



THE FARMER FEEDBACK REPORT

FOR: ETHIOPIA YIRGACHEFFE GEDEB

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

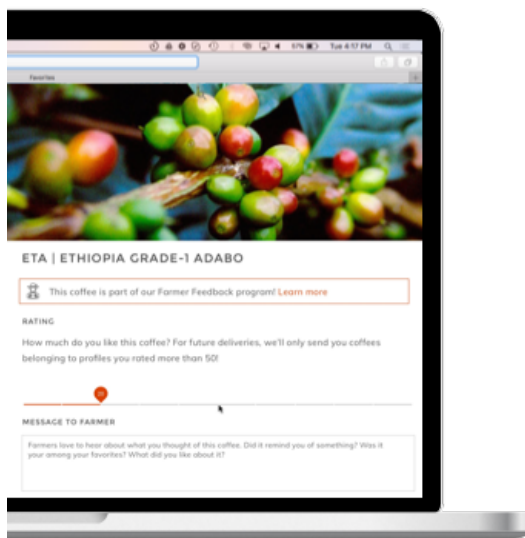
We roast & pack in a shared roasting facility called Pulley Collective in Brooklyn, New York, on a Loring Kestrel S35 (<http://loring.com/roasters/s35-kestrel/>).

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 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.

ORIGIN

ETHIOPIA

Gedeb

FARM **METAD**

MILL **METAD**

PRODUCERS **METAD**

VARIETY

**INDIGENOUS
HEIRLOOM
VARIETIES**

PROCESS METHOD **WASHED**

ALTITUDE **1600 - 2300 MASL**

CROP YEAR **2017**

IMPORTER

**ROYAL
COFFEE NY**

South Plainfield, New Jersey, USA

ROASTER

**DRIFTAWAY
COFFEE**

Brooklyn, New York, USA

ROASTING ETHIOPIA YIRGACHEFFE GEDEB

ROASTING INFORMATION

<div>FRUITY</div> <div>DRIFTAWAY ROAST PROFILE</div>	<div>NOVEMBER 10 - DECEMBER 1, 2017</div> <div>ROASTING START AND FINISH DATE</div>	<div>516.12 LBS</div> <div>(234 KG) = 3.44 BAGS</div> <div>TOTAL QUANTITY ROASTED</div>
<div>12</div> <div>TOTAL NUMBER OF ROASTS</div>	<div>LORING S35 KESTREL</div> <div>loring.com/roasters/s35-kestrel</div> <div>ROASTING MACHINE</div>	<div>BROOKLYN, NY, USA</div> <div>ROASTING LOCATION</div>

A NOTE FROM OUR ROASTER, RACHEL BEEBE

“

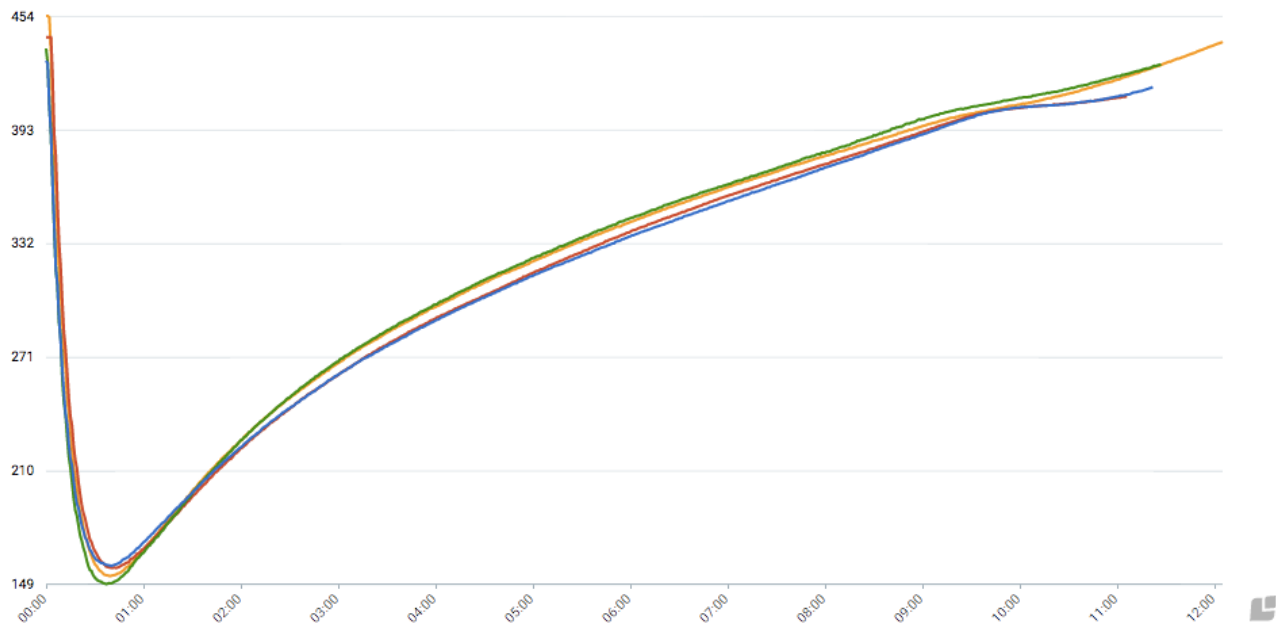
Our cupping notes for this coffee included: rich and delicate at the same time, sweet vanilla/cream soda aroma, gentle lemon, blueberry, grape, currant, floral, jasmine, honeysuckle, brown sugar sweetness, nice body. What more could a roaster ask for? This coffee was a stellar offering for the lead-in to our holiday period. It tended to roast fast and hot, racing through 1st crack and hitting a 15% development time ratio at a higher temperature than our typical Fruity roasts—413-415°F instead of 408-409°F. But it was tasting so good in the cup that we decided not to alter our approach. Excellent coffee on all counts.



”

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.



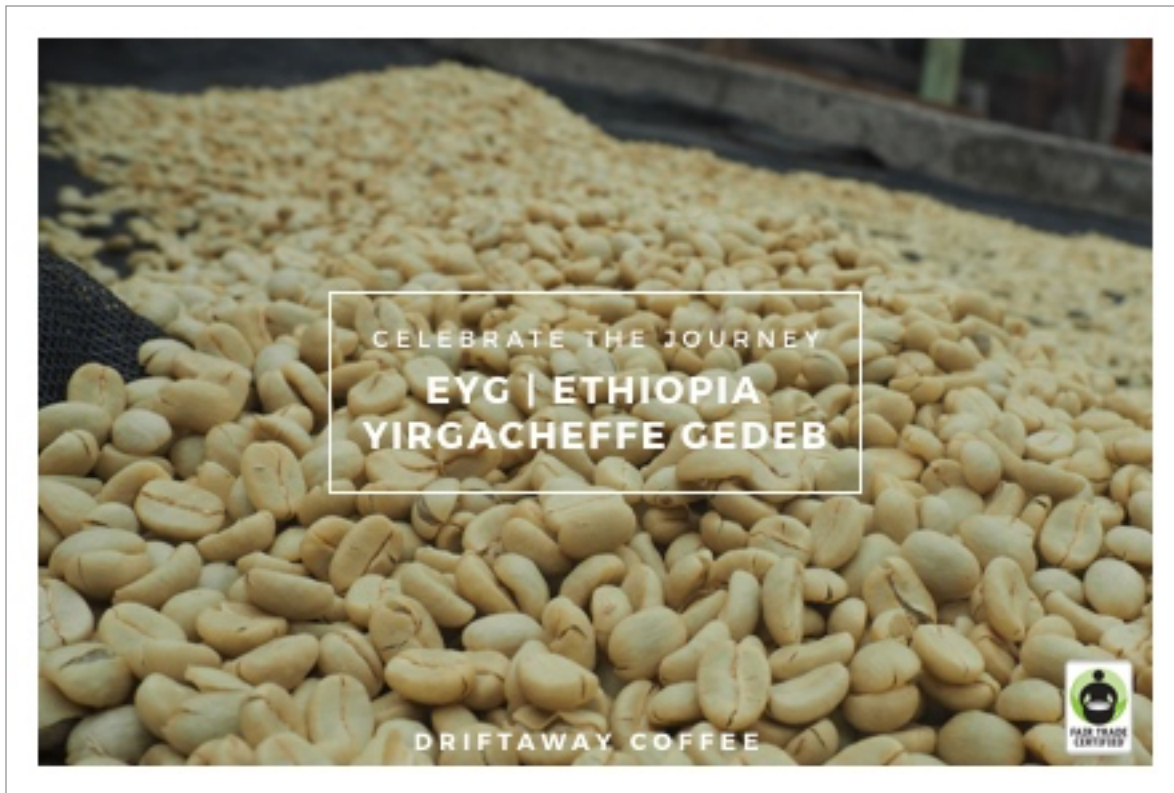
WHAT DRIFTAWAY CUSTOMERS RECEIVED

We name all our coffees with three-lettered acronyms. For example, we called this coffee **EYG | ETHIOPIA YIRGACHEFFE GEDEB**. 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

METAD Agricultural Development PLC (METAD) was started when Mulumebet Emliru, the first female African pilot, was awarded lands by Ethiopia's emperor following World War II. Today, the family business is a sizeable operation that has land in two distinct growing regions and is run by a family member who came back to Ethiopia after working as an executive for Fortune 500 companies.

Although a sizeable business, METAD remains a force for good in Ethiopia. The business sponsors a 700-child elementary school and college scholarships, has helped implement a cervical cancer screening program and lends over 5,000 local farmers state-of-the-art equipment.

ROASTER'S NOTES

Our Fruity Profile, which is a lighter roast, brings out the peach, raspberry and earl grey tea notes of this coffee.

DID YOU KNOW?

METAD has a unique payment structure that helps farmers both manage their finances and get a fair price for their coffee. Farmers receive a partial payment upfront when METAD purchases their beans, which helps them pay their bills until their coffee sells. The farmers then receive the remaining payment after their coffee sells, with this payment being based on the selling price (and quality) of their coffee.



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

Ethiopia

Producer: METAD

Region: Sidab

Processing: Washed

Altitude: 1600 - 2300 masl

Varietal: Indigenous heirloom varieties

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 \$4.95 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.

16,515



CUPS
BREWED

397



CUSTOMERS
GOT THIS COFFEE

43



STATES
SHIPPED TO

279



CITIES &
TOWNS

3.5



AVG DAYS FROM ROASTING
FOR 1ST BREW

1.76%



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 Yirgacheffe Gedeb coffee.



Instagram post by @hiimbr4d of the tasting kit and Driftaway Yirgacheffe Gedeb coffee

“

This coffee was so delicious and fun to drink! I'm learning to drink coffee black and this was the first coffee I could drink black and truly enjoy! Thank you! It was light and aromatic yet still a fully balanced cup of coffee. It was so delicious.

- Parker H, Euless, Texas

”

“

super clean and light

- Lauren F, Fairfield, Ohio

”

“

Fruity and picant! Good body. Fragrant. Yum!!

- David M, Manassas, Virginia

”

“

I liked the body of this coffee but didn't really enjoy the strong fruity flavors. Probably my favorite of the samples but mostly for the body.

- Kaitlyn D, Somerville, Massachusetts

”

TASTING NOTES FROM CUSTOMERS

Word cloud of tasting notes: Caramel, Nutty, Floral, Berry, Lemon, Sour, Bitter, Spice, Smoky, Chocolate, Grapefruit.

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.



EYG | YIRGACHEFFE CEDEB



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?



ACIDITY

For coffee tasting, this refers to the perceived acidity -- is it flat, or does it have a zing like lime juice?



CONTACT INFORMATION

OUR ADDRESS

Suyog Mody
c/o Driftaway Coffee
PO Box 110105
Brooklyn, NY 11211
United States

E-MAIL (PREFERRED)

suyog@driftaway.co

PHONE

+1-(347) 762-8576

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>