



# FARMER FEEDBACK REPORT

FOR: GCS | Guatemala Coban San Lorenzo

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.

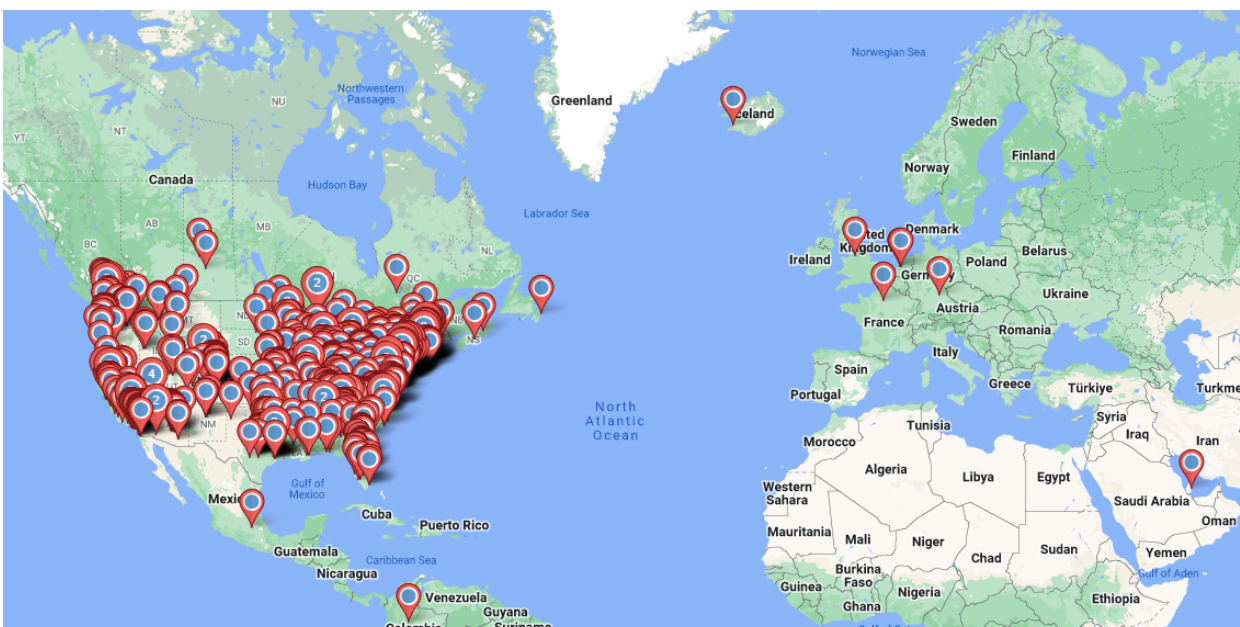
Making coffee at home, they use a variety of different coffee machines, such as electric drip, French press, espresso, pour over and moka pot.



## 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.

- 1007 customers received this coffee in the mail
- 48 states shipped to within the United States
- Canada, Mexico, Colombia, Germany, Netherlands, France, Japan, Qatar, Republic of Korea, Iceland, United Kingdom shipped to outside of the US
- 677 cities and towns shipped to
- 75955+ 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?

**MESSAGE TO FARMER**  
Farmers love to hear about what you thought of this coffee. Did it remind you of something? Was it your amo... [Help](#)

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

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

Low High

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: 62
- 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

“This has been one our favorites. Thank you for bringing such joy to our mornings.” Lisa S. Suffolk VA

“I’m an avid coffee drinker and I was looking for a new place to try coffee from and my first bag from Driftaway did not disappoint. This coffee smelled amazing even through the bag. It’s one of the smoothest coffees I’ve ever had.” Sean C. Frederick MD

“This is without a doubt the best coffee I have ever tasted. Thank you.” Jansen W. Bloomington IL

“Sweeter as it cools Stone fruit” Karl G. Gibbon MN

“Extremely smooth and velvety.” Sean C. Frederick MD

## 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: Light-medium roast  
Coffee Profile Name: Balanced Profile  
SCA Cupping Score: 86.25

This year's harvest of San Lorenzo is winey, mellow and rich in flavor which is a great for the Balanced profile.

### 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.

lemon

brown spice

almond

lime

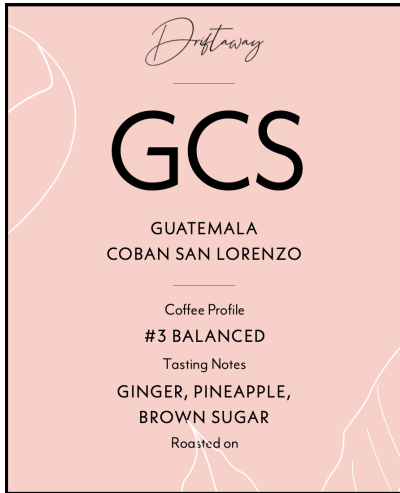
citrus  
jasmine

brown sugar

orange  
peach honey

# 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.



This coffee was grown on Finca San Lorenzo, owned by the Valdés family - Luis Valdés II and his son Luis III (who goes by Wincho) are pictured. Located near the town of San Cristobal Verapaz in the Cobán region of central Guatemala, this region gets almost constant rain, which causes the flowering of coffee trees to be very staggered - there are as many as nine flowerings per year!



This is a Farmer Feedback coffee! Rate the coffee & send your notes to the coffee growers at [driftaway.coffee/coffee-history](https://driftaway.coffee/coffee-history)

#### ROASTER'S NOTES

Cobán is a famous coffee growing region similar to Antigua. San Lorenzo is owned by the same family that owns Santa Isabel, a coffee that made an appearance on our menu in previous years.

#### DID YOU KNOW?

By improving cultivation, processing cherries at their on-site mill, and perfecting drying methods, Don Luis and Wincho are producing coffee that has twice placed in international competitions.

#### 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



#### FROM

COUNTRY & REGION  
Guatemala, Cobán

PRODUCERS & IMPORTER  
Valdés family  
Mercanta

PROCESSING TYPE  
Washed

ALTITUDE  
1550 meters

VARIETAL  
Catuai, Caturra, Sarchimor

ROAST LEVEL  
Light - Medium

This postcard was made from



# COFFEE WEBPAGE ON WEBSITE

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

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.

**SIOP GIFTS COFFEE TASTINGS** *Driftaway* **LEARN SUSTAINABILITY ACCOUNT**

**GCS | Guatemala Coban San Lorenzo**  
Balanced Profile | Light-medium roast  
Tasting Notes: Ginger, Pineapple, Brown Sugar

**THE STORY BEHIND THIS COFFEE**

- FARM** Harvested: January 2023
- GREEN SELECTION** May 2023
- ROASTING** July 17 - August 16
- QUALITY CONTROL** 1 to 4 days after roasting
- PRODUCTIO N & SHIPPING** Within 24 hours from roasting
- AT YOUR HOME** 1-4 days from shipping

**IT ALL STARTS AT THE COFFEE FARM**

This coffee was grown on Finca San Lorenzo, owned by the Valdés family - Luis Valdés II and his son Luis III (who goes by Wincho) are pictured above. Located near the town of San Cristóbal Verapaz in the Cobán region of central Guatemala, this region gets pretty much constant rain. This causes the flowering of the coffee trees to be very staggered; there are as many as nine flowerings per year! After the tree flowers, the fruit grows - and inside, the coffee seeds (what we know as "beans") develop!

When Finca San Lorenzo was first purchased, there was only one small plot of land dedicated to coffee coffee. Today, the family has developed 20 different lots of coffee, covering 110 hectares (272 acres) of the farm. The remaining 35 hectares (86 acres) are under forest cover.

By improving cultivation, processing cherries at their on-site mill, and perfecting drying methods, Dan Luis and Wincho are producing coffee that has twice placed in international competitions.

**TRACEABILITY**

COUNTRY	REGION	IMPORTER	VARIETAL
Guatemala	Cobán	Merconta	Caturra, Caturra Sachimar

**PRICE TRANSPARENCY**

- \$3.63** Price paid by Driftaway
- Not available** Free on Board price
- Not available** Farm Gate price
- \$2.04** Fair Trade price per pound
- June 16: \$1.84** Coffee C-Market price per pound
- \$0.05** Driftaway's World Coffee Research contribution per pound

**DID YOU KNOW**

On Finca San Lorenzo, pickers have to take up to 10 passes, with breaks of up to 14 days between each pass, to ensure they are picking only the ripest fruit.

This coffee travelled 3,187 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?**

Coffee from this group of farmers in Nicaragua has been a good addition in the Classic profile before, but the sweetness is off the charts this year!

**AVERAGE CUPPING SCORE**  
86.25 /100

**LEARN MORE ABOUT CUPPING SCORES**

**86.25** SCAA Cupping Score  
**15 x 70 kg** Bags purchased  
**2 years** Length of producer relationship  
**100% (in 2022)** Transparent coffees purchased

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

"As summer coffee arrivals have been delayed, we have needed to improvise on which coffees to roast in early summer. Luckily, we were able to get some of this year's La Roca harvest just arrived - and is tasting better than ever."

**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 Kieran 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
- 1.5 or lower = failed - do not ship

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

15

RETAIL PRICE = \$13.50

10

GROSS PROFIT: \$5~ 37%

- Gross profit doesn't account for overhead costs, such as marketing, etc.

PAYMENT PROCESSING : \$0.78

- Credit card processing fee

PACKAGING LABOR: \$1.97

- For filling coffee bags and packaging coffee

ROASTING: \$1.50

- Includes labor, gas & equipment payment

PACKAGING: \$1.07

- For coffee bag, info card and shipping mailer

5

GREEN BEANS EXW FOR 14 OZ:  
\$3.18

- 12 oz of roasted beans uses about 14oz of green beans
- EXW price is the final price paid by Driftaway, including import and export costs

0

## 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.