



# Kon Aroma

Spring Newsletter-2019

[KonAromafarms.com](http://KonAromafarms.com)

Aloha KonAroma Customers!

We know that "Aloha" means hello or goodbye.

Another way of looking at "Aloha" is knowing that in Hawaiian and in English the letters stand for the following:

- A** - Akahai - Kindness
- L** - Lokahi - Unity
- O** - Oluolu - Agreeable
- H** - Ha'aha'a - Humility
- A** - Ahouni - Patience

With these words in mind, we'd like to spread a little Aloha!

Here on the big island of Hawaii, we are in the *Aloha State of Mind*, a time to downshift, a time to embrace the beauty of spring.

Mahalo,  
Cindy & Dennis



KonAroma Out and About!



## Celebrate Springtime with KonAroma Gift Packages!



1/2 lb KonAroma Coffee (choose roast)  
4 oz Winfrey's Chocolate Covered Beans  
Big Island Cookies (Assortment of Shortbread  
Cookies)

\$38.00

[\*\*CLICK HERE TO ORDER\*\*](#)





One lb KonAroma Coffee (choose roast)  
4 oz Winfrey's Chocolate Covered Beans  
Big Island Cookies (Assortment of Shortbread  
Cookies)  
Hawaiian Mug

\$55.00

[CLICK HERE TO ORDER](#)

Up in Arms & Red Hot Under the Collar!!! Who & Why?



KCFA Fighting the Good Fight!

Spring is warm and beautiful here in Kona but the Kona Coffee Farmers Association (KCFA) is up in arms and red hot under the collar. Those of us who believe in only 100% Kona coffee have dealt with the "shenanigans" of unscrupulous blenders for years. Unaware, many people come to Hawaii, buy Kona coffee not realizing that the deceptive packaging often times only contains 10% Kona with the 90% made up of inferior beans from other countries. Check out our beans and notice the difference (KonAroma vs others).

Many think it is 100% Kona Coffee when in many instances these coffee bags are poorly labeled or have the 10% Kona Blend in difficult to read places. These blenders have been getting away with selling this junk for years. The Kona Coffee Farmers Association feels that the following bill has a very good chance of passing.

## **HB144 - 51% Minimum and Origin Identification for Blends:**

This bill was drafted by the request of the KCFA and introduced by 15 House members. The bill has been passed by the House Agriculture Committee and Consumer Protection and Commerce Committees. It will now go to the full House where it is likely to proceed to the Senate for more hearings.

## **More Amazing Coffee Facts...**

### **Coffee Was Originally Chewed Not Sipped**

Coffee has not always been a liquid treat. According to a number of historians, the first African tribes to consume coffee did so by grinding the berries together, adding in some animal fat, and rolling these caffeinated treats into tiny edible balls of energy.



Instead now for a quick energy boost mid-afternoon take a few of the Winfrey's chocolate covered beans. Now that's a treat!

### **Coffee Has Been High Fashion**

During the Civil War, Union blockades of the South kept the Confederacy in a permanently under-caffeinated state. Confederate troops tried their hand at creating substitutes using chicory and dandelions, but nobody's taste buds were fooled. Coffee eventually became so prized that Southern jewelers used individual beans as gemstones in their creations.

## **It's David vs Goliath - Who Won the Fight?**

Kona coffee growers sue Walmart, Amazon and Costco for selling FAKE Kona coffee.

Raise your coffee cups to the little guys!



On February 27, 2019, a class action lawsuit was filed in federal district court in Seattle alleging violations of a federal statute known as The Lanham Act. The complaint filed with the court alleges statutory violations by 17

separate defendants for "falsely designating their coffee products as originating from Kona, when in fact such goods contain no significant amount of Kona coffee beans, if any".

The lawsuit's 65-page federal court complaint is fascinating to read.



## Order Your KonAroma Coffee Today



Coffee Beans  
Whole or Ground

**ORDER**



Chocolate Covered  
KonAroma Beans

**ORDER**



## Recipe: Vanilla Coconut Cashew Latte Smoothie

This ultra-thick and oh so creamy smoothie can be made with a base of frozen banana or frozen sweet potato for a low sugar option. It is packed with healthy fats and protein to help prevent a spike in blood sugar and keep you full. This rich, flavourful, and seemingly decadent smoothie is ideal for breakfast, dessert (use decaf if needed), a snack or before or after a workout to fuel up or kick start the recovery process.



### Ingredients

- 1 Cup KonAroma
- 1 Serving Vegan Vanilla Protein Powder
- 1/4 Cup Raw Cashews
- 2 Tbls Unsweetened Shredded Coconut
- 1 Small Frozen Banana or 3-4 Frozen Sweet Potato Cubes
- 1 Tsp Pure Vanilla Extract
- A Generous Pinch of Salt
- 3 Ice Cubes (pulse in a few coffee beans for extra crunch)

We Leave You With One of Many Coffee Songs.....



***Ella Mae Morse - Forty Cups Of Coffee***

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](#)