



## THE FARMER FEEDBACK REPORT

FOR: GUATEMALA HUEHUETENENGO ASOBAGRI

BY: DRIFTAWAY COFFEE

October 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

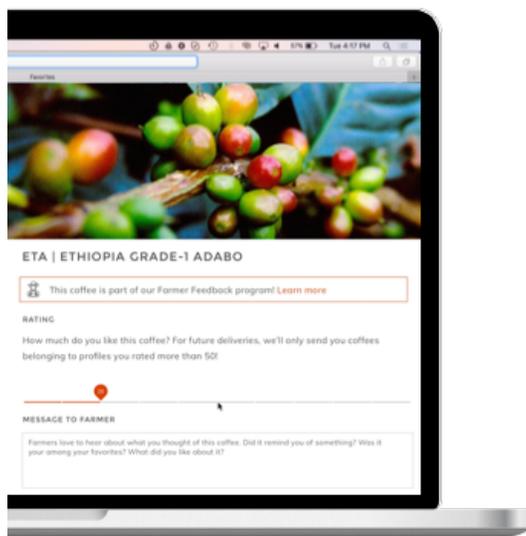
We roast & pack in a shared roasting facility called Pulley Collective in Brooklyn, New York, on a Loring Kestrel S35 (<http://loring.com/roasters/s35-kestrel/>).

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

**GUATEMALA**

Santa Cruz Barillas, Huehuetenango



FARM **1100 SMALLHOLDER FARMERS**

MILL **ASOBAGRI**

PRODUCERS **ASOBAGRI**

VARIETY

**BOURBON,  
CATUAI,  
CATURRA**

PROCESS METHOD **WASHED**

ALTITUDE **1500 - 1750 MASL**

CROP YEAR **2017**

IMPORTER

**CAFE  
IMPORTS**

Minneapolis, Minnesota, USA



ROASTER

**DRIFTAWAY  
COFFEE**

Brooklyn, New York, USA



# ROASTING HUEHUETENENGO ASOBAGRI

## ROASTING INFORMATION

**BALANCED**

DRIFTAWAY  
ROAST PROFILE

**OCTOBER 13 -  
NOVEMBER 3, 2017**

ROASTING START  
AND FINISH DATE

**545.46 LBS**

(170 KG) = 2.5 BAGS

TOTAL QUANTITY  
ROASTED

**13**

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

“

This coffee had all the characteristics we look for in our Balanced profile: bright acidity, rich body and full-on sweetness. However, it did present some roasting challenges at first. My notes from the first time we roasted it say:

At crack the rate of rise increases sharply even when the heat is turned down a lot. First roast today was short because of this. Second roast I turned down gas more than usual to try to slow it down, but that didn't work. Roast was still short. Third roast I used the same charge temp, but a lower gas. This slowed the roast in the beginning, but once it got to crack, again, it took off. Beans popping like crazy coming out of the roaster.

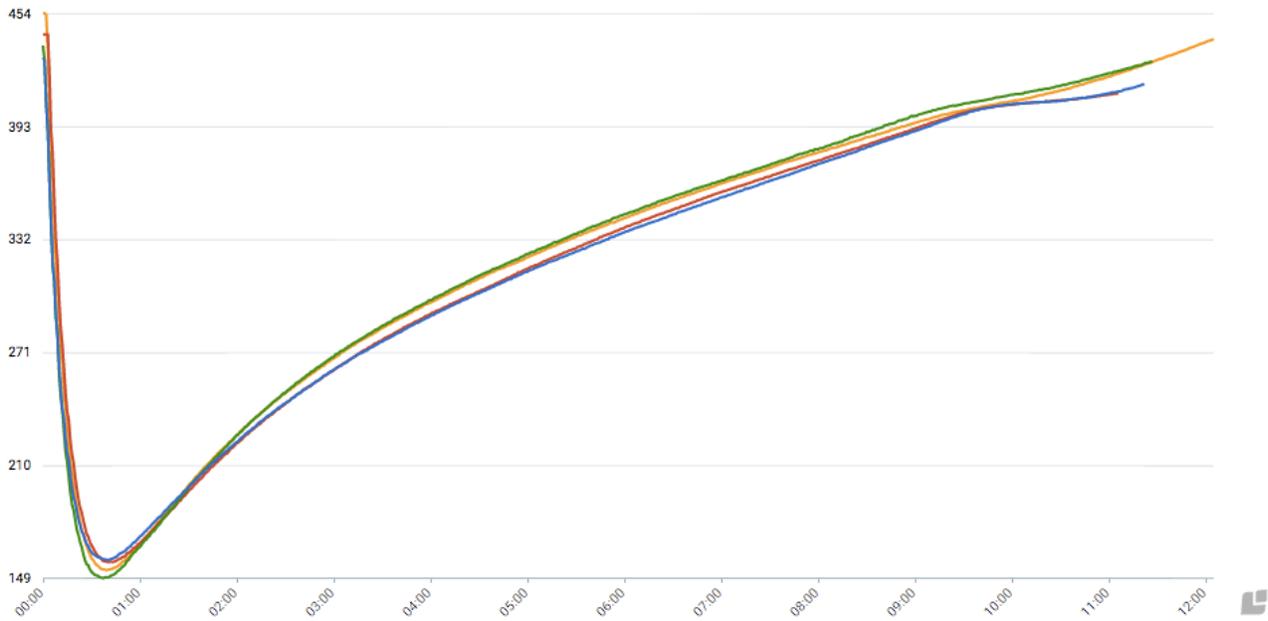
Eventually, we adjusted our roasting strategy to keep the beans from taking off at the end. We tempered the heat more than usual, and earlier in the roast. Our first roasts were ok, but they were thin, astringent and not sweet enough. Once we switched up our strategy we started tasting a gorgeous blend of bright lemon acidity on the front and a rich chocolate finish. My final tasting notes say simply, "lovely."



”

## ROAST CURVES

This graph shows the roast curves for our four profiles: Fruity (red line), Balanced (blue line), Classic (green line), and Bold (yellow line). As you can see, the Fruity and Balanced profiles are very similar except that the Fruity profile has a lower drop temperature. The Classic and the Bold are also quite similar, except that we take the Bold all the way to a dark roast.



## WHAT DRIFTAWAY CUSTOMERS RECEIVED

We name all our coffees with three-lettered acronyms. For example, we called this coffee **GTA | GUATEMALA HUEHUETENENGO ASOBAGRI**. 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

Asociación Barillense de Agricultores (ASOBAGRI) was begun in 1989 with just 20 growers, but it has since grown to include almost 1,200 members. Among the members, there are nearly 70 indigenous Mayan communities represented.

All active members of ASOBAGRI are Certified Organic, the ASOBAGRI itself is Fair Trade Certified. The premiums that these certifications generate give the co-op funds to promote programs for female growers, start healthcare initiatives, provide access to education and invest in coffee-growing infrastructure, such as solar drying tables and rust-resistant coffee varietals.

### ROASTER'S NOTES

We roasted this with our #3 Balanced Profile to showcase its chocolate, cola and lemon origin characteristics while giving it a little body.

### DID YOU KNOW?

Coffee leaf rust has been present in South and Central America for a while, but it's become more prevalent in Guatemala in the past few years. This disease damages the leaves of coffee trees, which cripples the plants' ability to grow coffee cherries. As the disease spreads throughout Guatemala, more and more farms will likely follow ASOBAGRI's lead and transition to rust-resistant coffee varietals.



This is a Farmer Feedback coffee! Rate the coffee & send a note to the coffee grower telling them what you thought.  
[www.driftaway.coffee/account](http://www.driftaway.coffee/account)



FROM

*Guatemala*

*Producer: ASOBAGRI*

*Region: Santa Cruz Barillas*

*Processing: Washed*

*Altitude: 1650 masl*

*Varietal: Bourbon, Caturra, Caturra*

Visit [www.driftaway.coffee/coffees](http://www.driftaway.coffee/coffees) to request for your next delivery, or order more. Last roast on Nov 3.

## COST BREAKDOWN

For a typical 11oz package of roasted coffee.



### ABOUT THIS INFORMATION

- Green beans cost \$3.26 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.

17,455



CUPS  
BREWED

521



CUSTOMERS  
GOT THIS COFFEE

49



STATES  
SHIPPED TO

350



CITIES &  
TOWNS

3.5



AVG DAYS FROM ROASTING  
FOR 1ST BREW

0.77%



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 Chiapas Triunfo Verde coffee.



“ Tasty, full bodied and a nice mix to bold.  
- Alexander P, Orlando, Florida

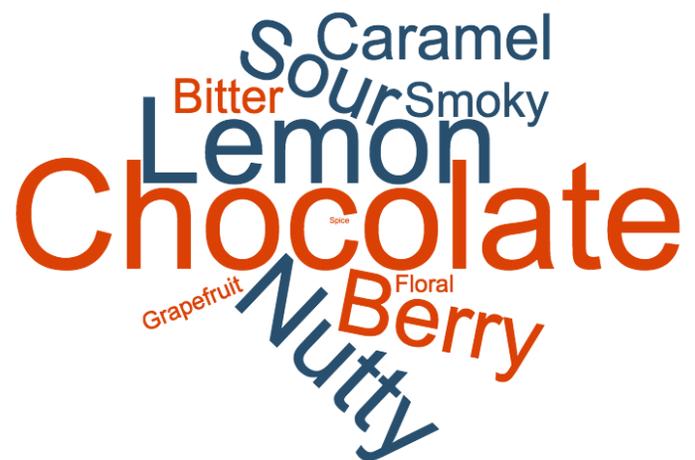
“ I barely got the chocolate taste from this but still enjoyed it. It was smooth and had a good aroma.  
- Walt E, Laurel, Maryland

“ Additionally, I taste what I can only assume is what is referred to as cola.  
- Jeffrey B, Upper Marlboro, Maryland

“ The roast level was fine, but I thought the flavor was a bit on the weak side.  
- Peter S, Knoxville, Tennessee

“ It was smooth, but it just didn't feel as well balanced as I would have liked. It was a tad bitter.  
- Rach P, Bristol, Rhode Island

### TASTING NOTES FROM CUSTOMERS



## 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.



### GTA | GUATEMALA HUEHUETENENGO ASOBAGRI



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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### 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>