



# KonAroma

## National Coffee Day-2019

Aloha KonAroma Customers and Friends!



Yay!

It's that time of year again when we celebrate National Coffee Day!

The timing is perfect to raise our mugs and sip to the sweet-smelling KonAroma flowers that have now transformed into berries; green, yellow, orange and finally red - to the peak of ripeness!

As we head into our most exciting and busiest time of year, we look forward to what this year's harvest has to offer!

Ahhhhh, now that's KonAroma....

## INTERESTING *coffee facts*

- A whopping 2.25 BILLION cups of coffee are consumed around the globe each year!
- The average person drinks 2.7 cups of coffee every day of the week.
- Instant coffee is the drink of choice by the majority of Americans, but for 34% of coffee-drinking adults, specialty or KonAroma is the only way to go.
- 24% of coffee drinkers say they take it black, while the rest of us sweeten things up with cream, milk or sugar.
- On average 66% of women and 62% of men say they drink coffee daily. Women average 2.9 cups per day while men down 2.6 cups.

### How and Where it All Started!

Coffee is as much a part of American culture as McDonald's, rock n' roll and blue jeans. But, if it weren't for the Boston Tea Party of 1773, Americans may never have adopted coffee as their national morning beverage of choice.



When the colonies revolted against King George III's tea tax, it was the catalyst for a mass switch from tea-drinking to coffee-drinking. More than two centuries later, America is collectively buzzing from it's massive coffee intake.

So, on September 29th, we fill our cups with KonAroma and raise a toast to America's favorite caffeine for National Coffee Day 2019!

**KonAroma's National Coffee Day Special Offer!**



### KonAroma Special Offer:

For every 2 lbs of KonAroma purchased, you will receive 4 oz of KonAroma on orders placed TODAY through September 29th.

KonAroma COFFEE ORDERS WILL BE FILLED THE FIRST WEEK OF NOVEMBER & shipped from Hawaii from the first of the 2019/2020 harvest.

*\*Please note that our prices for one pound and half pound bags will increase 10% by November 15th. Our current favorable prices are well below the market price for quality 100% Kona beans. The increased costs of production across the board necessitates this cost increase.*

*\*\*Watch for our Holiday newsletter to pre-order Holiday Gift Packages to ensure availability and lock in 2018/2019 pricing.*

**[CLICK HERE TO PLACE YOUR ORDER](#)**

## On National Coffee Day, Why Don't You...

Experiment with a new brewing method?



There are many ways to brew your own coffee, including:  
"The French Press" (just don't push down too hard - you might fall victim to a coffee explosion!)

"The Pour Over" method using our favorite Chemex brewer like the one shown above, or give the "Cold Brew Drip Maker" a try.

Be adventurous and brew your beans differently!  
Give a nice cup to a coworker, friend or family member while wishing them  
a Happy National Coffee Day!

Ahhhh, now that's KonAroma!

## Hawaii on The Hill - Washington D.C. - June 2019



The annual "Hawaii On The Hill" conference was held in Washington D.C. in June. Hawaii Senator Mazie Hirono and other lawmakers attended to raise awareness and discuss policy changes to help the Kona farming industry.



Karen Zulkowski and Kay Dixon represented KCFA at "Hawaii on the Hill" hosted by Senator Maizie Hirono and The Hawaii Chamber of Commerce. They met with Senator Hirono, Senator Schatz, Congressman Ed Case and David Chun- Congresswoman Gabbard's Secy of Agriculture, to discuss solutions, at the Federal level in addressing issues affecting Kona coffee farmers. The KCFA handout was given to each representative and distributed from the KCFA table where samples of 100% Kona coffee were offered. Senator Hirono hosted a reception at the Washington DC Botanical Gardens and the KCFA reps were able to network with the state and federal level representatives, as well as other committee chairs and influencers who may be in a position to further KCFA efforts.

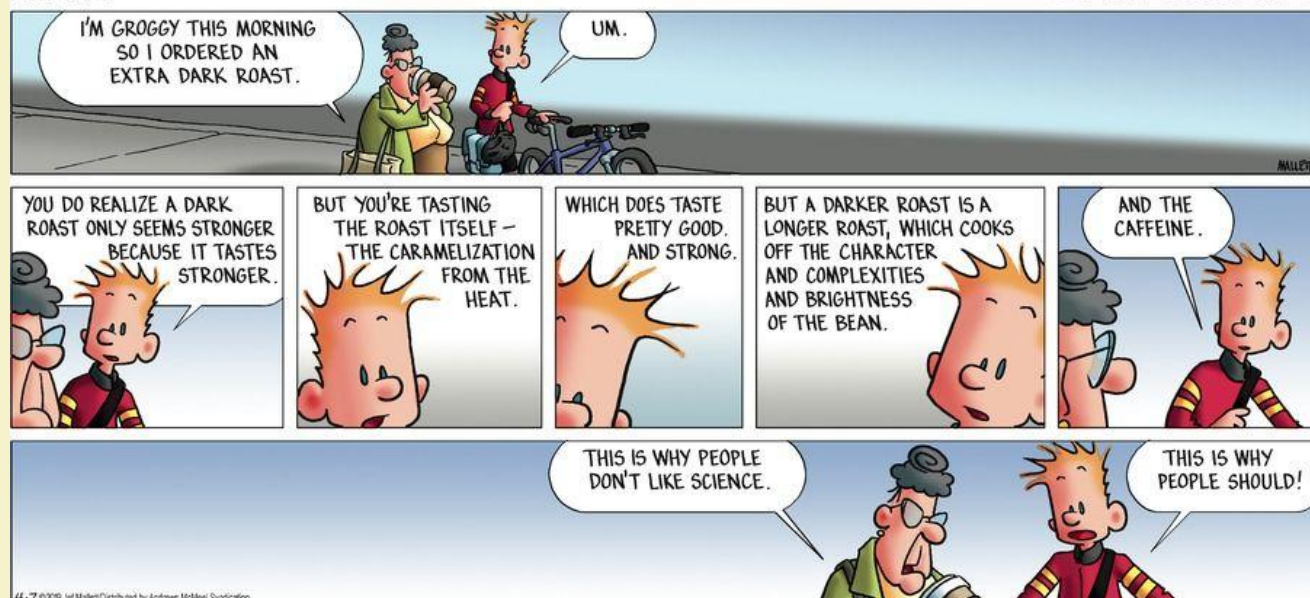
"Taste of Hawaii" was attended by 2,500 people plus including Congress, Senate and staff and not open to the public.. This was an opportunity to educate a very large number of people about "If It's Not 100%, It's Not Kona". "It was amazing how so many people are completely unaware of the blends and counterfeits disguised as real Kona coffee", said Kay Dixon.

[CLICK HERE TO READ MORE](#)

## Coffee Comic

**FRAZZ**

**BY JEF MALLETT**



Order Your KonAroma Coffee Today



Coffee Beans  
Whole or Ground  
**ORDER**  
FREE SHIPPING



Chocolate Covered KonAroma  
Beans  
**ORDER**  
FREE SHIPPING

We love to hear from our customers! Kindly, send us comments, pictures or even videos of you enjoying your KonAroma coffee products.

We are a home grown operation and appreciate the help to spread the word about our award winning coffee!

Keep sipping and never forget to grab life by the bean...

**[Contact us](#) | [Order Today](#)**