



THE FARMER FEEDBACK REPORT

FOR: LA PERLA DEL CAFE LA MONTANA VILLA SARCHI, 2016 CROP

BY: DRIFTAWAY COFFEE

August 2017

INTRODUCTION TO DRIFTAWAY COFFEE

- Driftaway Coffee was founded in 2013 by Anu Menon and Suyog Mody in New York to help people drink amazing coffee at home.
- We are a small-batch coffee roaster that offers online coffee subscriptions.
- We ship every week on Friday within a few hours of roasting, and our customers are home consumers all over the United States. We only ship whole beans.
- Our model is different from other roasters since we do not have a cafe or retail operation, and we sell all of our coffees on the internet.

HOW A DRIFTAWAY SUBSCRIPTION WORKS

- What makes Driftaway unique is our special approach to "taste matching." Every subscription begins with a sample pack containing four profiles:
 - Fruity - Light roasted African coffees, typically with delicate, fruity or floral tones.
 - Classic - Medium roasted coffees, usually from South America, with chocolatey & nutty notes.
 - Balanced - Light-medium roasted coffees, usually from Central America, that balance chocolate & fruity notes.
 - Bold - Dark roasted coffees from around the world, with bold, rich flavors.
- Customers rate the profiles in their tasting kit, and their future deliveries are coffees from the profiles they like.
- We change the coffees each month, so it's a great way to try new coffees out - while knowing that it's always a coffee that our customers will love!
- La Perla Del Cafe La Montana was a perfect fit for the **Balanced** profile since it cupped with sweet and fruity notes. We roasted this coffee from 23rd June - 20th July 2017.



ABOUT THE DRIFTAWAY TEAM



- Driftaway Coffee was started by Anu & Suyog, to fulfill our desire to create, do work we were passionate about, as well as our need for and interest in great coffee. Read more about our story at <https://driftaway.coffee/ourstory>
- The team has since grown to 11 amazing people all over the world <https://driftaway.coffee/ourteam>

WHERE WE ROAST

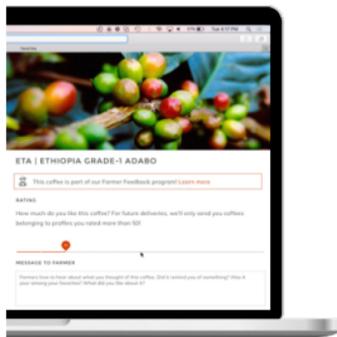
We roast & pack in a shared roasting facility called Pulley Collective in Brooklyn, New York, on a Loring Kestrel S35 (<http://loring.com/roasters/s35-kestrel/>).

Rachel Beebe is the Roaster and Fulfillment Manager, while Suyog is the Lead Roaster and Green Buyer.



DRIFTAWAY'S FARMER FEEDBACK PROGRAM

Anu and Suyog (founders of Driftaway Coffee) took their first origin trip in March 2017 with Cafe Imports to Costa Rica and Guatemala. The experience was eye-opening & awe-inspiring. We were amazed to see all the things that have to happen at the farm to even get the coffee to us as roasters. One question every farmer & producer asked us was, "What did you think of the coffee"? It made us realize that, while we, the roaster, get to hear from the coffee consumers, the farmers and producers don't.



So, in June 2017, we decided to start the Driftaway Farmer Feedback program. With our online coffee business model, our customers already rate and review every coffee they get. With the Farmer Feedback program, we are sharing their ratings and reviews directly with you. We hope this brings you as much joy, delight as it brings us to hear how customers enjoyed the coffee - and maybe some learnings too!

THE GREEN COFFEE BEANS

At Driftaway, we received this coffee through our partner importers at Cafe Imports. The coffee was stored at the Cafe Imports warehouse in Minneapolis, Minnesota and was sent to our roasting facility in Brooklyn, New York a few days before we started roasting it on June 23rd.

ORIGIN

**COSTA
RICA**
Cirri Sur, Naranjo



FARM **LA MONTAÑA**

MILL **LA PERLA DEL CAFE**

PRODUCERS **CARLOS + DIANA
BARRANTES**

VARIETY

**VILLA
SARCHI**



PROCESS METHOD **YELLOW HONEY**

ALTITUDE **1500 MASL**

CROP YEAR **2016**

IMPORTER
**CAFE
IMPORTS**



Minneapolis, Minnesota, USA

ROASTER
**DRIFTAWAY
COFFEE**



Brooklyn, New York, USA

ROASTING LA PERLA DEL CAFE LA MONTANA VILLA SARCHI

INTRODUCTION

Our founders Anu and Suyog visited La Perla Del Cafe micro-mill briefly in March 2017. We were extremely impressed with Carlos and Diana's philosophy of "everything begins at the farm with picking" and their excellent processing facility. When we had a chance to get this coffee for our June / July 2017 coffees, we were very excited to find it fit perfectly with our Balanced profile.

From a roasting perspective, we wanted to be sure to treat the coffee with respect. The greens were lower on moisture content but still held up really well in the roaster. We also wanted to let the coffee shine by itself without introducing much roasting flavor.

ROASTING INFORMATION

BALANCED

DRIFTAWAY
ROAST PROFILE

**JUNE 23 -
JULY 14, 2017**

ROASTING START
AND FINISH DATE

597.85 LBS

(271.18 KG) = 4 BAGS

TOTAL QUANTITY
ROASTED

14

TOTAL NUMBER OF
ROASTS

**LORING S35
KESTREL**

loring.com/roasters/s35-kestrel

ROASTING MACHINE

**BROOKLYN,
NY, USA**

ROASTING LOCATION

A NOTE FROM OUR ROASTER, RACHEL BEEBE

“

I've been roasting for Driftaway since April 2017. By far the best aspect of the job is that I get the opportunity to roast and cup such a huge variety of coffees, because they rotate monthly. La Perla coffee was definitely a standout on the cupping table, and so it was a pleasure to roast. In fact, this was the coffee I drank at home during the time we roasted it—always a sign of excellence!

”



HOW WE APPROACHED THIS COFFEE FOR ROASTING

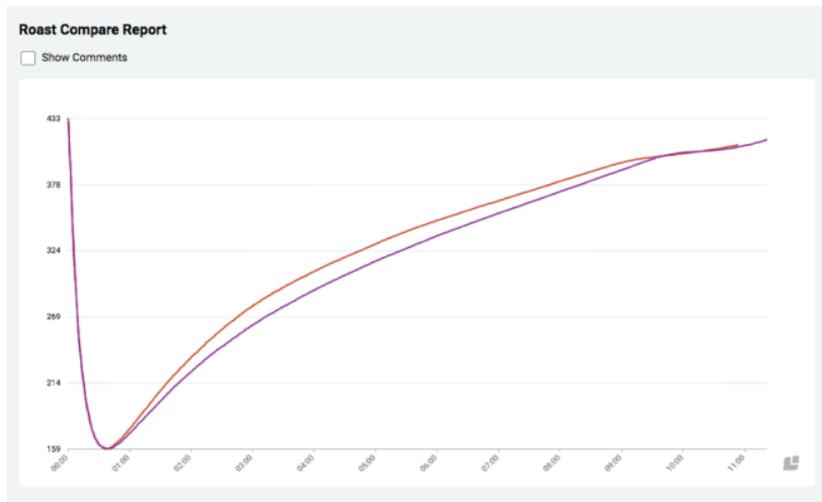
As a roaster my aim is to bring out every positive quality the bean has to offer—sweetness, acidity, body, balance—and to unlock its latent aromas. La Perla had a beautiful velvety body and lovely citric acidity that slid into a distinctive chocolate aroma in the finish.

The quality of the bean came through in how it roasted. It was incredibly consistent, which indicates that the beans were uniformly high-quality and had been processed and sorted with care.

The high elevation meant that there was a potential for good acidity so I was careful not to take the roast too far and lose that. In fact, I roasted it slightly lighter than our typical Balanced Profile coffees in order to retain more of that great acidity. In another coffee that might have resulted in a sour tasting, imbalanced cup, but the inherent sweetness and smooth chocolate and toffee flavors in La Perla made for an overall balanced and superbly complex cup.

ROAST CURVES

The graph pictured is typical of how La Perla roasted. The red line is La Perla and the purple line is the Balanced profile curve. It tended to be a short roast, taking on heat quickly in the beginning and reaching first crack at around 9 minutes. This led to a shorter overall roast, which is what we were aiming for in order to retain the acidity. I'm looking forward to roasting future crops of this same coffee!



WHAT DRIFTAWAY CUSTOMERS RECEIVED

We name all our coffees with three-lettered acronyms. For example, we called this coffee **COY** | **Costa Rica La Perla Del Cafe**. The three-lettered acronyms originated from our vintage baggage tag inspired coffee labels, which are designed to celebrate the long journey coffee takes before it gets to the consumer. The coffees come in different sizes - 7 oz, 11 oz, 1 lb and 2 lbs, and the starter tasting kit has 2 oz of each coffee.



We ship the coffees in a light-weight recyclable envelope, that fits in the mailbox. People always tell us that is the best-smelling mail they receive!

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 -



A Special Note

This past March, Suyog and I did our first origin visit ever! With coffee importer Cafe Imports, we visited farms in Costa Rica and Guatemala, which was absolutely amazing! La Perla was one of the most inspiring producers we visited, and we are really excited to bring their coffee to you!

— Anu, Co-Founder of Driftaway



THE PRODUCER'S STORY

Carlos and Diana showed us around their warehouse, mill and nursery. Their warehouse was immaculately clean, just the first sign of their dedicated focus on quality and amazing attention to detail. They only produce around 300 bags each year, all of incredibly high quality.

One of the things they mentioned that stuck with us was their philosophy that "quality begins at the farm". That's why they only work with two farms other than theirs, both that belong to their sisters, where they can control the practices at the farm. To maintain their high quality, they get the same 45 pickers every year from Panama, who have been trained to expertly pick the right coffee cherries.

Carlos likes to experiment with different varieties. They believe that growing nontraditional varieties, in addition to focusing on honey and natural processing, will be what allows them to differentiate La Perla's coffee from others in the region.

driftaway.coffee/coy

FROM

Costa Rica

Producers: Los Perla Micromill

Region: Naranjo

Altitude: 1500' masl

Varietal: Villa Sarchi

Refer a Friend to Earn Free Coffee
driftaway.coffee/refer

COST BREAKDOWN

For a typical 11oz package of roasted coffee.



ABOUT THIS INFORMATION

- Green beans cost \$4.18 per pound from Cafe Imports
- 11oz roasted coffee uses 12.65 oz (0.8 lbs) of green coffee
- Packaging materials include coffee pouch, envelope, post cards etc
- 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 11oz roasted coffee bag size. Costs for other coffees and other sizes vary.

WHO RECEIVED THE COFFEE

Driftaway Coffee customers are all over the United States, and we shipped this coffee within 6 hours from roasting.

19,200



CUPS
BREWED

835



CUSTOMERS
GOT THIS COFFEE

50

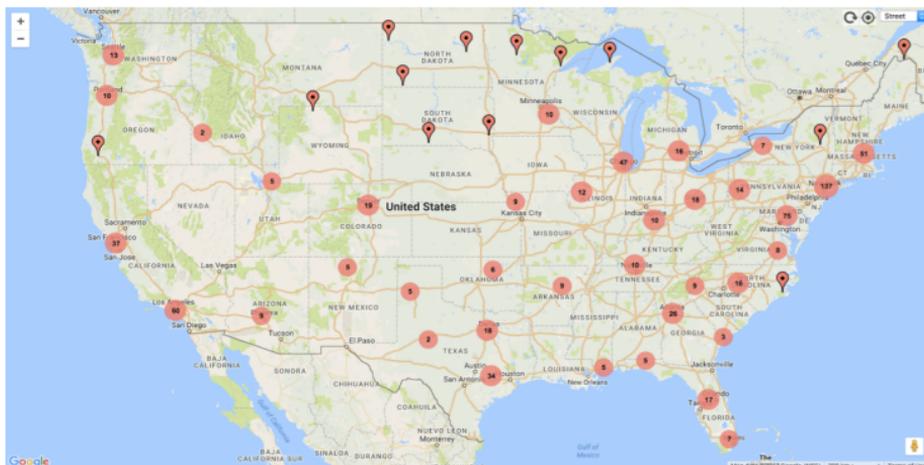


STATES
SHIPPED TO

466



CITIES &
TOWNS



Map of customer homes where this coffee was brewed.
Number indicates how many customers in each city or town.

3.5



AVG DAYS FROM
ROASTING FOR 1ST BREW

1%



CUSTOMERS BOUGHT
MORE OF THIS COFFEE
(REPEAT PURCHASE)

BREW METHODS

Auto drip coffee machine,
Hario V60, Kalita, espresso,
Chemex

CUSTOMER REVIEWS

Using the Driftaway iPhone mobile app and the website, our customers submitted ratings and reviews for the La Perla Del Cafe La Montana coffee.



Instagram post by @_bigjittlej of the tasting kit with the Driftaway La Perla coffee

“ Oh my goodness. The aroma was wonderful and complex. The flavor was more delicious than I could have hoped.
- Barbara W, Asheboro, North Carolina

“ Balances fruit and flower and nutty chocolate.
- Richard F, New York, New York

“ Really liked this one. I drank two cups then took the rest with me to work.
- David F, Marietta, Georgia”

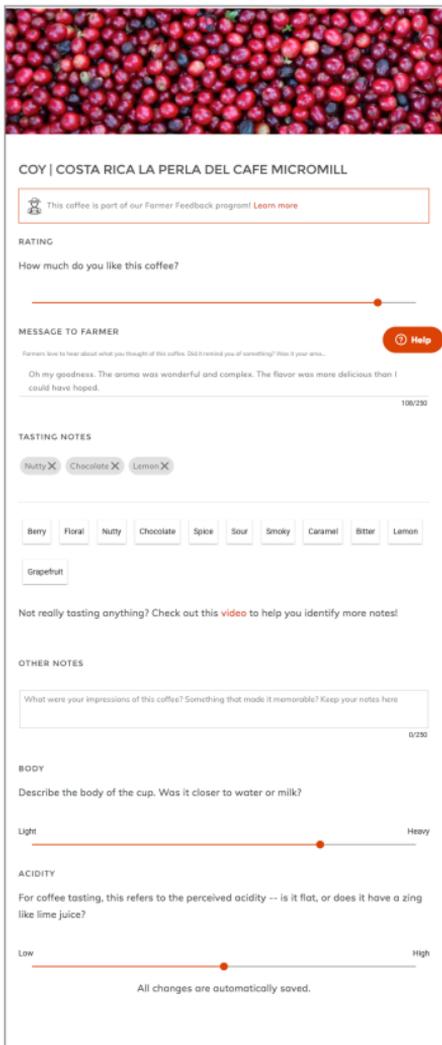
“ Is coffee smells amazing. When I open it to grind a pot the smell takes me away. The flavor is nice. Not as great as the aroma but very welcoming.
- Barbara W, Asheboro, North Carolina”

TASTING NOTES FROM CUSTOMERS

bitter
floral
nutty lemon
smoky chocolatey
chocolate
sour spice
berry caramel
grapefruit

HOW CUSTOMERS REVIEW

All customers that received the coffee have access to a review screen under My Account where they can rate and review every coffee. Here's an example.



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 Help

Farmers love to hear about what you thought of this coffee. Did it remind you of something? Was it your area...

Oh my goodness. The aroma was wonderful and complex. The flavor was more delicious than I could have hoped. 108/230

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 0/230

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.

CONTACT INFORMATION

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FULL REPORT AVAILABLE TO VIEW, PRINT AND SHARE

<https://driftaway.coffee/coy>

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