



FARMER FEEDBACK REPORT

FOR: El Salvador Chalatenango Las Palmas

BY: DRIFTAWAY COFFEE

Date: 6/19/2023

INTRODUCTION TO DRIFTAWAY COFFEE

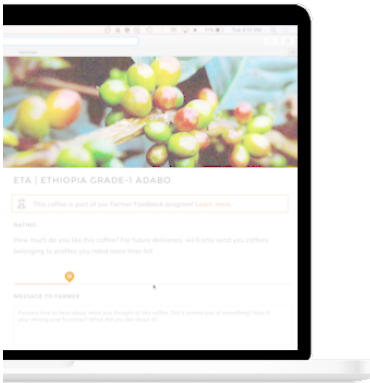
- Driftaway Coffee was founded in 2014 by Anu Menon and Suyog Mody in New York.
- We are a small-batch coffee roaster that offers coffee subscriptions, single bags and virtual tastings.
- We ship every day typically within 24-48 hours of roasting, and our customers are home consumers all over the United States and internationally as well. We sell whole beans, ground and pre-packaged cold brew pouches.
- Driftaway Coffee has a direct to consumer business model and all of our coffees are shipped to our customers to brew at home.



WHERE WE ROAST

We roast & pack in a roasting facility in Brooklyn, New York, on a Loring Kestrel S35 (<http://loring.com/roasters/s35-kestrel/>). Ian Terry roasts the coffee, and is also in charge of green buying.

DRIFTAWAY'S FARMER FEEDBACK PROGRAM



Anu and Suyog (founders of Driftaway Coffee):

We took our 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 and delight as it brings us to hear how customers enjoyed the coffee - and maybe some learnings too!

THE GREEN COFFEE BEANS

We received this coffee through Caravela. The coffee was shipped from El Salvador to the Continental Terminals, NJ. We began roasting this coffee on June 19th, 2023.

TRACEABILITY

- Importer - Caravela
- Origin - El Salvador
- Region - Chalatenango
- Harvest Date - December 2022 - March 2023
- Farm - {Farm}
- Producer - 7 smallholders
- Varietal - Pacas, Bourbon, Catuai
- Altitude - 1200 - 1500
- Processing - Washed
- Mill/Washing Station - On the farms

HOW WE SAMPLE ROASTED THIS COFFEE

Green coffee selection begins when we receive a sample in the mail. Samples usually consist of 50 to 250 grams of green coffee and are roasted in 45 gram batches for cupping in an Ikawa pro v3 sample roaster. We cupped the coffee and scored it via the SCA 2015 standard cupping form.



Temperature Points		
	Time	Exhaust Temp
0	00:00	302°F
1	00:14	238°F
2	00:53	279°F
3	01:28	312°F
4	02:49	363°F
5	04:15	392°F
6	05:54	408°F



ROASTING UMC | El Salvador Chalatenango Las Palmas

Las Palmas is grown in the mountains surrounding the town of La Palma in the department of Chalatenango. Several small scale farmers, like Sara Hernandez (pictured right) grew and harvested the coffee that contributed to this lot.

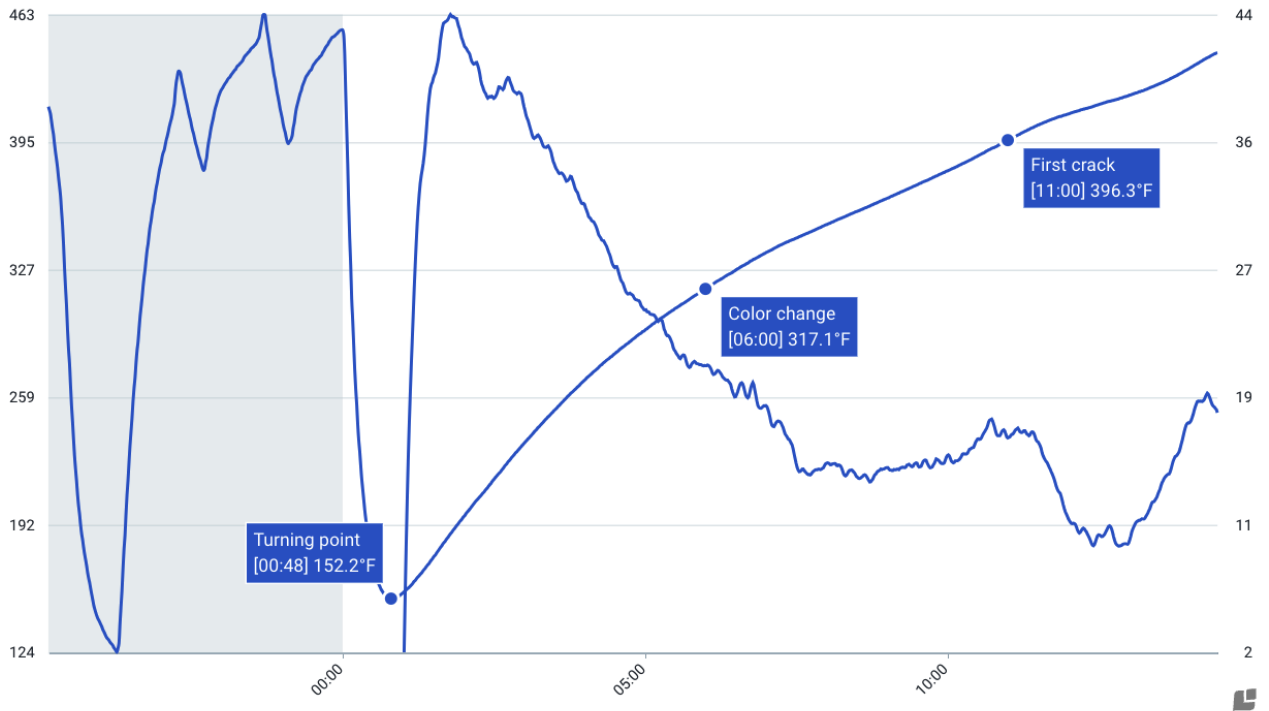
La Palma is one of the most visited municipalities in the department of Chalatenango. It's a picturesque town that has a cool climate and beautiful landscapes. It is characterized by the painted town walls that mimic the crafts that are made in this place. The beautiful traditional crafts in the area are carved in wood and painted with very striking colors, in addition, finely embroidered fabrics are also carefully made.

Roasting Information

• Driftaway Roast Profile -	Bold
• When we started roasting it -	June 19th 2023
• When we finished roasting it -	July 14th 2023
• Total quantity roasted -	2656.2
• Total number of roasts -	58
• Roasting machine -	Loring S35
• Roasting location -	Brooklyn, NY
• Roaster name -	Ian Terry

The El Salvador Las Palmas has returned to our menu for another year. This coffee has a complex aroma with notes of earthy spices and dark chocolate. Its perfect for the Bold Profile.

The Bold Roast Profile is a Medium to Dark Roast. High heat is sustained throughout the roast to provide sufficient energy to get the coffee to a high temperature during development. The total roast time is long at over fourteen minutes. Up to 24% of that time is after first crack.

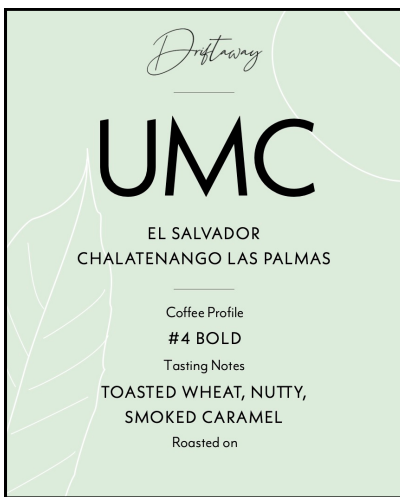


Gas



WHAT DRIFTAWAY CUSTOMERS RECEIVED

We name all our coffees with three-letter acronyms. For example, we called this coffee UMC | El Salvador Chalatenango Las Palmas. 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 - 8 oz, 12 oz, 1 lb and 2 lbs, and the Explorer box has 2 oz or 4 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.

We also create a unique web page for each coffee - here's the URL for UMC.

<https://driftaway.coffee/UMC/>



DRIFTAWAY COFFEE

**UMC | EL SALVADOR CHALATENANGO
LAS PALMAS**


TASTING NOTES:
Toasted Wheat, Nutty & Smoked Caramel

COFFEE PROFILE: Bold
LABEL COLOR: Green

[FRONT OF POSTCARD]

COFFEE PRODUCER'S STORY

Las Palmas is grown in the mountains surrounding the town of La Palma, in the department of Chalatenango. Several smallscale farmers, like Sara Hernandez (pictured front) grew and harvested the coffee that contributed to this lot.

 This is a Farmer Feedback coffee! Rate the coffee & send your notes to the producers at driftaway.coffee/coffee-history


ROASTER'S NOTES

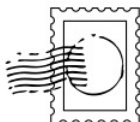
El Salvadorian coffee just came into season and is beginning to arrive at ports in the USA, and that means this El Salvador Las Palmas can return to our menu for another year. This coffee has a complex aroma with notes of earthy spices and dark chocolate that make it perfect for the Bold Profile.

DID YOU KNOW?

In 1984, Las Palmas served as the stage for the first attempts to conduct peace talks between the guerrillas and the El Salvadoran government. For this reason, it is sometimes known as "the cradle of peace", and a town park was created to memorialize this.

LEARN MORE

 Scan the QR code with your phone camera to learn more about this coffee, watch our roasters discuss the story behind it, and order more or request some for your next delivery! Or visit driftaway.coffee/umc. Last date to order: 12th July 2023.



FROM

COUNTRY & REGION
El Salvador, Chalatenango


PRODUCER, FARM & IMPORTER
Several smallholder farmers
Caravela

PROCESSING TYPE
Washed

ALTITUDE
1200 -1500 meters

VARIETALS
Pacas, Bourbon, Catuai

ROAST LEVEL
Medium-Dark

 This postcard was made from 100% recycled paper.

[BACK OF POSTCARD]



UMC | El Salvador Chalatenango Palmas

Bold Profile | Medium-dark roast
Tasting Notes: Toasted Wheat, Nutty, Smoked Caramel



and make it a perfect choice for the Bold profile.

AVERAGE CUPPING SCORE

84.75
/100

LEARN MORE ABOUT CUPPING SCORES



84.75 SCAA Cupping Score 12 x 70 k Bags purchased 2 years Length of producer relationship 100% (in 2022) Transparent coffees purchased

THE STORY BEHIND THIS COFFEE



IT ALL STARTS AT THE COFFEE FARM

Inias is grown in the mountains surrounding the town of La Palma in the department of Chalatenango. Several small scale farmers, like Sara Hernandez (pictured above) grew and sold the coffee that contributed to this lot.

Inias is one of the most visited municipalities in the department of Chalatenango. It is a square town that has a cool climate and beautiful landscapes. It is characterized by the old town walls that mimic the crafts that are made in this place. The beautiful traditional crafts are carved in wood and painted with very striking colors, in addition, finely embroidered are also carefully made.



Jose Ovidio Flores

TRACEABILITY

COUNTRY	REGION	IMPORTER	VARIETAL
El Salvador	Chalatenango	Caravela	Pacas Bourbon, Catuapi
PRODUCER	MILL / WASHING STATION	PROCESSING	ALTITUDE
Various Smallholders	On the farms	Washed	1200 - 1500 meters

DID YOU KNOW

In 1984, Las Palmas served as the stage for the first attempts to conduct peace talks between the guerrillas and the El Salvadoran government. For this reason, it is sometimes known as "the cradle of peace", and a town park was created to memorialize this.

PRICE TRANSPARENCY

- \$3.30**
Price paid by Driftway
- Not applicable**
Free on Board price
- \$3.15**
Farm Gate price
- \$2.03**
Fair Trade price per pound
- \$1.85**
Coffee C-Market price per pound
- \$0.05**
Driftway's World Coffee Research contribution per pound

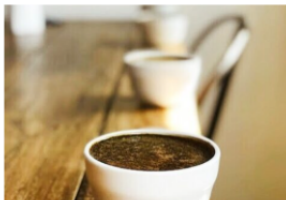


This coffee travelled 3,430 miles to the Driftway Coffee roastery in Queens.

Love the coffee? You can share your compliments & tasting observations with the farmers.

SEND FARMER FEEDBACK

WHY DID WE SELECT THIS COFFEE?



This is the third year we've featured coffee from this group of farmers around La Palma. The relatively lower elevation yields a sugary and nutty coffee that echoes classic Salvadoran flavors, and make it a perfect choice for the Bold profile.

AVERAGE CUPPING SCORE

84.75
/100



A note from Ian T.

Lead Roaster & Green Coffee Buyer

"El Salvadorian coffee just came into season and is beginning to arrive to ports in the USA. The El Salvador Las Palmas has returned to our menu for another year. This coffee has a complex aroma with notes of earthy spices and dark chocolate. Its perfect for the Bold Profile."

READ MORE ABOUT THE SELECTION PROCESS

HOW DID WE ROAST THIS COFFEE?



This coffee is being roasted by Ian T. from June 19th to July 14th in Brooklyn. We use the Loring Kestrel roaster for this profile. We have strict guidelines for each of the coffee profiles, and this roast has to pass the development time ratio test as measured in real-time by the roasting software, Cropster. Once it does, it is approved for production.



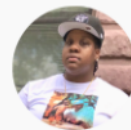
QUALITY CONTROL

We perform Quality Control via a process of coffee tasting called cupping on all of our production roasts once a week at our roastery in Williamsburg, Brooklyn. Each cupping is conducted by James M. and Ian T. using standard equipment, and is logged by our Q-certified cupper Ian T. All coffees are evaluated on a scoring scale of 0 to 5.

- 3.0 = exceptional roast - exceeds expectations
- 2.5 = on par with profile - matches expectations
- 2.0 = good roast, but 1 or 2 elements could be improved - needs improvement
- 1.5 or lower = failed - do not ship

PRODUCTION AND SHIPPING

Less than 24 hours after roasting, we bag your coffee in our production facility in Greenpoint, Brooklyn. Our production team is led by Anthony and Toric, and supported by a rotating cast of local artists, musicians and independent professionals.



AT YOUR HOME

Brew this coffee with your favorite home brewer and enjoy the taste of incredible coffee! Here are a few tips on how to make the best coffee on each brewer.



View other posts about how to make better coffee at home on our blog [Coffeecademy](#).

COST BREAKDOWN

For a typical 12 oz package of roasted coffee:

- 14 oz of Green Beans:
 - Farmgate price for Green equivalent: not available
 - EXW price (includes export + import): \$3.33
- Roasting (Labor + Gas + Roaster Payment): \$1.50
- Packaging Labor: \$1.97
- Shipping: \$5.50
- Credit Card Processing fee: \$0.78
- Total Costs: \$17.97
- Price Paid by customer: \$19.00

ABOUT THIS INFORMATION

- Green beans cost \$5.35 per pound (EXW price paid by Driftaway, includes export and import costs)
- 12oz roasted coffee uses 13 to 14 oz (0.8 lbs) of green coffee
- Packaging materials include coffee pouch, envelope, postcards 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 12oz roasted coffee bag size. Costs for other coffees and other sizes vary.

WHO RECEIVED THIS COFFEE

Driftaway Coffee customers are all over the United States and some in Europe. We shipped this coffee within 24 to 48 hours from roasting.

- 1116 customers received this coffee in the mail
- All 50 states shipped to within the United States
- 717 cities and towns shipped to
- 84998+ cups of coffee were brewed
- 3.5 days average days from roasting for first brew



CUSTOMER REVIEWS

Using the Driftaway website, our customers submitted ratings and reviews for the UMC | El Salvador Chalatenango Las Palmas coffee. On the form, customers are instructed to rate the coffee out of 100 pts, 60 points being average. Note that these are not cupping scores or an indication of quality, they are an indication of how much each customer liked a cup of the coffee they brewed.

RATINGS

- Customer Ratings received: 69
- Mean rating: 80
- Average acidity rating: 37 (0 - low, 100 - high)
- Average body rating: 57 (0 - low, 100 - high)

REVIEWS

We asked our customers to share feedback with the farmer and the following responses were recorded:

“The best coffee I've had from Driftaway coffee so far. Absolutely amazing taste.”

“Exactly as described with smoked caramel and nutty flavor - so good!”

“Thank you so much for this delicious coffee! I love how the flavor coats my tongue and intensifies as I drink!”

“Delicious!”

“Love it!”

Customer Tasting Notes

The following flavors were recorded on the tasting forms sent to our customers - the larger and darker the font, the more responses with that flavor were recorded.




Quality Control Tasting Notes

The following flavors were recorded during our cuppings each week at the roastery, beginning with the initial sample of the coffee which was approved when we bought the coffee.




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:



COY | COSTA RICA LA PERLA DEL CAFE MICROMILL

 This coffee is part of our Farmer Feedback program! [Learn more](#)

RATING
How much do you like this coffee?

_____●_____

MESSAGE TO FARMER Help

Farmers love to hear about what you thought of this coffee. Did it remind you of something? Was it your amo...

Oh my goodness. The aroma was wonderful and complex. The flavor was more delicious than I could have hoped. 108/250

TASTING NOTES

Nutty X Chocolate X Lemon X

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

All changes are automatically saved.

HOW A DRIFTAWAY SUBSCRIPTION WORKS

Every subscription begins with a Coffee Explorer Box containing five profiles:

- Fruity: Light roasted African coffees, typically with delicate, fruity or floral tones.
 - Classic: Medium roasted coffees, usually from South America, with chocolaty & nutty notes.
 - Balanced: Light-medium roasted coffees, usually from Central America, that balance chocolate & fruity notes.
 - Bold: Medium-Dark roasted coffees from around the world, with bold, rich flavors.
 - Extra Bold: Dark roasted coffees from around the world, typically a blend with a more rounded flavor.
-
- Customers rate the profiles in their Explorer box, and their future deliveries are new coffees from their favorite profiles.
 - Driftaway educators teach them how to taste/cup them side by side, giving them a choice of joining us, watching a recording, or following along with a guide.
 - Every coffee comes with a virtual tasting class over Zoom held every week on a Saturday.
 - We change the coffees each 4 weeks, 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 their desire to create, do work they were passionate about, as well as their need for and interest in great coffee.

Read more about our story at <https://driftaway.coffee/ourstory>

The team has since grown to 19 amazing people all over the world:
<https://driftaway.coffee/ourteam>

CONTACT INFORMATION

OUR ADDRESS

Driftaway Coffee
85 Debevoise Avenue
Brooklyn, NY 11222
United States

E-MAIL (PREFERRED)

hi@driftaway.coffee

PHONE

+1-(347) 762-8576

WEBSITE

<https://driftaway.coffee>