



# KonAroma

Spring 2020

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



Is it Over Yet?

Aloha KonAroma Customers and Friends!

Let's step aside this moment to sip and ahhh yes.....enjoy a cup of KonAroma while reading our Spring 2020 newsletter.

Climate change is playing out on the KonAroma farm.

Three years ago in the Kona coffee belt a drought in March sent farmers scrambling to water their trees, a time consuming job considering that most farms have at least 3,000 trees. Typically, there is abundant rainfall in the afternoon to avoid irrigation.

Fast forward to March / April 2020 and just the opposite has occurred. The rainfall has been substantial enough on a daily basis to prompt farmers and growers to take measures to stop the spreading fungus on the most critical trees.

In order to thwart the spread, an organic product is sprayed on the trees. Trees too damaged will be severely pruned in order to stimulate future growth.

The smooth, wonderful taste and aroma of KonAroma will still be the same going forward as we take all of the necessary measures to preserve the uniqueness of our Kona coffee.

Mahalo,

Cindy and Dennis

## Three New Ways to Use KonAroma Coffee Grounds...And One Worth Repeating!

### **Number 1:**

For your spring gardens as a soil supplement

Add coffee grounds to the soil (up to a 50/50 mix!) to help boost acid loving plants like: Azaleas, Begonias, Blueberry Bushes, Dogwood Trees, Gardenias, Holly, Magnolia Trees, Rhododendrons, Roses.



### **Number 2:**

Stock up and sprinkle coffee grounds around your home to help deter unwanted pests!



### Number 3:

#### Freshen Your Hands

Have you ever cut up an onion or garlic and had your hands smell for a day? It's not pleasant.

Keep fresh coffee grounds on hand to add to your soap while washing your hands and scrub away the scent!



### And Worth Repeating!

To dye your hair with coffee:

Brew KonAroma.

Mix with 2 tbsp. of coffee grounds and 1 cup of leave-in hair conditioner. Apply the mixture to clean, damp hair. Let the mixture set for at least an hour and wash it out when you're done.



## Gevalia's Coffee Queen Contest - KonAroma Style!

Who Wants to Win a  
KonAroma Gift Basket?

There was an interesting contest going on that could have you living like a royal while drinking unlimited cups of Joe.



The lucky winner was going to experience life like a royal for an entire week living it up in a real castle and indulging in all the coffee you'd want.

Applications were through December. The form asked how many cups of coffee you drink per day, and a short 250-word response to the prompt, "Why are you the Coffee Queen."

Gevalia's Coffee Queen was going to win a trip to Edinburgh, Scotland, from March 22 through March 28, 2020, bring along someone and stay in a castle on 32 acres of land.

We know what happened to March.

But here we are in May and KonAroma would like to run a similar contest - on a less regal scale.

Send us your thoughts on KonAroma - whether you are a king or queen. If you win, we'll print the results in the next newsletter and send you a gift basket of KonAroma and KonAroma treats.

[CLICK HERE](#) to share your thoughts!

## Coffee Giggles



## How a German Housewife Revolutionized Coffee Over 100 Years Ago!

Melitta's Evolutionary Contribution:

Until the early 20th Century, all the major names associated with coffee were those of men—from sultans to shippers to industrialists. Then along came a diminutive housewife in Dresden, Germany named Melitta Bentz.



Melitta Bentz's  
Coffee Filter

In classic entrepreneurial fashion, she was alert to a problem, solved it, then took the risk of creating a company to market her invention, and succeeded.

Melitta Bentz was 35 in 1908 and frustrated with grounds in her coffee. It was a common complaint but one the rest of the world seemed willing to tolerate. Percolators of the day over-brewed coffee at the expense of its taste, imparting an annoying bitter flavor. Linen rags would retain the grounds but were messy and required frequent cleaning. Surely, something else could provide an appealing compromise, she thought, and be quicker, easier and cleaner.

She experimented with several materials. She wasn't satisfied with any of them until she grabbed some blotting paper from her son's school book, punctured it multiple times with a nail, put it in a brass pot she filled with coffee grounds, then poured hot water over it.

Bingo! No bitterness, no grounds! It was an instant hit with her friends, switching on the proverbial light in Melitta's entrepreneurial brain.

[\*\*CLICK HERE\*\*](#) to read the rest of Melitta's story.

Drink up to Melitta!

## From Mocha to Java to....KonAroma

Muslim pilgrims to the Holy Land helped spread coffee from present-day Yemen, to Mecca by 1414. From the Yemeni port of Mocha, it spread in the 1500s to Cairo and other large cities in Egypt, where the first coffee houses opened around a university.



During the 1600's, the Dutch introduced coffee to Southeast Asia. They brought coffee trees to places like the island of Java and it is from this island that the name Java arose.

## Recipe: Depth Charge Coffee Cookies...Yum!

Introducing ...

**"Coffee Monster"**

Cookie Monster's Cousin!



These days you just need more than a cookie to get going!

#### Ingredients:

- 1 pouch Betty Crocker™ double chocolate chunk cookie mix
- ¼ cup vegetable oil
- 2 tablespoons water
- 1 egg
- ½ cup chocolate-covered Winfrey/KonAroma beans, coarsely chopped
- 2 cups Cocoa Puffs™ cereal

#### Directions:

Heat oven to 350°F.

In large bowl, stir cookie mix, oil, water and egg until soft dough forms. Stir in chocolate covered KonAroma beans and cereal.

Onto ungreased cookie sheet, drop and shape dough by rounded measuring tablespoonfuls 2 inches apart.

Bake 8 to 10 minutes.

The Coffee Song by The Arrogant Worms

The  
Arrogant Worms



Toast!

"The Coffee Song"

## ORDERING KONAROMA COFFEE & PRODUCTS A LA CARTE?

For the Addicted KonAromans...

[CLICK HERE TO ORDER](#)

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

Mahalo to contributors to this issue:

Linda McDavitt

Wendy Ganson

Steve and Nancy Staats

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](#)