



KonAroma

KonAromafarms.com



**Welcome to a special edition of
the KonAroma newsletter in celebration of
National Coffee Day.**

~ 9/29/17 ~

Why Give Coffee a Special Day?

Well...One good reason:

Coffee is the second-most traded commodity in the world, second only to crude oil. Coffee is cultivated in over 70 countries by thousands of independent farmers and is one of the oldest



commodities in the world.

It is estimated that 1.6 BILLION cups of coffee are consumed worldwide PER DAY!

Curious as to the other 8 top commodities?

Here they are:

1. Oil
2. Coffee
3. Natural Gas
4. Gold
5. Wheat
6. Cotton
7. Sugar
8. Silver
9. Copper



Brew on that!

KonAroma East Coast Team Gets Personal About Coffee



KonAroma East Coast Team:
left to right: Cindy Staats, Wendy Ganson, Stuart Winfrey, Dennis Staats,
Christine Winfrey, Andrew Nalesnik.

KonAroma National Coffee Day SPECIAL!



Happy National Coffee Day to you!

As a token of our appreciation, KonAroma Farms is giving back:

KonAroma Special:

Order two pounds or more of KonAroma coffee

&

Receive six ounces of your roast choice
(Light, Medium, Medium Dark, or Dark)

FREE!

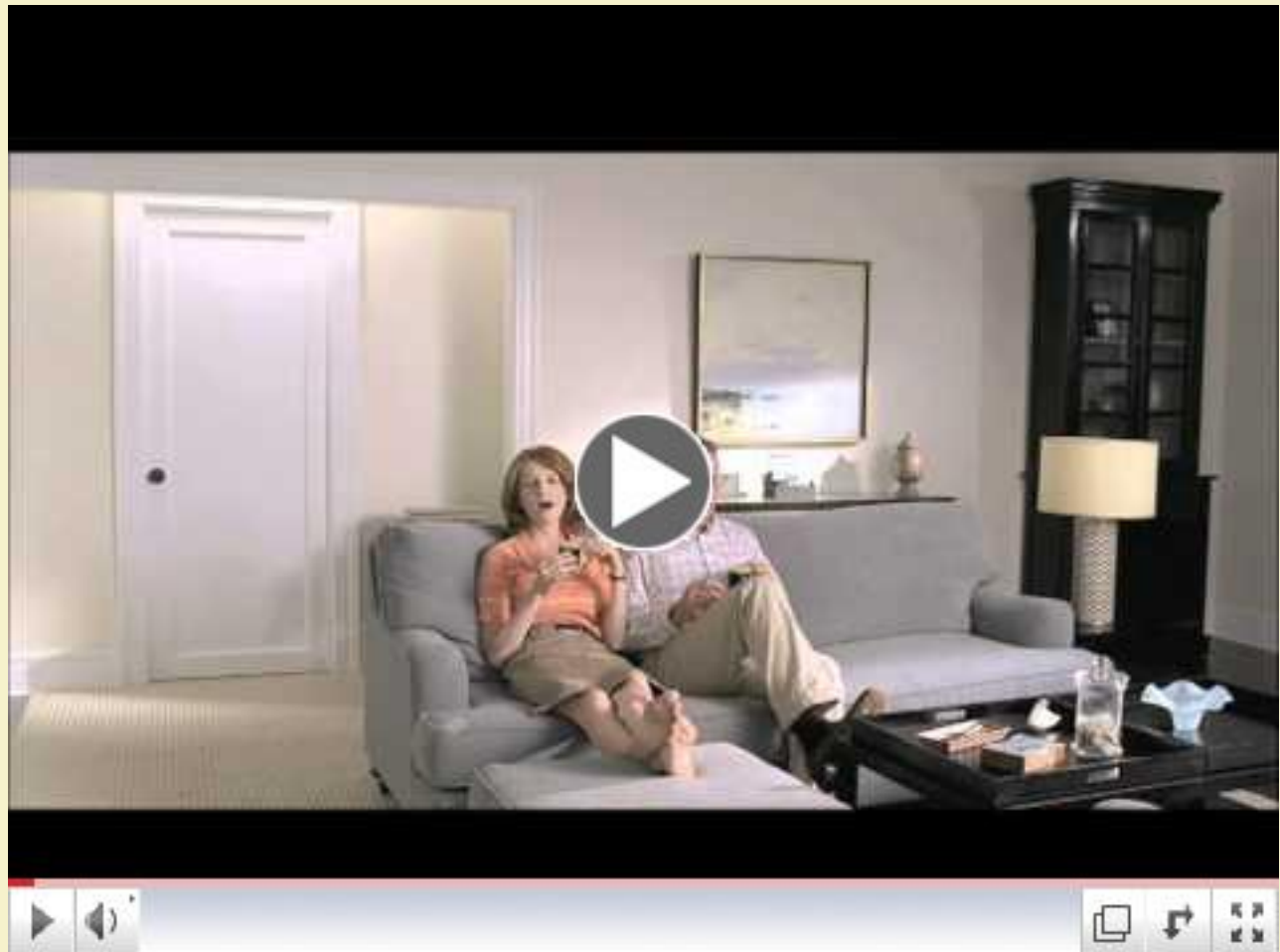
All orders must be placed 9/29 - 10/1.

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

For Your Eyes Only... (-;



Can YOU Relate?



Holualoa Kona Coffee Festival



Each year as the Kona harvest reaches it's peak in November; there is a much-anticipated event for the participating coffee farmers.

On the first Saturday of November, farmers apply for a booth in the normally sleepy town of Holualoa.

On this particular day, each of the farmers showcase their freshly brewed coffee for upwards of 5,000 Kona aficionados! After much sampling, slurping, and comparing, customers rave about their favorites.

During the coffee festival, 75 farms participate in the "Best of Kona" competition.

For the last several years, KonAroma has placed in the Top 5!

The competition is judged by a Cupping and Scoring System:

It works like this...

All of the coffees are cupped blind, identified only by number, and judged by experienced Baristas who arduously determine the best of the best after several days of tasting.



The ratings are based on 5 categories - aroma, acidity, body, flavor, and aftertaste - each based on a scale of 1 to 10.

The top 15 are chosen in the preliminary round. After that the Kona farmer finalists wait until the second day as the baristas fine tune their

criteria and select the top 5.

The top five winners are recognized and awarded during the annual Kona farmers' dinner...a much-anticipated event.