



FARMER FEEDBACK REPORT

FOR: MCL | Mexico Chiapas Las Cotorras

BY: DRIFTAWAY COFFEE

Roasted between: October 8th, 2023 and November 1st, 2023

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INTRODUCTION TO DRIFTAWAY COFFEE

- Founded in 2014 by Anu Menon and Suyog Mody in Brooklyn, New York.
- We have a direct to consumer business model - no cafés! - and all of our coffees are shipped directly to customers who make coffee at home.
- We offer coffee subscriptions, single bags and virtual tastings.
- We've been featured in publications like the Today show, Wall Street Journal, USA Today and more for the best coffee subscriptions, coffee gifts and virtual coffee experiences.



WHERE WE ROAST

We roast & pack in a roasting facility in Brooklyn, New York, on a Loring Kestrel S35.

Ian Terry roasts the coffee. and is also in charge of green buying. We roast about 120K pounds of coffee annually.

ABOUT OUR COFFEES

- We roast five coffees every month, each for 4 weeks, totaling 61 coffees in a year.
- Every month, we have two light roasts, a medium roast and two dark roasts.

WHY FARMER FEEDBACK REPORTS?

Coffee roasters ask a lot from the farmers we buy coffee from - including detailed farm information (such as altitude and varieties), sustainable practices, personal history with coffee, and pictures of them on their farms or at their mills.

But we believe that transparency should go both ways. There is a fundamental inequity in how coffee farmers are not proportionally compensated for their labor. We hope that the information shared in this Farmer Feedback report can lead to more equity in the future.

Also, we'd love YOUR feedback! If there's anything you'd like to see more of in this report, or information that you feel could be left out, let us know!

WHATS IN THE REPORT

Our customers can rate and review every coffee they receive online. For the Farmer Feedback program, we share these customer reviews with you!

In this report, you'll find info about:

- How we roasted your coffee
- What countries it was shipped to around the world
- How we priced it
- And most importantly, what our customers thought about your coffee

WHO ARE DRIFTAWAY CUSTOMERS

They are “home consumers”: they did not buy your coffee in a café, but purchased it online, and we shipped it directly to them.

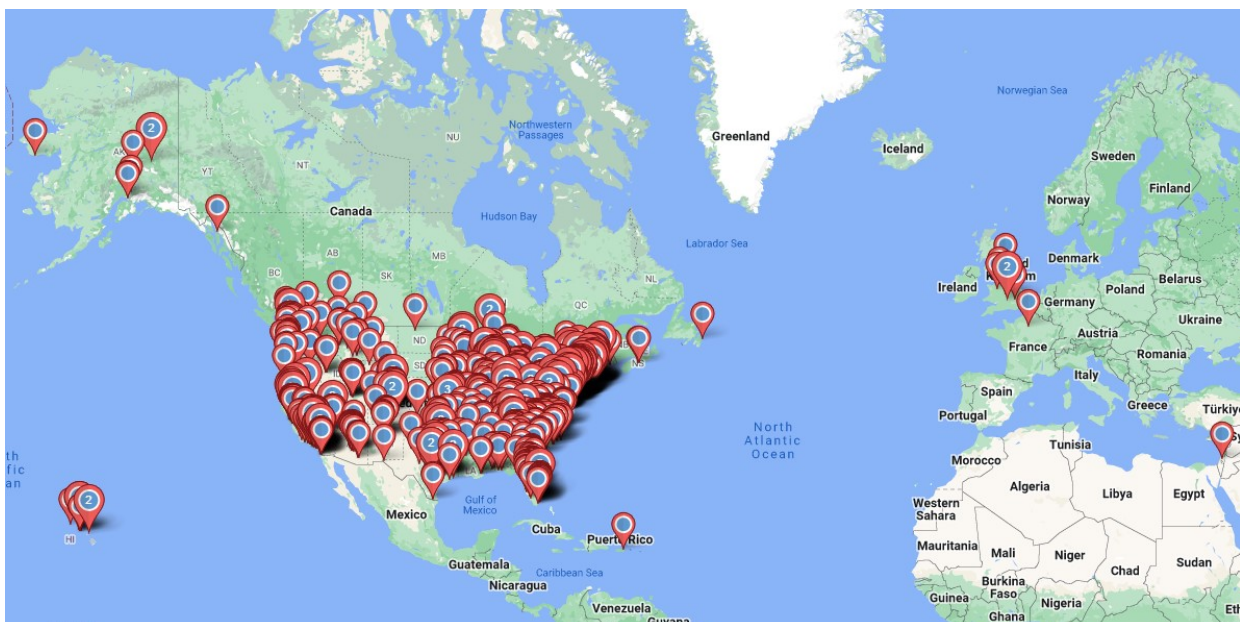
Making coffee at home, they use a variety of different coffee machines, such as electric drip, French press, espresso, pour over and moka pot.



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.

- 1601 customers received this coffee in the mail
- 56 states and territories shipped to within the United States
- Israel, Canada, United Kingdom, France, Australia shipped to outside of the US
- 934 cities and towns shipped to
- 88413+ cups of coffee were brewed
- 3.5 days average days from roasting for first brew



HOW DO CUSTOMERS PROVIDE RATINGS AND REVIEWS

All customers that received the coffee have access to a review screen (shown below) in their online Account where they can rate and review every coffee.

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
Farmers love to hear about what you thought of this coffee. Did it remind you of something? Was it your amo... [Help](#)

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.

The rating for coffees is out of 100 pts, 60 points being average.

Please note that these are not cupping scores or any indication of quality - they are an indication of how much each customer liked a cup of the coffee they made themselves. If they liked the coffee, they would generally rate it 60 and above.

RATINGS FOR THIS COFFEE

- Customer Ratings received: 57
- Mean rating: 80

CUSTOMER TASTING NOTES



The flavors above were recorded on the customer's review screen (left) - the larger and darker the font, the more responses with that flavor were recorded.

CUSTOMER REVIEWS

Although this coffee isn't my favorite from Driftaway, it's still great. It was a little darker than I was anticipating for a Profile 2. It has a sweet smell, taste reminiscing of vanilla, and a lighter body, especially at the end of the sip. John L. CA, US

This coffee is quite dark, but contains a hint of sweetness and a prominent vanilla aftertaste. I've gotten notes of vanilla in almost every sip, which I cannot remember experiencing in a cup of coffee before. It makes this one very memorable! Elle L. CA, US

Very smooth, classic profile. Would expect a wide variety of people to enjoy. DAVID H. SC, US

This is so amazing. Mild and low acidity so I can drink it black and that's amazing! We think it's great! Brittany C. KY, US

El cafe es bien! Muy sabroso! Angelina C. CA, US

This kind of coffee is new to me. It's really a perfect medium roast as it has the brightness & sweetness of a lighter roast, but almost no acidity. Usually nutty flavors aren't my top favorite, but this one's different! Clay C. IN, US

It remind me of Mexico. I used to taste this kind of coffee with my mom at home. It really brought back memories. I am Huastec but I always loved coffee from Chiapas. Manuel A. CA, US

HOW WE SOURCE, QC & ROAST

HOW WE SELECTED THIS COFFEE

For Driftaway, choosing a coffee depends on how it tastes and how it will fit into our unique lineup, as well as financial and social equity concerns. We roast 5 different coffees every month, each from a different country, and assign each one a roast level, from light to dark.

It's extremely important that we take financial and social equity into account when selecting a coffee. For any coffee, we ask ourselves: Do we have enough information to know that we are paying a fair price? Is this coffee from producers who have historically had less access to the market, or to resources?

Roast Level: Medium

Coffee Profile Name: Classic

SCA Cupping Score: 85.75

This is the fifth year in a row that we've selected the Las Cotorras! Though it is usually from a collection of small-scale growers, last year it was just from one farmer, and was placed in the Balanced profile. This year, the harvests from Rogelia Angel and Dario Roblero have a pleasant sweetness and creamy body that fit well with the Classic profile.

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.

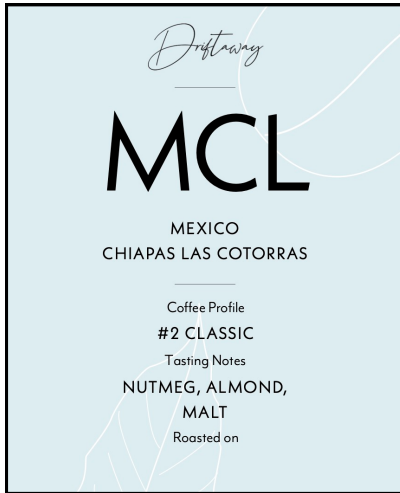
dark chocolate

spice toast
cocoa
chocolate

milk chocolate
molasse
malt
fudge

WHAT DRIFTAWAY CUSTOMERS RECEIVED

This is your coffee's bag label:




The label sticks onto each of our bags:



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.

MEXICO CHIAPAS LAS COTORRAS




SMALL HOLDER FARMS


TASTING NOTES
Nutmeg, Almond & Malt

COFFEE PROFILE & LABEL COLOR
Classic | Blue


ROAST LEVEL: Medium ●●●○○



FARMER TRAINING



FIFTH YEAR REPEAT



DRIFTAWAY

MEXICO CHIAPAS LAS COTORRAS

GROWERS Rogelia Angel, Dario Roblero **PROCESSING** Washed
VARIETALS Bourbon, Typica, etc. **ALTITUDE** 1300 - 1700m

SEND THE FARMER YOUR FEEDBACK!


Rate the coffee & send your notes to the farmers, in a first-of-its-kind two way transparency. driftaway.coffee/farmer-feedback

COFFEE PRODUCER'S STORY

Grown by Rogelia Angel & Dario Roblero, two small-scale producers in the highlands of Chiapas near the El Triunfo Biosphere Reserve, this coffee gets its name from the cotorras birds that nest in coffee growing areas, and have become a symbol of authenticity and freedom in the region. El Triunfo contains the very last of the Central American cloud forests, where naturally occurring condensation is trapped by the forest, giving life to many plant and animal species.

ROASTER'S NOTES

Back for the fifth year, Las Cotorras is usually from a collection of small-scale growers, but last year it was just from one farmer and was placed in the Balanced profile. This year, the harvests from Rogelia Angel and Dario Roblero have a pleasant sweetness and creamy body that fit well with the Classic profile.



SCAN THE QR CODE FOR MORE DETAILS

Or visit driftaway.coffee/mcl
 Last date to order more: 1st Nov 2023

This card was made from 100% recycled paper

COFFEE WEBPAGE ON WEBSITE

We also create a unique web page for each coffee - here's the URL for your coffee: <https://driftaway.coffee/MCL/>

This page shares the information that we received about the coffee - either from you, the importer and/or the exporter. It also shares why we chose to buy the coffee, and the decisions we made while roasting it.

With all this transparency, we hope to gain our customers' trust. By giving them a peek into the coffee supply chain, we aim to showcase the immense value of the coffee, so they can know how much time, work and skill goes into producing a high quality specialty coffee.

MCL | Mexico Chiapas Las Cotorras
Classic Profile | Medium roast
Tasting Notes: Nutmeg, Almond, Malt

SMALLHOLDER FARMERS | 5TH-YEAR ROASTER | FARMER EDUCATION

Buy Single bags | Request for Subscription delivery

THE STORY BEHIND THIS COFFEE

FARM Harvested December 2021 - March 2022
GREEN SELECTION May 2022
ROASTING October 8 - November 1
QUALITY CONTROL The 3 days after roasting
PRODUCTIO N & SHIPPING Within 24 hours from roasting
AT YOUR HOME 1-3 days from shipping

IT ALL STARTS AT THE COFFEE FARM

Grown by Rogelia Angel & Dario Roblero, two small-scale producers in the highlands of Chiapas near the El Tuxtla Biosphere Reserve, this coffee gets its name from the cotorras birds that nest in coffee growing areas, and have become a symbol of authenticity and freedom in the region. El Tuxtla contains the very last of the Central American cloud forests, where naturally occurring condensation is trapped by the forest, giving life to a large number of plant and animal species.

Coffee in Chiapas has been cultivated mainly by smallholders, who are usually descendants of Indigenous tribes. This is a result of the policies of the Zapatistas, who regulate farm size in order to protect indigenous rights to land access.

Dario Roblero

TRACEABILITY

COUNTRY	REGION	IMPORTER	VARIETAL
Mexico	Chiapas	Caravela	Bourbon, Typico, Caturra, Mundo Novo

PRICE TRANSPARENCY

\$3.75	Price paid by Driftaway
\$2.91	Free on Board price
\$2.36	Farm Gate price
\$2.01	Fair Trade price per pound
\$1.81	Coffee C-Market price per pound
\$0.05	Driftaway's World Coffee Research contribution per pound

PROVIDER MILL / WASHING STATION Rogelia Angel & Dario Roblero On farms
PROCESSING Washed
ALTITUDE 1300 - 1500 meters

DO YOU KNOW
Chiapas borders the Huehuetenango region of Guatemala and has a similar climate. Coffees from these areas can share a lot of flavor characteristics.



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AVERAGE CUPPING SCORE

85.75 /100

LEARN MORE ABOUT CUPPING SCORES

85.75

SCAA Cupping Score

15 x 69 kg

Bags purchased

5 years

Length of producer relationship

100% (in 2022)

Transparent coffees purchased



A note from Ian T.

Lead Roaster & Green Coffee Buyer

"Las Cotorras is back for another year. We really enjoyed the 2021 harvest of this coffee which was described to us by Fernando [] the Mexico country manager for Caravela as selecting lots from smallholder farms only between certain elevations on the mountains. We asked for them to build a lot this year and they did a great job of matching the Las Cotorras lot from 2021. It has that buttery, nutty and spicy flavor all while being exceptionally clean and structured."

READ MORE ABOUT THE SELECTION PROCESS

HOW DID WE ROAST THIS COFFEE?



This coffee is being roasted by Ian T. from October 8 to November 1 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.

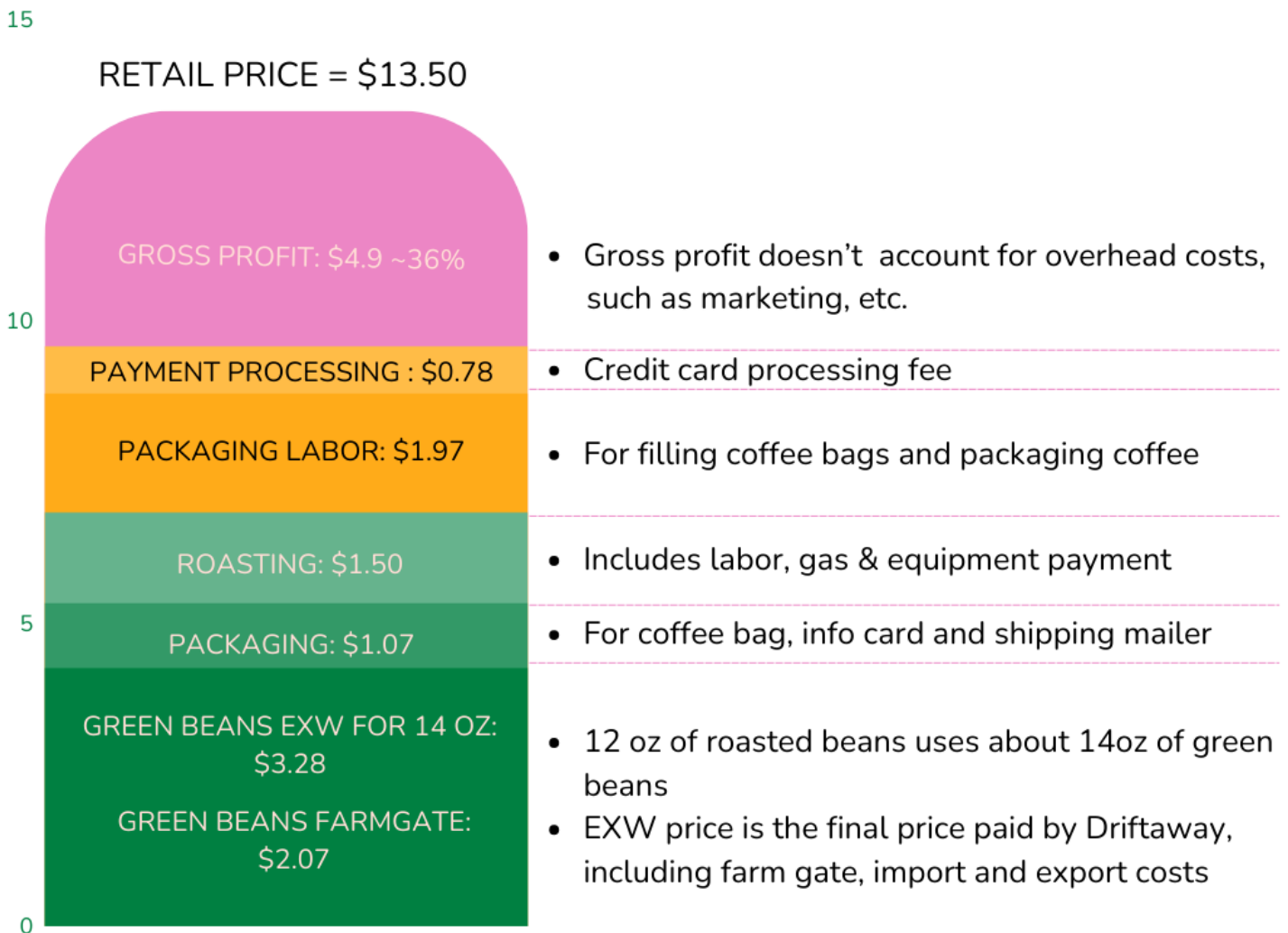


QUALITY CONTROL

We perform Quality Control via a process of coffee tasting called cupping on all of our production roasts once a week from home as per our Covid-19 shelter in place guidelines. Each cupping is conducted by our roasting staff Kieran D. 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
- 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

COST BREAKDOWN OF 12 OZ (340g) BAG OF COFFEE



ABOUT THIS INFORMATION

- 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.

HOW DID WE GET TO THIS PRICE?

We try to estimate our cost of goods, including packaging, labor and shipping, and then we add a layer of margin on it.

Secondly, we look at the market: if everyone else is selling their coffee at a certain price, and we need to sell it for that price to be competitive, that means sometimes we'll have a slimmer margin, or we'll find ways of optimizing our cost of goods to be able to make more of a profit.