



THE FARMER FEEDBACK REPORT

FOR: RWANDA COOPAC RUTSIRU AND RUBAVU DISTRICTS, BOURBON & MAYAGUEZ

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!
- COOPAC Rutsiru & Rubavu, Bourbon & Mayaguez was a strong fit for the **Fruity** profile since it cupped with floral 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

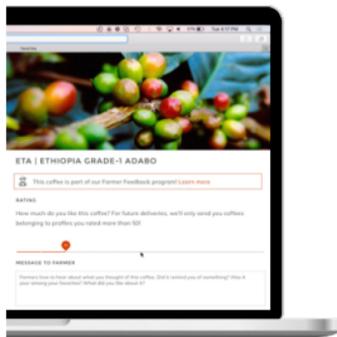
We roast & pack in a shared roasting facility called Pulley Collective in Brooklyn, New York, on a Loring Kestrel S35 (<http://loring.com/roasters/s35-kestrel/>).

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

RWANDA

Rutsiro & Rubavu Districts
Western Province, near Gisenyi

FARM **COOPAC**

MILL **COOPAC**

PRODUCERS **COOPAC**

PROCESS METHOD **WASHED**

ALTITUDE **1500-2000 MASL**

CROP YEAR **2016**

VARIETAL(S)

BOURBON
MAYAGUEZ

IMPORTER
CAFE
IMPORTS

Minneapolis, Minnesota, USA

ROASTER
DRIFTAWAY
COFFEE

Brooklyn, New York, USA

ROASTING COOPAC RUTSIRU & RUBAVU DISTRICTS, BOURBON & MAYAGUEZ

INTRODUCTION

We love varying our Fruity profiles to be from various African coffee countries. While Ethiopia and Kenya are dominant in this profile, Rwandan coffee always shines when we are able to secure it. This coffee was particularly exciting for us to get, once we learned about the work that COOPAC does, both for the coffees as well as the broader environment. We wish we can visit the co-op some day soon.

In sampling and cupping, this coffee behaved consistent and tasted delicious, floral yet with some lemon peel-like acidity. While it was not the freshest green crop for us, we enjoyed roasting it, cupping it and shipping it to all customers.

ROASTING INFORMATION

FRUITY

DRIFTAWAY
ROAST PROFILE

**JUNE 23 -
JULY 14, 2017**

ROASTING START
AND FINISH DATE

428.48 lbs
(194.35 KG) = ~3 BAGS
TOTAL QUANTITY
ROASTED

9

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. This was one of the first Rwandan coffees I've roasted; it was a pleasure to roast and cup coffee from an origin I have less experience with.

”



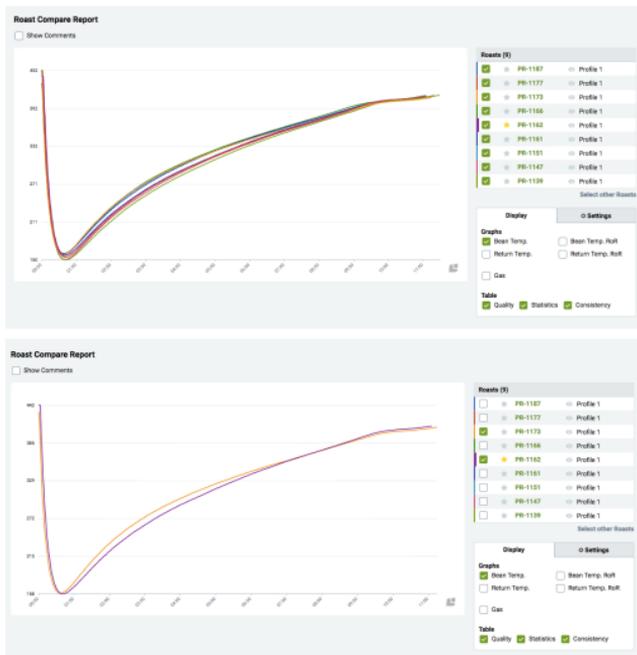
HOW WE APPROACHED THIS COFFEE FOR ROASTING

Your coffee was a perfect fit for our Fruity Profile. For this profile we do a light roast that highlights the coffee's acidity, delicate aromas, and lighter body. In our best roast of this coffee we tasted bright lemon/lime acidity and floral notes of jasmine. The coffee was well-balanced and sweet. There was some grassiness and vegetal flavors in some of the roasts, which could have been the age of the beans coming through. To counteract that we extended the development time of the roast by a little to caramelize more of the sugars and increase the perceived sweetness.

ROAST CURVES

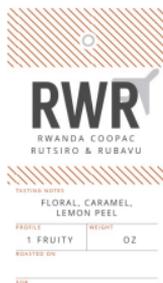
Graph 1 shows an overview of all the roasts we did of this coffee. The best roasts were the ones whose curves tracked in the center of all—not too hot/fast, not too cold/slow. The lower drop temp. allows us to showcase the coffee's natural acidity.

Graph 2 - This graph shows two excellent roasts of this coffee.



WHAT DRIFTAWAY CUSTOMERS RECEIVED

We name all our coffees with three-lettered acronyms. For example, we called this coffee **RWR** | **Rwanda COOPAC**. 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 -



THE PRODUCER'S STORY

East Africa's coffee industry isn't as developed as the industry is in much of Central and South America. Therefore, there are fewer certified cooperatives in Africa. Outside of Ethiopia, which is legendary in the coffee world and does have some co-ops, COOPAC is one of the few African cooperatives that's organic certified and Fair Trade certified. Along with these official certifications, COOPAC also takes steps to care for the environment by using coffee byproducts as fertilizer and giving farmers shade trees that help minimize erosion.

ROASTER'S NOTES

Our fruity profile, which is a lighter roast, brings out the floral, caramel and lemon peel notes of this coffee.

DID YOU KNOW

Lake Kivu is a well-known lake in Rwanda, and it's uniquely positioned to be a great coffee-growing region. The lake sits on the East African Rift, which is riddled with volcanos. As the cool breezes that come off of Lake Kivu go up the mountainsides of the surrounding volcanos, they create unique microclimates. The microclimate may vary dramatically from one mountainside to the next, and even at different elevations on the same mountainside.

driftaway.coffee/rwr



FROM

Rwanda

Producers: COOPAC

Region: Lake Kivu

Altitude: 1500 - 2000 masl

Varietal: Bourbon, Maragogge

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

COST BREAKDOWN

For a typical 11oz package of roasted coffee. All costs are in USD.



ABOUT THIS INFORMATION

- Green beans cost \$3.70 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.

13,700



CUPS
BREWED

678



CUSTOMERS
GOT THIS COFFEE

49

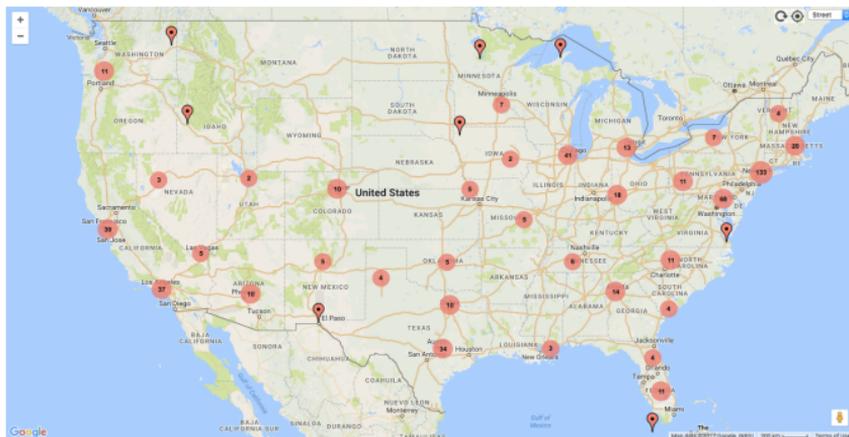


STATES
SHIPPED TO

334



CITIES &
TOWNS



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 this coffee.



MEAN
RATING



RATINGS
RECEIVED



AVG
ACIDITY RATING



AVG BODY
RATING



Instagram post by @jmalone103 the
Driftaway Rwanda COOPAC coffee

"Just brewed my first of I'm sure many Drift
Away Coffees --- I chose the Rwanda.

Exceptional. Brewed in my DēLonghi
Magnifica. The start of a new way to enjoy my
love of coffee"

(<https://www.instagram.com/p/BV2jdPHjoEQ>)

“ Fuller body than usual for a light coffee,
very smooth.

- Christiana M., Columbia, Maryland ”

“

This was by far the best coffee we've
received. Smooth and flavorful. We brew
with a pour over drip coffee which makes it
so goooooood!!

- Denise D., Gloversville, New York

“

Thank you for your hard work. It is very
much appreciated.

- Patrick B., Dripping Springs, Texas

”

”

“

Well balanced and tangy!

- Idrees D., Jacksonville, Florida

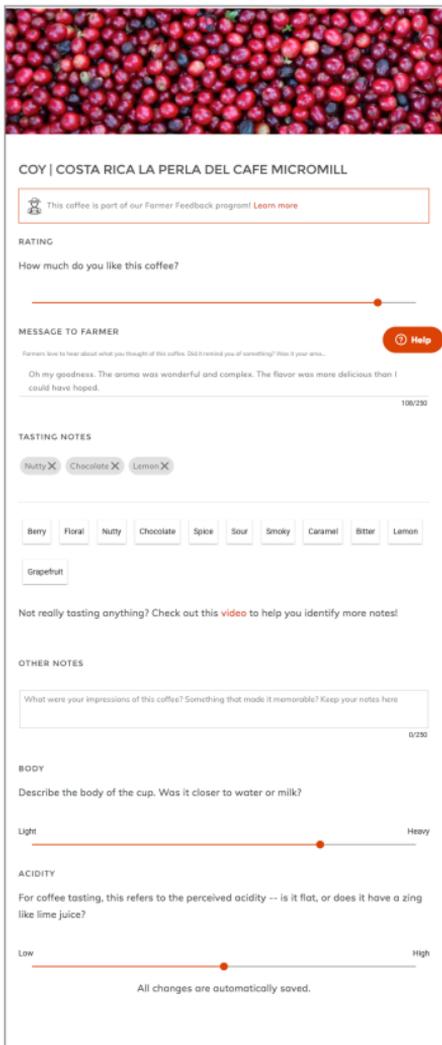
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TASTING NOTES FROM
CUSTOMERS

berry bitter caramel
chocolate floral
grapefruit lemon nutty
smoky sour spice

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/rwr>

ALL FARMER FEEDBACK REPORTS AVAILABLE TO VIEW, PRINT AND SHARE

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