



# Colombee is Special

## Colombee

## Others



### Coffee Plant

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Colombee coffee is single-origin: One variety of coffee plant, from one family farm in Colombia.

Mass-producers use multiple varieties from various farms to produce and sell at scale, leaving minimal care to flavor, quality, and consistency.

Coffee plants come in many varieties, similar to grapes. Colombee's coffee is a high-quality variety known for its durability and flavor.



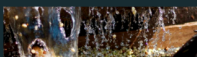
### Harvesting

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For Colombee coffee, only ripe coffee cherries are handpicked from the coffee plant during harvesting season.

In order to produce and sell at scale, most of what you see on grocery store shelves is from machines collecting coffee cherries left and right, ripe and spoiled.

Every coffee bean in the bag was very recently a ripe coffee cherry in Colombia.



### Processing

### Processing

Coffee beans are processed 1 of 3 ways:

- **Natural** - Cherries are dried with fruit intact to dry
- **Washed** - Cherries are de-pulped & washed clean to dry
- **Honey** - Retaining the pulp of both natural & washed, cherries are de-pulped but not washed.

A majority of coffee cherries are washed, followed by natural processed. In either case, defective beans are commonly unsorted and included in mass produced coffee.

Colombee coffee is honey-processed



### Transport

### Transport

Colombee has a direct relationship with the farm we source from.

Commercial coffee is commonly shipped and stored for long periods of time through varying intermediaries.

Coffee beans travel direct from the farm in Colombia to our roaster in New York without layovers.

*1st Rule of 15: Green (unroasted) coffee starts to go stale after 15 months.*



### Roasting

### Roasting

We invest resources and time to ensure the roasting process matches the "greens" from the farm to bring out the most balanced flavor profile possible.

Commercial coffee needs to operate at scale, therefore large operations overlook matching the roast profile to varying 'greens'.

(You want to plan a recipe when grilling Filet Mignon)

(Throw various cuts of meat in the oven and see what happens)



### Shipping

### Shipping

Colombee coffee is shipped directly to you and shipped within 24 hours of being roasted.

Commercial coffee is shipped to the retailer. Sometimes even as 'ground coffee'. Sitting and waiting for you to buy it.

(2nd Rule of 15: Roasted Beans start go stale after 15 days)

(3rd Rule of 15: Ground coffee start go stale after 15 minutes)



## Thank you for choosing Colombee



Between the coffee plant and your cup of joe, there are a dozen variables that affect your experience. We take care of that.

Coffee shouldn't be complicated, but it should be special.