



THE FARMER FEEDBACK REPORT

FOR: COSTA RICA CAFE VIDA

BY: DRIFTAWAY COFFEE

November 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

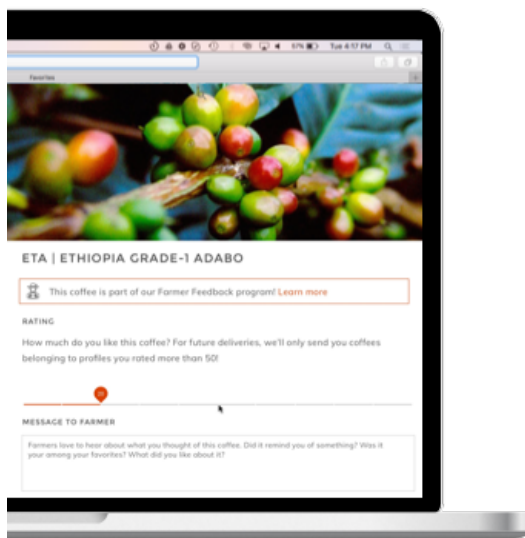
We roast & pack in a shared roasting facility called Pulley Collective in Brooklyn, New York, on a Loring Kestrel S35 (<http://loring.com/roasters/s35-kestrel/>).

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

COSTA RICA

Tarrazu



FARM **CAFE VIDA**

MILL **CAFE VIDA**

PRODUCERS **CAFE VIDA**

VARIETY

CATURRA



PROCESS METHOD **WASHED**

CROP YEAR **2017**

IMPORTER

**CAFE
IMPORTS**

Minneapolis, Minnesota, USA



ROASTER

**DRIFTAWAY
COFFEE**

Brooklyn, New York, USA



ROASTING CAFE VIDA

ROASTING INFORMATION

CLASSIC

DRIFTAWAY
ROAST PROFILE

NOVEMBER 10 -
DECEMBER 1, 2017

ROASTING START
AND FINISH DATE

736.28 LBS

(333.97 KG) = 4.9 BAGS

TOTAL QUANTITY
ROASTED

16

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

“

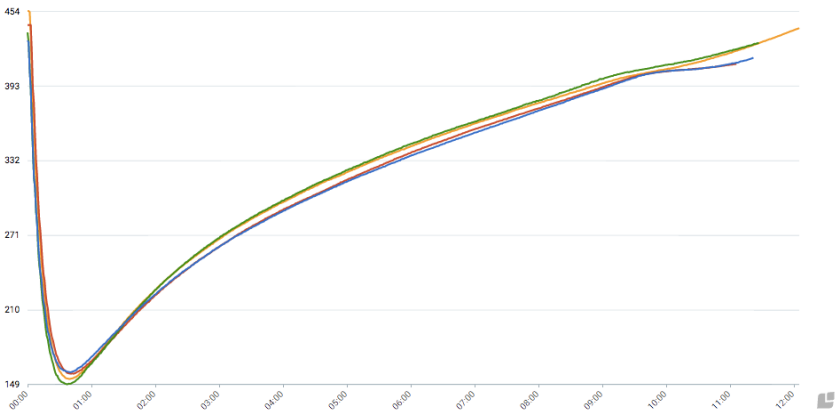
Our Classic roast profile is one of our most popular, typically offering clear sweetness and a full body. This coffee fit the bill with its round rich body and nutty taste. A true crowd-pleaser.

”



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 **CSF | COSTA RICA CAFE VIDA**. 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

Cafe Vida comes from multiple small farmers in Tarrazu, which is one of Costa Rica's most well-known coffee-growing regions. Tarrazu's high elevations (up to 3,000 masl) produce excellent growing conditions, but they also restrict how large farms in the region become. Farmers benefit from the rainfall and temperatures that the mountains create, but managing large plots of land is challenging at best. Thus, most farmers manage small plots of land that are often under 4 hectares. To make their crops commercially viable, they combine their harvested coffee into lots that have beans from several farmers.

ROASTER'S NOTES

It's always great to have a classic coffee from a classic coffee country, like Costa Rica. We've enjoyed the peanut, sweet and toffee notes that roasting this selection with our #2 Classic Profile brings out.

DID YOU KNOW?

Tarrazu coffees are often featured in the summer, partly because they make excellent iced coffees. Even though the weather is getting colder, consider trying this coffee as iced coffee or cold brew. It's delicious both ways, and a cold cup of coffee can be a nice change on a warmer fall day.



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



FROM

Costa Rica

Producers: Cafe Vida

Region: Tarrazu

Processing: Washed

Varietal: Catara

Visit www.driftaway.coffee/coffees to request for your next delivery, or order more. Last roast on Nov 29.

COST BREAKDOWN

For a typical 11oz package of roasted coffee.



ABOUT THIS INFORMATION

- Green beans cost \$3.03 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.

23,560



CUPS
BREWED

601



CUSTOMERS
GOT THIS COFFEE

51



STATES
SHIPPED TO

388



CITIES &
TOWNS

3.5



AVG DAYS FROM ROASTING
FOR 1ST BREW

1.66%



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 Cafe Vida coffee.



Instagram post by @hiimbr4d of the tasting kit and Driftaway Cafe Vida coffee

“

It was suggested to try it as a cold brew, so I did and it was delicious

- Samantha D, Columbus, Mississippi

”

“

Some fruit but has a nuttier/smoky note at the back that I don't totally love. Body is nice.

- Angela B, San Clemente, California

”

“

Smooth & balanced; the innate sweetness balances the bitterness. There is no sourness or tartness & I like that, but it isn't \"flat\" either! This makes a wonderful cup of coffee & is easy to enjoy & relax with at any time of the day.

- Fuyiu Y, Lone Tree, Colorado

”

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.



CSF | CAFE VIDA



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>