



## THE FARMER FEEDBACK REPORT

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FOR: HONDURAS CERRO AZUL

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

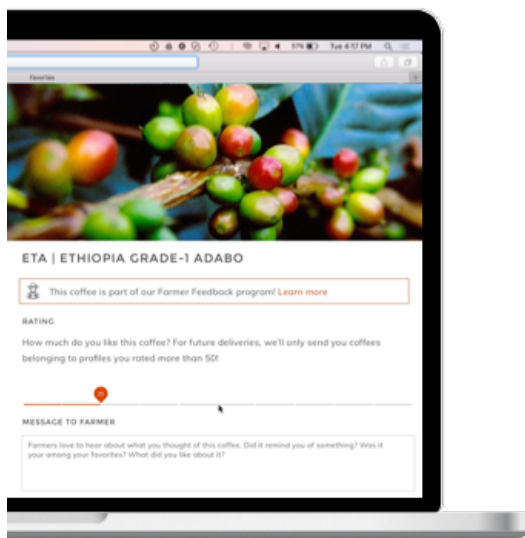
We roast & pack in a shared roasting facility called Pulley Collective in Brooklyn, New York, on a Loring Kestrel S35 (<http://loring.com/roasters/s35-kestrel/>).

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

**HONDURAS**

Siguatopeque, Comayagua

FARM **VARIOUS SMALL FARMERS**

MILL **COHORSIL**

PRODUCERS **VARIOUS SMALL FARMERS**

VARIETY

**TYPICA,  
BOURBON**

PROCESS METHOD **WASHED**

ALTITUDE **OVER 1350 MASL**

CROP YEAR **2017**

IMPORTER

**ROYAL  
COFFEE NY**

South Plainfield, New Jersey, USA

ROASTER

**DRIFTAWAY  
COFFEE**

Brooklyn, New York, USA



# ROASTING CERRO AZUL

## ROASTING INFORMATION

<b>BOLD</b> DRIFTAWAY ROAST PROFILE	<b>NOVEMBER 10 - DECEMBER 1, 2017</b> ROASTING START AND FINISH DATE	<b>752.42 LBS</b> (333.97 KG) = 4.9 BAGS TOTAL QUANTITY ROASTED
<b>16</b> TOTAL NUMBER OF ROASTS	<b>LORING S35 KESTREL</b> <a href="http://loring.com/roasters/s35-kestrel">loring.com/roasters/s35-kestrel</a> ROASTING MACHINE	<b>BROOKLYN, NY, USA</b> ROASTING LOCATION

### A NOTE FROM OUR ROASTER, RACHEL BEEBE

“

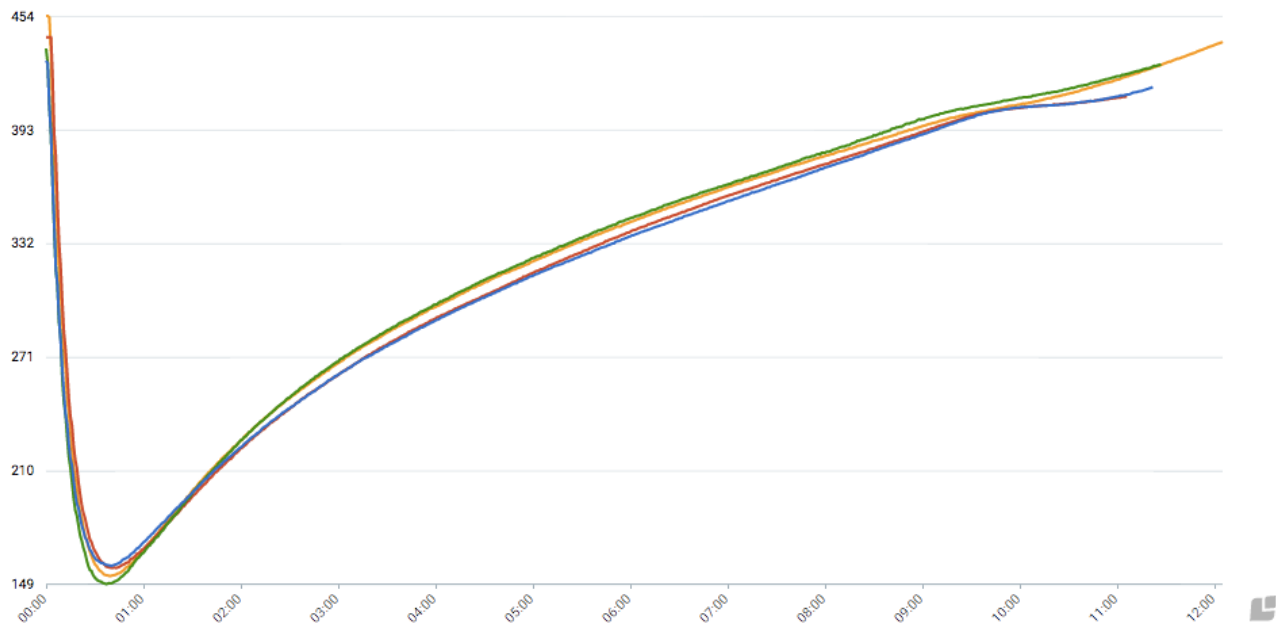
This coffee tended to drop off our profile curve at about 300°F. I've noticed this tendency in other coffees, and it's clear it has something to do with the Maillard reaction starting, but I can't claim to fully understand it. This tendency yields a longer roast than we'd like—closer to 13 minutes than 12 minutes. To counteract this slowing of the roast we decided to charge the roaster with more heat than we'd usually use and then soften the temperature more aggressively before the beans went into first crack. Because we were taking this coffee to a full dark roast to fit our Bold profile, we needed to be careful that the roast didn't take off at the end. We eventually found a strategy that worked and were very pleased with the result.



”

## 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 **HNZ** | **HONDURAS CERRO AZUL**. 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

La Cooperativa de Horticultores Siguatepeque Limitada (COHORSIL) was initially founded as a vegetable cooperative. The 12 founding members quickly expanded into coffee, which grows well in this region of Siguatepeque and is a commercially profitable plant to grow. Within nine years of its initial founding, COHORSIL had a coffee-specific division, which is impressive considering coffee trees take between three and five years to produce cherries. Today, this division both oversees quality control of the co-op's coffees and helps member farmers get their coffees to commercial markets.

#### ROASTER'S NOTES

We roasted this selection with our #4 Bold Profile to enhance its inherent qualities. The darker roast brings out the dark chocolate notes and cocoa, which are well balanced with the hint of almond.

#### DID YOU KNOW?

We've carried several coffees from COHORSIL, and we've been pleased with all of the selections the co-op has sent us. Working repeatedly with the same cooperative has benefits for both us and them. We're able to share exactly what we're looking for in a coffee, and the co-op knows they have a customer who's willing to pay a fair price for high-quality 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](http://www.driftaway.coffee/account)



#### FROM

*Honduras*

*Producer: Various small farmers*

*Region: Siguatepeque, Comayagua*

*Processing: Washed*

*Altitude: +1350 msl*

*Varietal: Typica, Bourbon*

Visit [www.driftaway.coffee/coffees](http://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 \$1.94 per pound from Royal Coffee New York
- 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.

24,077



CUPS  
BREWED

553



CUSTOMERS  
GOT THIS COFFEE

50



STATES  
SHIPPED TO

374



CITIES &  
TOWNS

3.5



AVG DAYS FROM ROASTING  
FOR 1ST BREW

3.07%



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 Cerro Azul coffee.



Instagram post by @hiimbr4d of the tasting kit and Driftaway Cerro Azul coffee

“

I loved this coffee! It was delicious as an americano. Couldn't get enough of it!

- Margie B, Henrico, Virginia

”

“

Good balance with just enough acidity. Cocoa with nice almond note finish

- John B, Timnath, Colorado

”

### TASTING NOTES FROM CUSTOMERS

“

tastes great! Love the chocolate taste. Drinking a cup makes my day! Thank you!

- Fion T, Saint Paul, Minnesota

”

“

I don't typically light dark roasts, but this one was delicious! It seemed like a "lighter" dark roast.

- Amy P, Severance, Colorado

”

Nutty  
Bitter  
Sour  
Smoky  
Caramel  
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.



### HNZ | CERRO AZUL



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>