You can share your compliments & tasting observations with the farmers.

[SEND FARMER FEEDBACK](#)

WHY DID WE SELECT THIS COFFEE?

The Vilela's dedication to producing exceptional coffee shines through in this complex and sweet dark roast.

AVERAGE CUPPING SCORE
85.5 / 100

[I FARN MORE ABOUT CUPPING SCORES](#)

85.5 SCAA Cupping Score
5 x 60 k Bags purchased
1 year Length of producer relationship
100% (in 2022) Transparent coffees purchased

A note from Ian T.
Lead Roaster & Green Coffee Buyer

"We sampled two lots from Brazilian farms earlier this year, both owned by families of African descent that have worked in coffee for generations, but only recently became owners of their own land. We featured the Petoio families coffee a few months ago, and since then we have been thinking about how good this Vista Alegre was, and it turns out that it's a great coffee for the Extra Bold Profile, because of its complexity and sweetness."

[READ MORE ABOUT THE SELECTION PROCESS](#)

HOW DID WE ROAST THIS COFFEE?

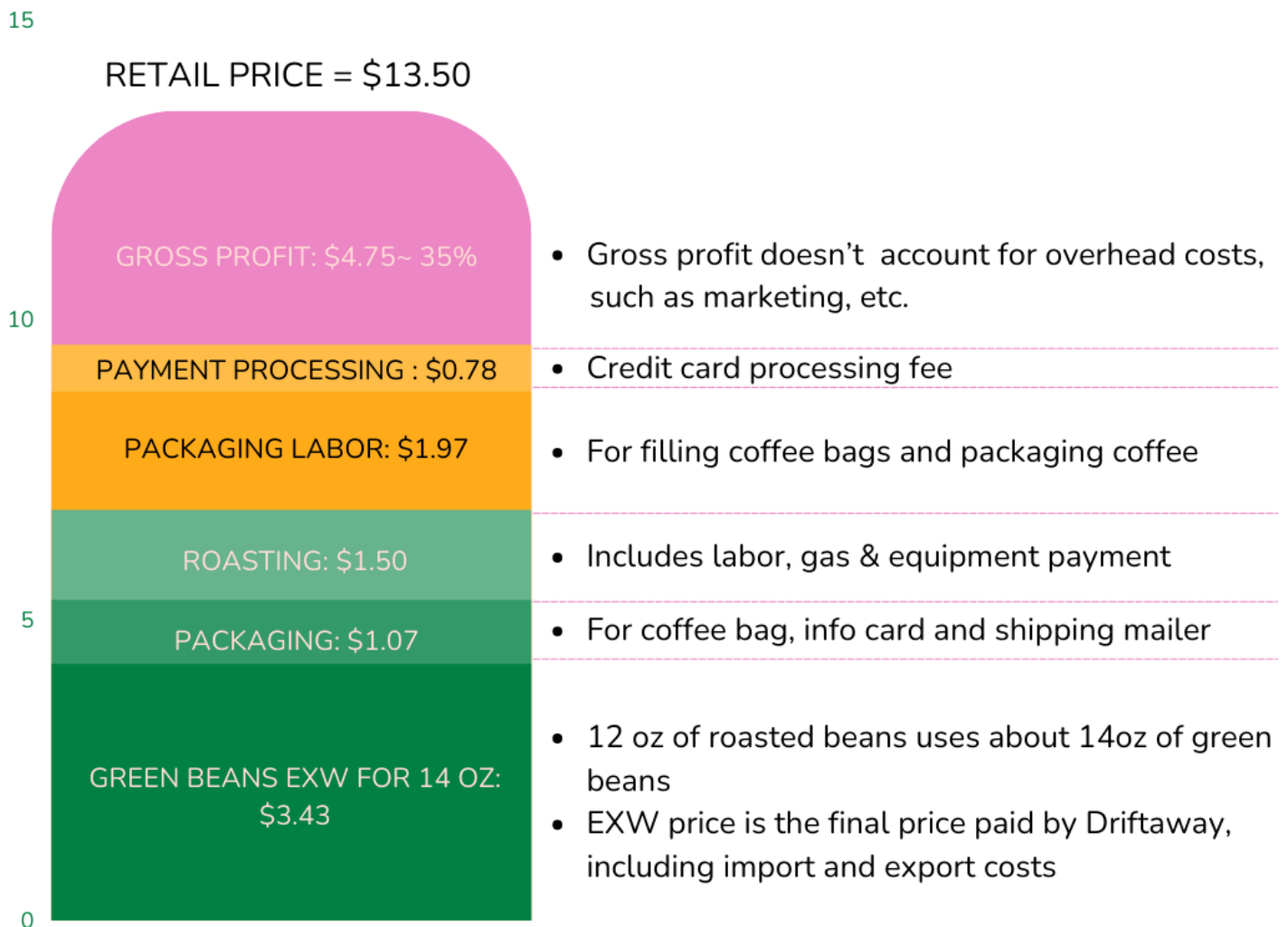
This coffee is being roasted by Ian T. from July 17 to August 16 in Brooklyn. We use the Loring Kestrel roaster for this profile. We have strict guidelines for each of the coffee profiles, and this roast has to pass the development time ratio test as measured in real time by the roasting software, Cropster. Once it does, it is approved for production.

QUALITY CONTROL

We perform Quality Control via a process of coffee tasting called cupping on all of our production roasts once a week from home as per our Covid 19 shelter in place guidelines. Each cupping is conducted by our roasting staff Keeran D. and Ian T. using standard equipment, and is logged by our Q certified cupper Ian T. All coffees are evaluated on a scoring scale of 0 to 3.

- 3.0 - exceptional roast - exceeds expectations
- 2.5 - on par with profile - matches expectations
- 2.0 - good roast, but 1 or 2 elements could be improved - needs improvement

COST BREAKDOWN OF 12 OZ (340g) BAG OF COFFEE



ABOUT THIS INFORMATION

- These costs are representative of Driftaway's business model and may not apply generally to other coffee shops, wholesale roasters or other roasters.
- These are real costs based on this coffee and a 12oz roasted coffee bag size. Costs for other coffees and other sizes vary.

HOW DID WE GET TO THIS PRICE?

We try to estimate our cost of goods, including packaging, labor and shipping, and then we add a layer of margin on it.

Secondly, we look at the market: if everyone else is selling their coffee at a certain price, and we need to sell it for that price to be competitive, that means sometimes we'll have a slimmer margin, or we'll find ways of optimizing our cost of goods to be able to make more of a profit.