


Merchants of Green Coffee
fresh coffee • fair trade • green business

WINTER 2004 NEWSLETTER

MERCHANTS OF GREEN COFFEE - WHAT'S NEW!

Merchants of Green Coffee, and the taste of fresh roasted coffee, continue to attract media attention. Over the past two months, MGC has appeared on, or in, the following shows and magazines:

- o CityTV – health benefits of fresh coffee.
- o Food Network – benefits of fair trade.
- o CBC radio – MetroMorning - defining fair trade (check out the CBC website for a copy at: <http://toronto.cbc.ca/metromorning/feature/index.jsp>)
- o Toronto Life - Enviroguide – buying eco-friendly products.
- o Riverdale Quarterly – best cup of coffee in town!
- o Vitality Magazine – top picks for healthy food to get you through the winter season.
- o Viva Magazine – product spotlight on health and sustainability.

As a result of media and growing customer word-of-mouth, our product has been flying off the shelf faster than we can replace it. Thankfully, 500 more roasters arrive this month (just in time for the holiday), as well as new coffees from the 2004/2005 Latin American harvest. Your patronage over the year is greatly appreciated. Thank you!

In 2005, we will be adding Nicaragua to our list of fully certified sustainable coffees. Remember, Merchants of Green Coffee is the first company in the world to introduce sustainable coffee to market. By definition, a sustainable coffee must be fairly traded, grown organically in a biodiverse (shaded) ecosystem, and processed with eco-friendly technologies (like solar powered coffee dryers).

So keep on telling everyone you know who is looking for a fantastic cup of coffee, or a product with a great story, about us. Have a safe and happy holiday!

Merchants of Green Coffee

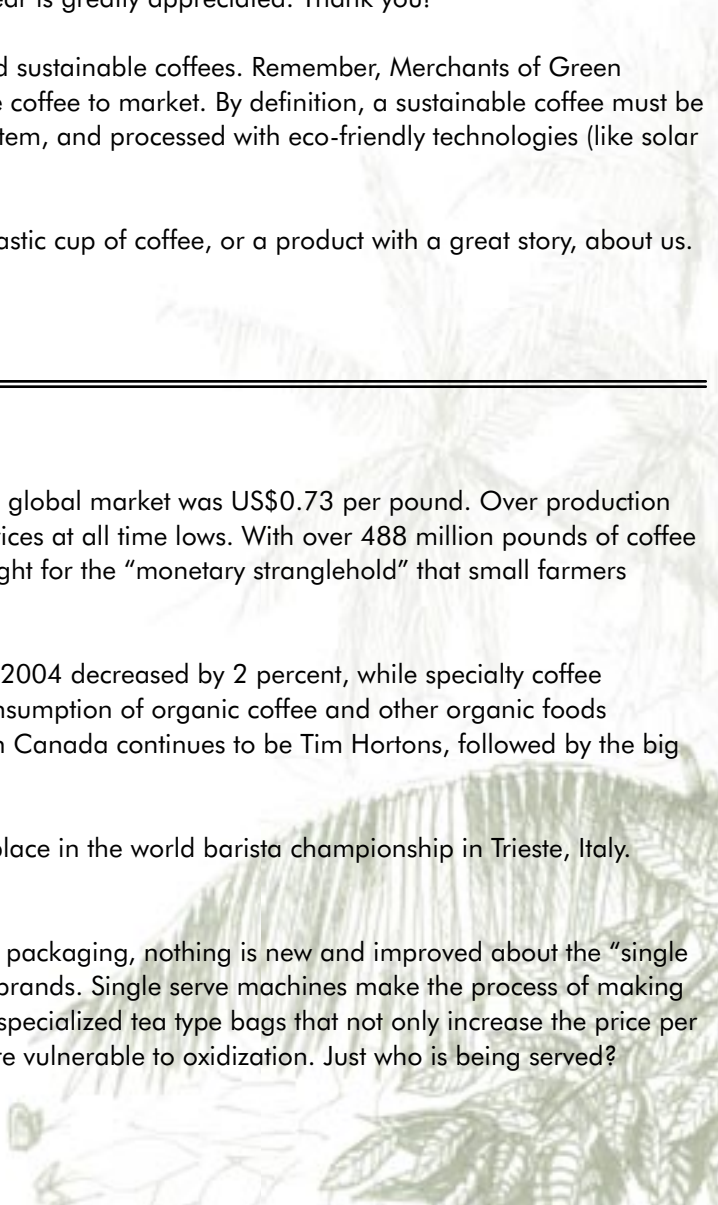
INDUSTRY NEWS

Trade: November 15, 2004 - the average price of coffee on the global market was US\$0.73 per pound. Over production of low quality coffees by Vietnam and Brazil continue to keep prices at all time lows. With over 488 million pounds of coffee sitting in inventory in North America alone, there is no end in sight for the “monetary stranglehold” that small farmers growing quality coffee find themselves in.

Consumption: In North America, overall coffee consumption in 2004 decreased by 2 percent, while specialty coffee consumption amongst seniors increased by 15 percent, and consumption of organic coffee and other organic foods experienced explosive growth. The number one coffee retailer in Canada continues to be Tim Hortons, followed by the big chains (Starbucks, Timothy’s), and the smaller independents.

News: Sammy Piccolo, a Canadian from Vancouver, wins 2nd place in the world barista championship in Trieste, Italy. Norway won first prize. Congratulations Sammy!

New Products: Single Serving Pods - just like new and improved packaging, nothing is new and improved about the “single serve” brewing machines now being sold by most of the major brands. Single serve machines make the process of making a cup of coffee as simple as making tea, however, they require specialized tea type bags that not only increase the price per cup from \$0.15 to \$0.50, but make the coffee inside much more vulnerable to oxidization. Just who is being served?



COFFEE SHOP

The holiday season is upon us! And what better way to celebrate X-mas, Chanukah, or the Winter Solstice, than over a freshly roasted, fairly traded, organic cup of coffee. Our holiday specials this year include:

1. Coffee Lover's Gift Pack – \$100 - Everything a coffee lover needs to make the perfect cup of coffee:



- o 32 oz. Stainless Steel French Press
- o Krups Grinder
- o 1 lb. of coffee, fresh roasted or green, Cuba-WWF or Costa Rica-EnviroChoice
- o Two tickets to MGC's Coffee Cupping School
- o MGC's Cupping Guide Book

**Add a FreshRoast Plus Home Coffee Roaster to your purchase for only \$149.99 (members price is \$119.99).*

2. Specialty Coffee Gift Pack – \$75 – Four half pounds of specialty green Arabica coffee beans:



- o Jamaica Blue Mountain (Wallensford Estate)
- o Puerto Rico AA (Yuco Selecto)
- o Cuba-WWF (Turquino)
- o Costa Rica-ECP (Montes De Oro)
- o Two tickets to MGC's Coffee Cupping School
- o MGC's Cupping Guide Book

**Add a FreshRoast Plus Home Coffee Roaster to your purchase for only \$149.99 (members price is \$119.99).*

3. Coffee School – \$60.00 – Send a coffee lover to Coffee School:



- o Growing & Processing 101
- o Roasting, Grinding and Brewing 101
- o Advanced Cupping (Coffee Tasting)
- o MGC's Cupping Guide Book

4. Gift Certificates – Buy a gift certificate in any dollar amount redeemable for any product in the Merchants of Green Coffee Shop.

Looking for other great gift ideas? Come to our Last Minute Eco Market & Café at 2 Matilda Street on Saturday Dec.18th from 10 am. to 7 pm.

THIS MONTH'S COFFEE (FOR NOV. & DEC.)

1. Costa Rica Montes De Oro

- Body: medium (2/5)
- Acidity: medium (3/5)
- Taste Profile: smooth and buttery, hints of honey, berry and citrus, crisp clean finish.
- Elevation: 1097 m / 3,600 ft.
- Certification: Fair Trade, Organic, Shade, Solar Dried, 100% Sustainable.

3. Sumatra Takengon

- Body: high (4/5)
- Acidity: low (2/5)
- Taste profile: rich and heavy, hint of earth, sweet moss and florals, full round finish.
- Elevation: 1158 m / 3,800 ft.
- Certification: Fair Trade, Organic.

2. Nicaragua El Boaco

- Body: medium (3/5)
- Acidity: low (2/5)
- Taste Profile: smooth, hints of earth, cocoa and smoke, lingering citrus finish.
- Elevation: 1433 m / 4700 ft.
- Certification: Fair Trade, Organic (achieves Sustainable status in 2005/2006).

4. Bolivia Chulumani

- Body: high (4/5)
- Acidity: low (2/5)
- Taste Profile: rich, hints of roasted nut and kiwi, strong cocoa tones, short clean finish.
- Elevation: 1707 m / 5,600 ft.
- Certification: Fair Trade, Organic, Shade Grown.