



## THE FARMER FEEDBACK REPORT

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FOR: SIDAMO ARORESA GR-1, 2017 CROP

BY: DRIFTAWAY COFFEE

September 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

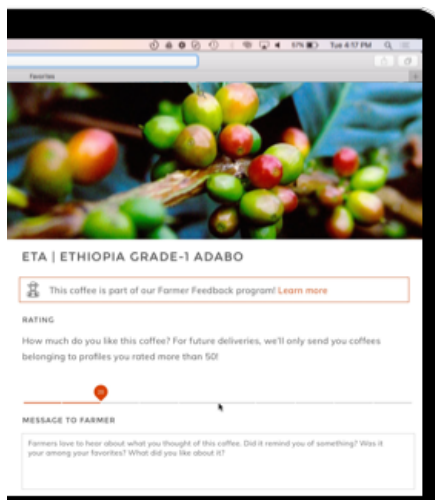
We roast & pack in a shared roasting facility called Pulley Collective in Brooklyn, New York, on a Loring Kestrel S35 (<http://loring.com/roasters/s35-kestrel/>).

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 Royal Coffee New York. The coffee was stored at the Royal Coffee warehouse in South Plainfield, New Jersey and was sent to our roasting facility in Brooklyn, New York a few days before we started roasting it on July 21st.

ORIGIN

**ETHIOPIA**

Sidamo



FARM **VARIOUS SMALL FARMERS**

MILL **ARORESA WASHING STATION**

PRODUCERS **VARIOUS SMALL FARMERS**

VARIETY

**ETHIOPIA  
HEIRLOOM**



PROCESS METHOD **WASHED**

ALTITUDE **1600-1750 MASL**

CROP YEAR **2017**

IMPORTER

**ROYAL  
COFFEE NY**

South Plainfield, New Jersey, USA



ROASTER

**DRIFTAWAY  
COFFEE**

Brooklyn, New York, USA



# ROASTING LA PERLA DEL CAFE LA MONTANA VILLA SARCHI

## ROASTING INFORMATION

**FRUITY**

DRIFTAWAY  
ROAST PROFILE

**JULY 21 -  
AUGUST 11, 2017**

ROASTING START  
AND FINISH DATE

**389.1 LBS**

(176.49 KG) = 2.6 BAGS

TOTAL QUANTITY  
ROASTED

**10**

TOTAL NUMBER OF  
ROASTS

**LORING S35  
KESTREL**

[loring.com/roasters/s35-kestrel](http://loring.com/roasters/s35-kestrel)

ROASTING MACHINE

**BROOKLYN,  
NY, USA**

ROASTING LOCATION

## A NOTE FROM OUR ROASTER, RACHEL BEEBE

“

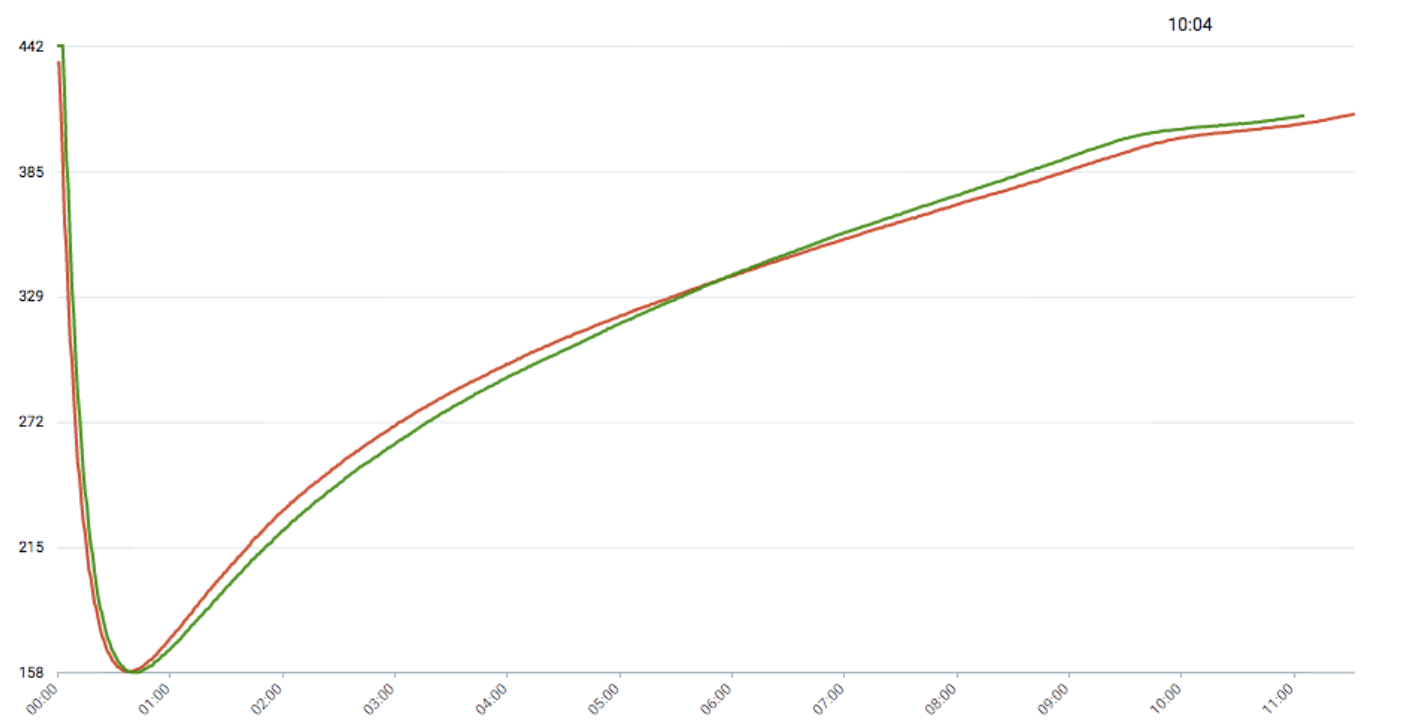
Because we offered ETR as our lightest roast profile, my job as roaster was to develop the inherent sweetness in the bean, while also retaining the delicate lemon and bergamot acidity. What we ended up with in the cup was well-balanced, with definitive raspberry lemonade sweetness—sometimes even a lemon drop candy sweetness—and a light to medium body. Excellent Ethiopian. A pleasure to roast.

”



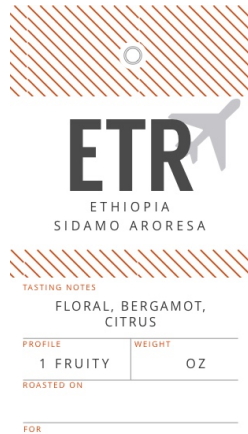
# ROAST CURVES

This graph shows the best roast we did of this coffee. The beans tended to take on heat pretty quickly at the beginning of the roast, usually tracking just above our profile curve. But I found that for a winning cup I needed to have a slightly longer development time, while keeping the drop temperature low. This approach developed the sugars without sacrificing acidity.



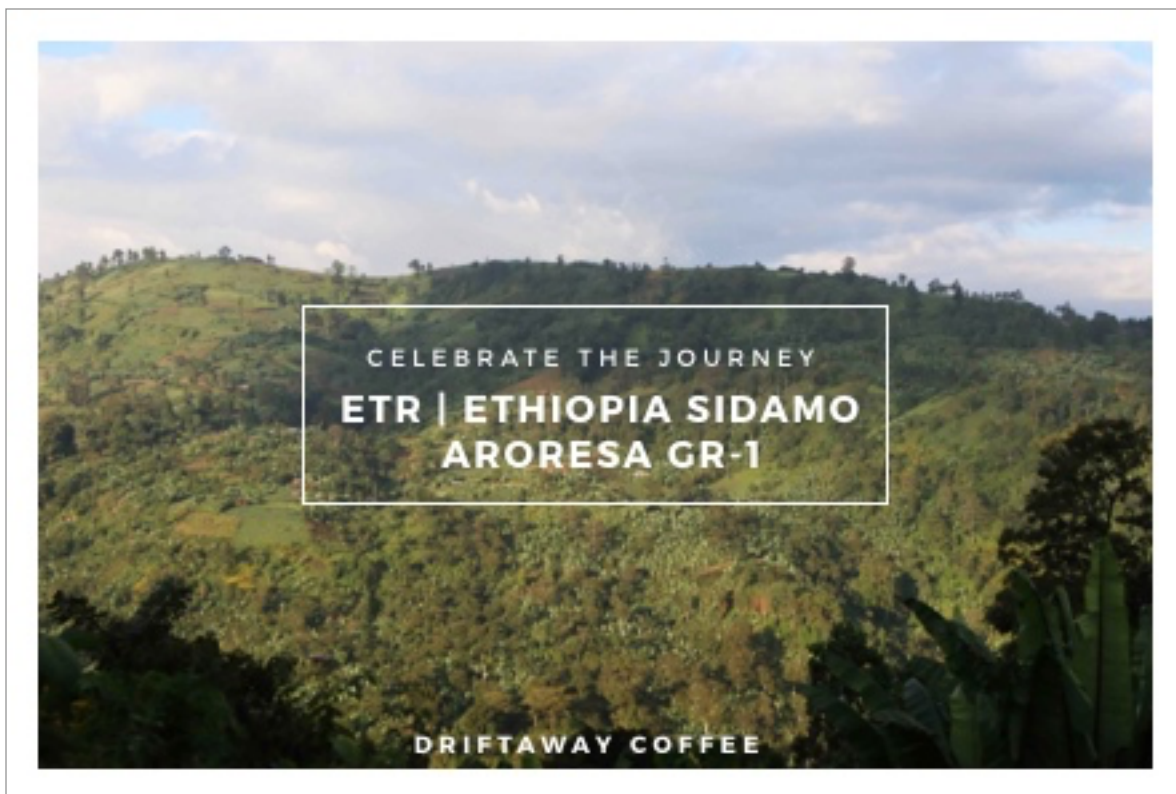
## WHAT DRIFTAWAY CUSTOMERS RECEIVED

We name all our coffees with three-lettered acronyms. For example, we called this coffee **ETR | Ethiopia Sidamo Aroresa GR-1**. 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

This selection comes from the Aroresa washing station, which is located near Arbe Gona, Sidamo. Coffee farmers from the surrounding area bring their harvested cherries to the washing station. At the station, cherries are sorted, pulped, fermented, washed and dried.

Because many individual farmer's lots aren't large enough to sell commercially, the harvests farmers bring in are often combined during these processes. At the end of the processing, the green coffee beans are ready for exporting.

### ROASTER'S NOTES

Our Fruity Profile, which is a lighter roast, brings out the floral,

### DID YOU KNOW

At the end of this coffee's name is "Gr-1." This is short for "Grade 1," which is the highest grade of coffee in Ethiopia.

All coffee produced in Ethiopia is graded on a scale of 1 to 9. Grades are based on both a visual inspection and a cupping. Grades 3 through 9 are commercial (lower) grades, and Grades 1 and 2 are specialty (higher) grades.

[driftaway.coffee/etr](http://driftaway.coffee/etr)



### FROM

*Ethiopia*

*Producer: Aroresa*

*Region: Sidamo*

*Altitude: 1,600 - 1,750 msl*

*Varietal: Ethiopian heirloom*

Refer a Friend to Earn Free Coffee  
[driftaway.coffee/refer](http://driftaway.coffee/refer)

## COST BREAKDOWN

For a typical 11oz package of roasted coffee.



### ABOUT THIS INFORMATION

- Green beans cost \$4.18 per pound from Royal Coffee
- 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.

12,451



CUPS  
BREWED

387



CUSTOMERS  
GOT THIS COFFEE

46



STATES  
SHIPPED TO

264



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

0.78%



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 @spamstereats of Driftaway Sidamo Aroresa coffee

“ Thank you very much. I really enjoyed your coffee.  
- Jeisson F, Lake Grove, New York ”

“ thank you for all the care you put into farming your coffee. I love the flavor, especially the delicate notes that linger with each sip. I love Ethiopian coffees, and yours is truly a wonderful treat  
- Joel D, Brookline, Massachusetts ”

“ This coffee was definitely one of my favorite blends I've ever had. Some of the best drip coffee I've ever made or enjoyed!  
- Graeme B, Houston, Texas ”

“ This is a full flavored coffee. Very tasty! Smells wonderful!  
- Rachael M, Douglas, Georgia ”

## TASTING NOTES FROM CUSTOMERS

Bitter  
Grapefruit  
Caramel  
Berry  
Spice  
Nutty  
Sour  
Floral  
Lemon  
Chocolate

## 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.



### ETR | ETHIOPIA SIDAMO ARORESA GR-1



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 am...

This coffee was definitely one of my favorite blends I've ever had. Some of the best drip coffee I've ever made or enjoyed!

124/250

#### TASTING NOTES

Type your tasting notes (choices below)

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.

## CONTACT INFORMATION

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### WEBSITE

<https://driftaway.coffee>

### FULL REPORT AVAILABLE TO VIEW, PRINT AND SHARE

<https://driftaway.coffee/coy>

### ALL FARMER FEEDBACK REPORTS AVAILABLE TO VIEW, PRINT AND SHARE

<https://driftaway.coffee/farmerfeedback>