Driftaway Coffee is a Brooklyn-based roaster offering personalized coffee subscriptions that connects customers to their coffee farmer and contributes to sustainable livelihoods for them.

**HOW IT WORKS**

- **Start with a tasting kit of four profiles**
- **Rate the coffees on the app or website**
- **Discover new coffees matching your taste**

**FARMER FEEDBACK**

The only program of its kind where farmers hear directly from the end consumer.

**FEATURED IN**

- the kitchen
- GEAR PATROL
- FOOD52
- InStyle
We started Driftaway Coffee to fulfill our desire to create, and do work we were passionate about, as well as our need for and interest in great coffee.

- Anu & Suyog, co-founders of Driftaway

FRESH SINGLE ORIGIN COFFEE, SHIPPED 6 HRS FROM ROASTING

CUSTOMERS CAN KEEP TRACK OF THE COFFEES THEY LOVE

COFFEECADEMY - BLOG FOR BREWING BETTER COFFEE, OVER 1MM UV

EVERY COFFEE COMES WITH THE STORY OF THE GROWER

BEAN FOR BEAN | Every bag contributes to sustainable livelihoods for coffee farmers
ABOUT DRIFTAWAY COFFEE

Driftaway Coffee is a Brooklyn-based roaster offering personalized coffee subscriptions that connects customers to their coffee farmer and contributes to sustainable livelihoods for them. Driftaway roasts small-batch single origin coffees and ships them fresh within six hours of roasting. Driftaway makes coffee approachable by making it easy for customers to discover their coffee palate and offering education to brew better coffee at home. Founded in 2014 by Suyog Mody and Anu Menon, Driftaway’s mission is to fuel great work.

HOW IT WORKS

After signing up for a subscription plan or receiving a gift subscription, Driftaway Coffee customers will receive a tasting kit that contains several coffee samples. Each sample represents one of the four Driftaway profiles (Fruity, Classic, Balanced, Bold). After brewing and drinking each type of coffee, customers can personalize future shipments via the Driftaway iPhone App or the Driftaway website. Driftaway roasts four new coffees monthly, so customers are able to continually experience new coffees that are roasted in their preferred style. It truly allows exploration of the world of coffee from the comfort of an armchair.

FARMER FEEDBACK

The unique Farmer Feedback program provides customer-generated tasting notes and observations directly to the farmers who grow and produce the coffee Driftaway purchases and roasts. This feedback, alongside a few bags of roasted coffee, allows farmers to experience the final result of their hard work. It also provides a connection between customer and farmer, and creates a holistic, true “bean-to-cup” coffee experience. Learn more and find the Farmer Feedback reports here.
BEAN FOR BEAN  Contributing to sustainable livelihoods for coffee farmers, one bag at a time Through the Bean for Bean program, Driftaway donates 5 cents for each pound of coffee roasted to World Coffee Research and in doing so, contributes to sustainable lives for coffee farmers. World Coffee Research is dedicated to growing, protecting, and enhancing supplies of quality coffee and creating dignified and sustainable work for those who grow it.

EVERY COFFEE TELLS A STORY
Driftaway Coffee is about exploration. That’s why each shipment comes with a coffee postcard. The postcard includes notes on the origin of the coffee, as well as the story of the farmer who grew it. Through this process, Driftaway consumers learn where their coffee comes from.

THE COFFEECADEMY BLOG
In addition to high-quality, expertly roasted beans, Driftaway Coffee believes that continual education for customers is the key to brewing a better cup of coffee at home. This belief was the genesis for Driftaway’s immensely popular blog Coffeecademy, established in 2014. Brewing guides and tips, ratios and recipes, equipment recommendations, general interest articles, and more can be found here. Coffeecademy is currently home to 175+ articles (with more added weekly) that span an incredibly diverse range of topics related to coffee, and has seen 1 million unique visitors just in the past year.

THE DRIFTAWAY APP
In today’s busy world, convenience is key. As such, the custom Driftaway iPhone app is designed to easily allow customers to manage their subscriptions on-the-go. All subscription information is visible, and customers can review previous coffee shipments, update their taste profile and preferences, rate each coffee they receive, and easily pause, skip, or otherwise change delivery dates.
PRESS COVERAGE

Driftaway Coffee has been featured by Epicurious, Saveur, Food52, the Kitchn, Fast Company, Inc., and many others and is often regarded as a best-in-class coffee roaster.

“Driftaway is all about giving you the chance to find unexpected gems from around the world.”
- Coffee Detective

Coffees from Driftaway have received scores of 93 points (of 100) from Coffee Review, placing in the top percentile of specialty coffee.
- Coffee Review

“This is a great subscription for someone wanting to dive into the world of coffee, as Driftaway makes the process simple yet still focused on what you think tastes best.”
- The Kitchn

“Driftway starts you out with samples of four of their single-origin coffees, and then have you track your comments on each with the help of an app. Once they get a sense of the beans you like, they source and ship you coffee catered to your tastes, allowing you to try new seasonal varieties without the worry of wasting your time on coffee that just doesn’t jive with your morning routine”
- Saveur

“My morning cup of coffee was no longer just a kick-in-the-butt to jumpstart my day, it had some meaning. Yes, that sounds a little philosophical, but it was a really cool experience to read about exactly who made your coffee, from the family of farmers who grew the beans to the Driftaway team who roasts them. Sure beats handing over my money to the gangly teen behind the Starbucks counter.”
- Ask Men

“Best First Order, great for anyone who knows what they like, but doesn’t want to investigate the changing flavors of single origin beans every week.”
- Gear Patrol
CUSTOMER TESTIMONIALS

Driftaway has an active and engaged customer base and interfaces regularly with coffee lovers worldwide through email & social media.

“Dear friends at Driftaway, we’ve been together for about a year now. I want to take a moment to thank you for making each morning totally awesome. I look forward to extending my collection of postcards from around the world, as well as my experiences with your coffee, for months to come. Here’s a snapshot of some of the places you’ve taken me so far 😊 Here’s to many more perfect cups!” - Taryn C, 13 Feb 2017

Oh coffee. How I love thee. ❤ If you love coffee you’ve got to try this subscription service. ☕ www.driftaway.coffee ☕ yes- that’s a .coffee not a .com. It's by far the freshest and best coffee I've ever had. I admit it, I'm addicted 😈 #coffee #driftawaycoffee #addicted ☕ - @micheleclairefit, 12 October 2016

2 weeks ago I got this #coffee sampler from @driftawaycoffee roasters. Each package arrived with an info card on the #origin of the #coffeebeans and a description of the roasting style. I used my new #chemex style pot to determine which coffee categories I prefer (ranging from group 1 with #fruity and #bright flavors to group 4 with #dark and #creamy flavors) and used that to select a variety for my next shipment. I can’t wait for my first full-size shipment to arrive! #driftawaycoffee #rwanda #brazil #costarica #papuanewguinea - @_biglittlej, 3 August 2017

Made my first KEK brew from @driftawaycoffee... WOW! My morning has changed! - @bryanmulholland, 11 Oct 2015

Find more customer testimonials and reviews on our website and Instagram.
THE FOUNDERS

Driftaway was started by Anu Menon & Suyog Mody, two engineer-turned-marketing-consultants, who wanted to fulfil their desire to create & do work they were passionate about. You can read about their story [here](#).

ANU MENON, CO-FOUNDER AND CO-CEO

![Anu Menon](image)

An Electrical Engineer from Georgia Tech, Anu worked at SapientNitro for several years as a Digital Marketing Project Manager, leading projects for brands like Coca-Cola, NASCAR, MetLife Stadium and Barclays. Since starting Driftaway, she has discovered a love & flair for design, and has done the packaging design and website design for Driftaway. At Driftaway, Anu manages Technology & Design.

SUYOG MODY, CO-FOUNDER AND CO-CEO

![Suyog Mody](image)

Suyog, a Computer Science graduate from Georgia Tech, spent 10 years at SapientNitro, a digital marketing agency, working with clients like Coca-Cola, McLaren Cars and Verizon. Suyog manages the Marketing, Operations and Customer Service at Driftaway. His favorite moment during operations every week is watching the UPS truck pull away with thousands of packages of coffee.

QUICK STATS

- Founded - July 2014
- Investors - 100% customer funded & independent, no outside investment
- Number of coffee packages shipped - 80,519
- Number of employees - 15
- Monthly Unique Visitors to Coffeecademy blog - ~80,000
- Address: Driftaway Inc., PO Box 110105, Brooklyn, NY 11211

PRESS CONTACT

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LINK TO MEDIA ASSETS