



FARMER FEEDBACK REPORT

FOR: EAB | El Salvador Apaneca-Llamatepec Regional Blend

BY: DRIFTAWAY COFFEE

Roasted between: November 6th, 2023 and December 1st, 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.

- 1957 customers received this coffee in the mail
- 55 states and territories shipped to within the United States
- Canada, United Kingdom, France, Australia, Switzerland, Hungary, Republic of Korea, Ireland shipped to outside of the US
- 1102 cities and towns shipped to
- 81312+ 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% (slider)

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 (slider)

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

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: 76
- Mean rating: 80

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

Wonderful coffee. We enjoy a fresh cup every morning. We sincerely appreciate your hard work and outstanding product. Dave D. TX, US

Fabulous coffee! I love nutty smooth espresso that has a great crema and this coffee delivers! Andrew B. CT, US

Works well as a strong base for a latte. Jay B. PA, US

This is by far my favorite coffee from the past 3 years. I love the entire experience; the color/feel of the beans, the aroma and how it changes upon grinding and blooming, and of course, the delicious coffee. I could drink this coffee all day. Katherine C. CA, US

Amazing chocolate notes! Thanks :) Alexa S. CA, US

One of my favorites this year. Kenneth V. OH, US

I love this coffee! Tom T. CA, US

We loved this coffee, thank you for making our special weekend coffee time so memorable! Sacha P. NC, US

HOW WE SOURCE, QC & ROAST

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?

Roast Level: Medium
Coffee Profile Name: Classic
SCA Cupping Score: 85

Both of these incredibly quality-focused farms didn't have quite enough coffee for us to use for the Classic profile for the whole month, so we decided to buy both and combine (or blend) them together. Using a 50/50 split, the flavors of the two coffees are so similar that the resulting Classic profile blend yields consistently sweet and toasty flavors.

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.

chocolate rye bread
light body
dark chocolate
sweet grain

caramel
dark caramel sweet tobacco

WHAT DRIFTAWAY CUSTOMERS RECEIVED

This is your coffee's bag label:



This is the box that your coffee goes into:



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.

EL SALVADOR APANECA LLAMATEPEC


THIRD YEAR REPEAT

TASTING NOTES
Nutty, Milk Chocolate & Toasted Wheat

COFFEE PROFILE & LABEL COLOR
Classic | Blue

ROAST LEVEL: Medium ●●●○○

FARMER TRAINING



DRIFTAWAY COFFEE

EL SALVADOR APANECA LLAMATEPEC

GROWERS Alvarez & Alfaro families **PROCESSING** Washed
VARIETALS Red Bourbon **ALTITUDE** 1300 - 1500m

SEND THE FARMER YOUR FEEDBACK!
Rate the coffee & send your notes to the farmers, in a first-of-its-kind two way transparency. driftaway.coffee/farmer-feedback


COFFEE PRODUCER'S STORY

This coffee comes from two quality-focused coffee growing families in the northern mountain range of El Salvador known as Apaneca Llamatepec. Both the Alvarez family and the Alfaro family have been growing coffee for over 100 years and across four generations! They are located in Santa Ana and Ataco, where rich volcanic soils and a mild climate provide ideal conditions for growing coffee.

ROASTER'S NOTES

We were very impressed with this coffee's complex layers of sweetness. It has a characteristically nutty and chocolaty flavor that is common in El Salvadorian coffees. As a medium roast it develops its greatest depth of flavor.

SCAN THE QR CODE FOR MORE DETAILS
Or visit driftaway.coffee/eab
Last date to order more: 29th Nov 2023
This card 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/EAB/>

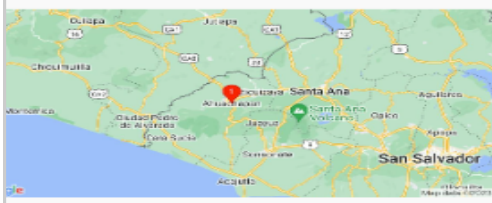
This page shares the information that we received about the coffee - either from you, the importer and/or the exporter. It also shares why we chose to buy the coffee, and the decisions we made while roasting it.

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.

SHOP GIFTS COFFEE TASTINGS **DRIFTAWAY** LEARN SUSTAINABILITY LOGIN



EAB | El Salvador Apameca-Llamatepec
 Classic Profile | Medium roast
 Tasting Notes: Nutty, Milk Chocolate, Toasted Wheat



This coffee traveled 5,405 miles to Driftaway Coffee roastery in Quebec.


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

[SEND FARMER FEEDBACK](#)

THE STORY BEHIND THIS COFFEE

 **FARM** Harvested: October 2022
 **GREEN SELECTION** Harvested: May 2022
 **ROASTING** Harvested: December '21
 **QUALITY CONTROL** Harvested: January 2022
 **PRODUCTION & SHIPPING** Harvested: January 2022
 **AT YOUR HOME** Harvested: January 2022

WHY DID WE SELECT THIS COFFEE?



Both of these incredibly quality-focused farms didn't have quite enough coffee for us to use for the Classic profile for the whole month, so we decided to buy both and combine (or blend) them together. Using a 50/50 split, the flavors of the two coffees are similar that the resulting Classic profile blend yields consistent sweet and roasty flavors.

IT ALL STARTS AT THE COFFEE FARM

This coffee comes from two quality-focused coffee growing families in the northern mountain range of El Salvador known as Apameca Llamatepec. Both the Alvarez family (Finca Reforjia & Santa Maria) and the Alfaro family (Finca El Carmen) have been growing coffee for over 100 years and across four generations. They are located in Santa Ana and Atasco, where rich volcanic soils and a mild climate provide ideal conditions for growing coffee.

ALVAREZ FAMILY
 "We appreciate the richness of every step of the coffee process and we strive for perfection throughout it." F. Eduardo Alvarez

Finca La Reforma and Finca Santa Maria were established by Rafael Alvarez Lallende in 1892 on the rich, humid slopes of the Santa Ana Volcano. Originally from Colombia, Don Rafael immigrated into the region, bringing some of his best coffee seeds with him to begin a new legacy for coffee production.

The Alvarez Diaz brothers are the fourth generation to farm coffee in the Apameca Llamatepec region. Following in their father's footsteps, both farms to this day are planted solely with Red Bourbon variety coffee trees, demonstrating the family's commitment to quality even in the face of El Salvador's recent struggles with coffee leaf rust, to which Bourbon trees are particularly susceptible.

The trees are cultivated under native shade, which improves and conserves the soil and provides habitats for birds, and are managed according to a stringent pruning schedule that maintains the health of the trees and improves their resistance to diseases and insect damage. The excellent growing conditions and the commitment to sustainable growing practices have helped the family to harvest some of the best coffee from this elite region of El Salvador, which is then processed at the family's state-of-the-art El Borallon mill in Santa Ana.

ALFARO FAMILY
 This coffee was grown by the Alfaro family on El Carmen Estate in western El Salvador, deep in the Apameca Llamatepec mountain range. El Carmen was founded in the middle of the 19th century by Antonio José Alfaro, who acquired a plot of land near the village of Atasco - meaning "Site of Elevated Springs" in the indigenous Nahuatl language - where he started to produce coffee. Passed down for four generations, the farm is now being run by Fernando Alfaro.

El Carmen is a remarkably well-managed specialty estate that places meticulous focus on tracking each coffee lot, starting from the moment its cherries are picked to the point when the green beans are prepared for export. Approximately 60% shade cover is maintained for the coffee's growth to ensure even ripening. In preparation for the rainy season, the shade trees are trained down to around 40% to facilitate the necessary light for new foliage growth.

The beans are separated from the fruit, are then washed with spring water, and sun-dried on clay patios. Clay patios are great for consistent coffee drying because they absorb heat, allowing the coffee to dry more evenly.

El Carmen is in the heart of what's known as El Salvador's main "protected highway" of forest, a part of the Mesoamerican Biological Corridor System that stretches all the way from Mexico down to Panama. In El Salvador, where more than 80% of the country's coffee is produced under shade, this eco-system is based mainly in the coffee forest. Coffee farms like El Carmen play a super important role as a sanctuary for hundreds of the migratory and non-migratory species found in this part of the world.

Fernando Alfaro

Eduardo Alvarez, manager of El Borallon mill

AVERAGE CUPPING SCORE

85 / 100

[LEARN MORE ABOUT CUPPING SCORES](#)



85 CAA Cupping Score 15 x 69 kg Bags purchased 3 years Length of producer relationship 100% (in 2021) Transparent coffees purchased

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

"We were very impressed with the way that these two coffees form complex layers of sweetness when blended together. The resulting coffee has a characteristically nutty and chocolaty flavor that is common in El Salvadorian coffees. As a medium roast, it develops its greatest depth of flavor."

[READ MORE ABOUT THE SELECTION PROCESS](#)

HOW DID WE ROAST THIS COFFEE?

Our coffee is being roasted by Ian T. from November 6th to the end of the month. We use the Loring Kestrel roaster for this. We have strict guidelines for each of the coffee profiles, and each lot has to pass the development time ratio test as measured all-time by the roasting software, Cropster. Once it does, it is approved for production.

TRACEABILITY				PRICE TRANSPARENCY
COUNTRY El Salvador	REGION Santa Ana, Ahuachapán, Chalatenango	IMPORTER Mercato	VARIETAL Red Bourbon	\$3.98 Price paid by Driftaway
PRODUCER	MILL / WASHING STATION	PROCESSING	ALTITUDE	not available Free on Board price

QUALITY CONTROL

perform Quality Control via a process of coffee tasting called cupping on all of our production roasts once a week of our roaster location, Brooklyn. Each cupping is conducted by Ian T. using standard equipment, and is based on our Quality Control

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.