



THE FARMER FEEDBACK REPORT

FOR: MEXICO COMON YAJ NOPTIC CO-OP

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!



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

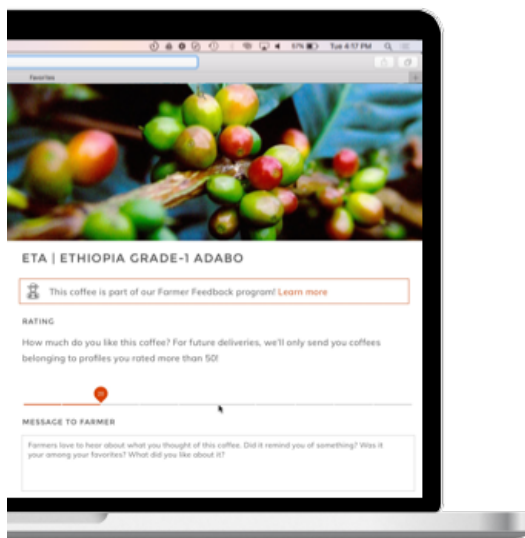
We roast & pack in a shared roasting facility called Pulley Collective in Brooklyn, New York, on a Loring Kestrel S35 (<http://loring.com/roasters/s35-kestrel/>).

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.

ORIGIN

MEXICO

La Concordia, Chiapas



FARM **VARIOUS SMALL FARMERS**

PRODUCERS **COMMON YAJ NOPTIC**

VARIETY

**TYPICA,
BOURBON,
CATURRA**

PROCESS METHOD **WASHED**

ALTITUDE **1200 - 1750 MASL**

IMPORTER

**CAFE
IMPORTS**

Minneapolis, Minnesota, USA



ROASTER

**DRIFTAWAY
COFFEE**

Brooklyn, New York, USA



ROASTING COMON YAJ NOPTIC CO-OP

ROASTING INFORMATION

BOLD

DRIFTAWAY
ROAST PROFILE

**AUGUST 18 -
SEPTEMBER 8, 2017**

ROASTING START
AND FINISH DATE

579.49 LBS

(262.85 KG) = 4 BAGS

TOTAL QUANTITY
ROASTED

13

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

“

As our Bold Profile coffee this is our darkest roast, and also our most popular. Customers love the reliably rich body and bittersweet flavors of this profile. To achieve our Bold Profile we temper the heat when the beans are in first crack in order to lengthen out the development time. This approach fully caramelizes all the inherent sugars and smooths out the acidity, yielding a consistent, full bodied cup.

”



WHAT DRIFTAWAY CUSTOMERS RECEIVED

We name all our coffees with three-lettered acronyms. For example, we called this coffee **MEJ | MEXICO COMON YAJ NOPTIC CO-OP**. 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

The Comon Yaj Noptic cooperative's name translates into English as "all of us think," and this lot of coffee perfectly captures that motto. It's a testament to what people can accomplish when they come together and devote their minds to a common cause. In this case, the farmers who are members of the Comon Yaj Noptic co-op have grown and processed an excellent, full-bodied coffee.

ROASTER'S NOTES

We roasted this selection with our Bold Profile to enhance its inherent qualities. The darker roast brings out the dark chocolate and toffee notes, which are well balanced with flavors of almond.

DID YOU KNOW

Chiapas has become Mexico's biggest coffee-growing region. Although the region thus far is known primarily for quantity rather than quality, it has great potential. Guatemala's well-known Huehuetenango is adjacent to the south. Moreover, the coffees that come from Chiapas have the potential to be just as good as those from Huehuetenango when they're grown and processed by knowledgeable farmers, like those of the Comon Yaj Noptic co-op.

Rate this coffee at
driftaway.coffee/account/coffee-history/mej



FROM

Mexico

Producers: Comon Yaj Noptic

Region: Chiapas

Altitude: 1200-1750 masl

Varietal: Typica, Bourbon, Caturra

Submit your farmer feedback
driftaway.coffee/farmer-feedback

COST BREAKDOWN

For a typical 11oz package of roasted coffee.



ABOUT THIS INFORMATION

- Green beans cost \$2.97 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.

18,544



CUPS
BREWED

491



CUSTOMERS
GOT THIS COFFEE

50



STATES/PROVINCES
SHIPPED TO

337



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

1.83%



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 Comon Yaj Noptic Co-Op coffee.



Instagram post by @nyucoffee of the Driftaway Comon Yaj Noptic Co-Op coffee

“

This has been my favorite coffee to date. Absolutely love the aroma it gives off when I'm making it. Really sets my day off and in the right direction. I've had a lot of coffees from you guys but this is exactly what I'm looking for. Dark roast, bold but not bitter, extremely rich flavor.

- Joshua G, Keansburg, New Jersey

”

“

Delicious. Well balanced. Enjoyed every cup.

- Jenner P, Philadelphia, Pennsylvania

”

“

First Mexico coffee. Smell was off putting, but transformed once brewed. Amazing, delicate floral aftertaste. Nuts on the palate. Not much chocolate, if any. Smoky in back of the throat. Anita had toffee on the palate. Amazing crema!!!! World class.

- Anita M, San Antonio, Texas

”

“

My favorite coffee so far. Love the dark roast. Full bodied.

- Michelle G, Boston, Massachusetts

”

TASTING NOTES FROM CUSTOMERS

Bitter
Caramel
Smoky
Chocolate
Nutty
Spice
Floral
Lemon
Berry
Sour

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.



MEJ | MEXICO COMON YAJ NOPTIC COOPERATIVE



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...

0/250

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

CONTACT INFORMATION

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FULL REPORT AVAILABLE TO VIEW, PRINT AND SHARE

<https://driftaway.coffee/coy>

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<https://driftaway.coffee/farmerfeedback>