



FARMER FEEDBACK REPORT

FOR: Guatemala Chiquimula La Guerrera

BY: DRIFTAWAY COFFEE

Date: 6/19/2023

INTRODUCTION TO DRIFTAWAY COFFEE

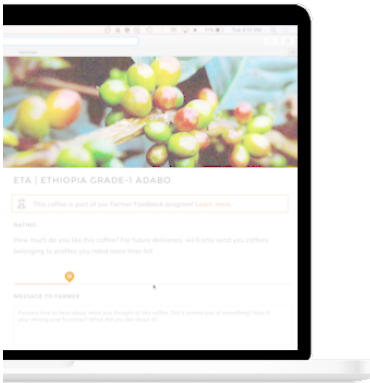
- Driftaway Coffee was founded in 2014 by Anu Menon and Suyog Mody in New York.
- We are a small-batch coffee roaster that offers coffee subscriptions, single bags and virtual tastings.
- We ship every day typically within 24-48 hours of roasting, and our customers are home consumers all over the United 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 Guatemala to the Continental Terminals, NJ. We began roasting this coffee on June 19th, 2023.

TRACEABILITY

- Importer - Caravela
- Origin - Guatemala
- Region - Quetzaltenango & El Progreso
- Harvest Date - December 2022 - March 2023
- Farm - {Farm}
- Producer - Margarita Carmen Rodriguez & Sandy ...
- Varietal - Caturra, Pacamara, 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 GGU | Guatemala Chiquimula La Guerrera

La Guerrera comes from Margarita Carmen Rodriguez (pictured above) & Sandy Fabiola de Leon (pictured right), two women farmers growing coffee in the Quetzaltenango & El Progreso regions of Guatemala.

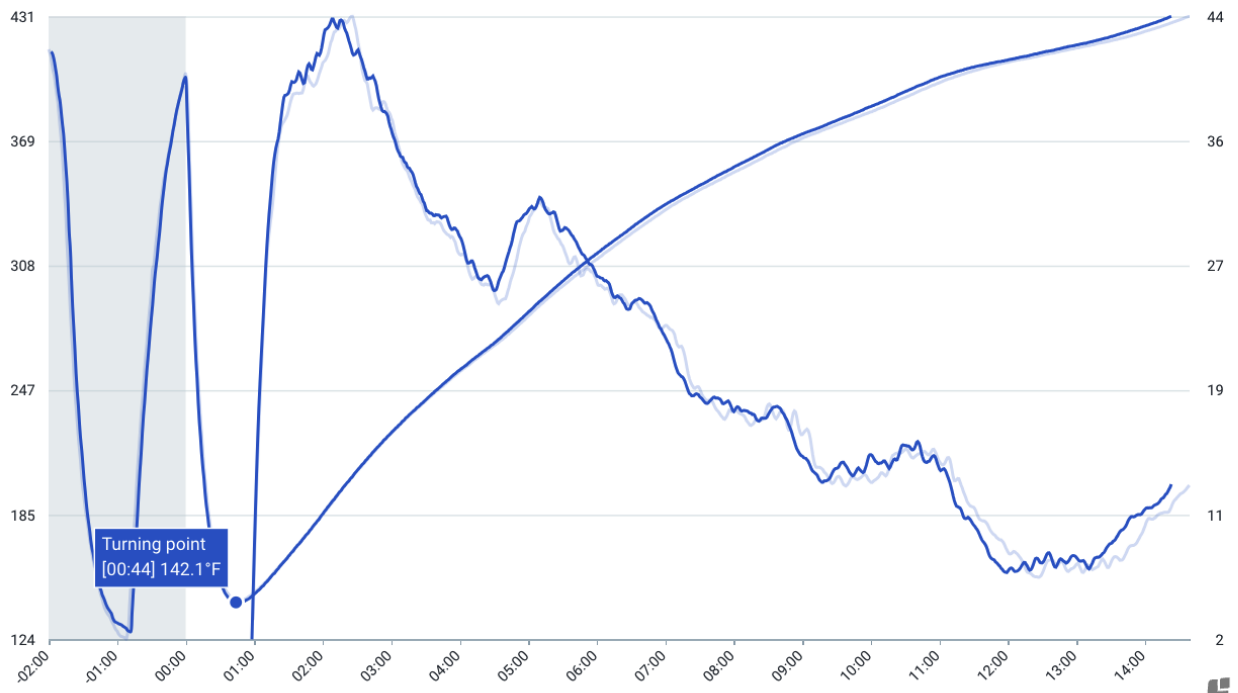
Although 70% of the world's workforce in coffee production is made up of women farmers, they have systematically lower access to vital business resources like land, credit and information. Believing that these coffees deserve to be known internationally and that these producers deserve recognition for their hard work, our importer partner Caravela carefully crafts La Guerrera every year from different smallholder women farmers.

Roasting Information

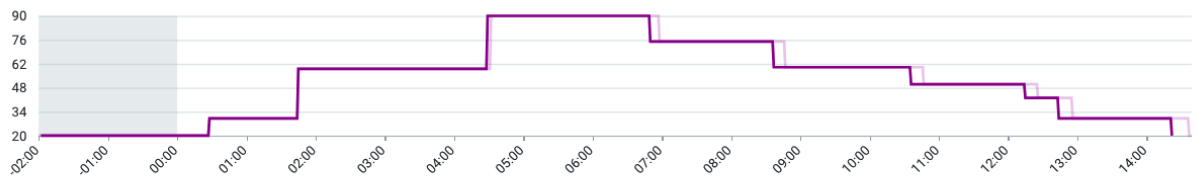
• Driftaway Roast Profile -	Classic
• When we started roasting it -	June 19th 2023
• When we finished roasting it -	July 14th 2023
• Total quantity roasted -	2854.3
• Total number of roasts -	60
• Roasting machine -	Loring S35
• Roasting location -	Brooklyn, NY
• Roaster name -	Ian Terry

This harvest is very exciting with intense flavors, a heavy body and sweet heady aromas. It really exciting to see this group of farmers come into their own and show what they are capable of. Its really impressive!

In the classic profile coffees are roasted medium and with a longer duration to balance the flavors away from acidity and enhance body and sweetness. This is achieved by begining the roast with less heat and adding heat towards the middle of the roast. Heat can be incrementally reduced throught the second half of the roast.



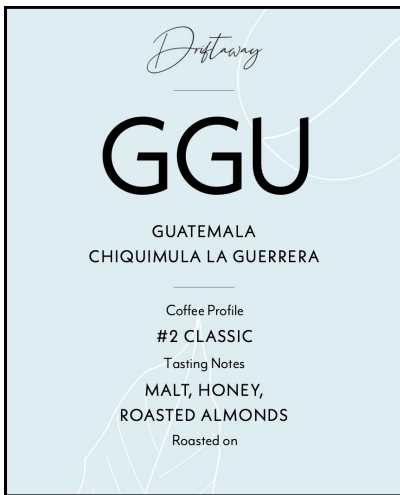
Gas



Modulation chart

WHAT DRIFTAWAY CUSTOMERS RECEIVED

We name all our coffees with three-letter acronyms. For example, we called this coffee GGU | Guatemala Chiquimula La Guerrera. 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 GGU.

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



DRIFTAWAY COFFEE

HVC | HONDURAS SANTA BÁRBARA
SAN VICENTE

TASTING NOTES: Brown Sugar, Toffee, Milk Chocolate

COFFEE PROFILE: Classic

LABEL COLOR: Blue

[FRONT OF POSTCARD]

COFFEE PRODUCER'S STORY

This coffee is from Margarita Carmen Rodriguez (pictured) & Sandy Fabiola de Leon, two women farmers growing coffee in the Quetzaltenango & El Progreso regions of Guatemala. Although 70% of the world's workforce in coffee production is made up of women-identified farmers, they have systematically lower access to vital business resources like land, credit and information. Believing that these coffees deserve to be known internationally and that these producers deserve recognition for their hard work, our importer partner Caravela carefully crafts La Guerrera every year from smallholder women farmers.



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

ROASTER'S NOTES

This harvest is very exciting with intense flavors, a heavy body and sweet, heady aromas. It's really exciting to see these farmers show what they are capable of.

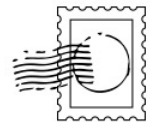
DID YOU KNOW?

In Spanish, guerrera means warrior, and Caravela chose the name for this coffee to represent the resiliency of coffee producing women in Guatemala.

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/ggu. Last date to order: 12th July 2023.



FROM

COUNTRY & REGIONS
Guatemala, Quetzaltenango &
El Progreso

FARMERS & IMPORTER
Sandy Fabiola de Leon &
Margarita Carmen Rodriguez
Caravela

PROCESSING TYPE
Washed

ALTITUDE
1200 - 1500 meters

VARIETAL
Caturra, Pacamara, Catuai

ROAST LEVEL
Medium



This postcard was made from
100% recycled paper.

[BACK OF POSTCARD]



GGU | Guatemala Chiquimula La Guerrera

Classic Profile | Medium roast
Tasting Notes: Malt, Honey, Roasted Almonds

THE STORY BEHIND THIS COFFEE



IT ALL STARTS AT THE COFFEE FARM



Sandy Fabiola de Leon and family

Guerrera comes from Margarita Carmen Rodriguez (pictured above) & Sandy Fabiola de Leon (not pictured), two women farmers growing coffee in the Quetzaltenango & El Progreso regions of Guatemala.

Although 70% of the world's workforce in coffee production is made up of women farmers, they systematically have lower access to vital business resources like land, credit and information. Recognizing that these coffees deserve to be known internationally and that these producers deserve recognition for their hard work, our importer partner Caravela carefully crafts La Guerrera every year from different smallholder women farmers.

TRACEABILITY				PRICE TRANSPARENCY	
COUNTRY	REGION	IMPORTER	VARIETAL	\$3.92	
Guatemala	Quetzaltenango	Caravela & El Progreso	Caturra	Price paid by Driftway	
			Pacamara, Caturra		
PRODUCER	MILL / WASHING STATION	PROCESSING	ALTITUDE	\$3.29	
Margarita Carmen Rodriguez & Sandy Fabiola de Leon	On the farms	Washed	1200 - 1500 meters	Free on Board price	
				\$2.68	
				Farm Gate price	
				\$2.03	
				Fair Trade price per pound	
				\$1.83	
				Coffee C-Market price per pound	
				\$0.05	
				Driftway's World Coffee Research contribution per pound	

DID YOU KNOW

In Spanish, guerrera means warrior, and Caravela chose the name for this coffee to represent the resiliency of coffee producing women in Guatemala.



This coffee travelled 3,166 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?

Caravela is one of the coffee importers we've worked with for many years, and month after month, we trust them to find high quality coffees that are unique expressions of, not only each country, but specific regions. La Guerrera in particular gives us a chance to roast a coffee that reveals the flavors of two areas of Guatemala - Quetzaltenango & El Progreso.

Although the highest elevation in Quetzaltenango reaches over 2,000 meters, the coffee that Margarita Carmen Rodriguez contributed comes from a range of 1200 - 1500 meters. Meanwhile the department of El Progreso (where Sandy Fabiola de Leon grows coffee) occupies an intermediate zone between the hot lowlands and the cooler Guatemalan Highlands. Elevation here reaches up to 1240 meters.

The slightly lower elevation of these regions compared to that of other Guatemalan regions like Huehuetenango, for example, gives us rich, chocolatey flavors. Taken to a medium roast for this Classic profile, we develop sweet honey and malt flavors, as well as a lovely roasted nuttiness.



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AVERAGE CUPPING SCORE

86.5 /100

[LEARN MORE ABOUT CUPPING SCORES](#)



86.5 SCAA Cupping Score | 15 x 70 kg Bags purchased | 3 years Length of producer relationship | 100% (in 2022) Transparent coffees purchased



A note from Ian T.
Lead Roaster & Green Coffee Buyer

"This harvest is very exciting with intense flavors, a heavy body and sweet, heady aromas. It's really exciting to see these farmers show what they are capable of."

[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.



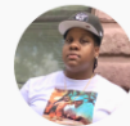
QUALITY CONTROL

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 3.

- 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 Torie, 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.



Home brew



Pop over



Iced coffee



French press



Espresso



Aeropress

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

COST BREAKDOWN

For a typical 12 oz package of roasted coffee:

- 14 oz of Green Beans:
 - Farmgate price for Green equivalent: \$2.35
 - EXW price (includes export + import): \$3.43
- 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.

- 1293 customers received this coffee in the mail
- All 50 states shipped to within the United States
- 801 cities and towns shipped to
- 91337+ 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 GGU | Guatemala Chiquimula La Guerrera 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: 55
- Mean rating: 80
- Average acidity rating: 36 (0 - low, 100 - high)
- Average body rating: 44 (0 - low, 100 - high)

REVIEWS

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

“I love this coffee.”

“Spectacular flavor and aroma! Even my wife, Sibylle, who doesn't drink coffee loves the aroma of this one!”

“Superb! So much care that you can taste it!
My favorite of all I've had ”

“J'adore les fragrances d'aromates.”

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 Chocolate Lemon

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

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