

THE BEAN

MONTHLY NEWSLETTER



WE ARE GROWING

NEW TASTING LOCATIONS

We are now being served at some farmers markets at **Pablo's Oasis**

Saturday - TBD

Sunday 9am-1pm – Moraga Shopping Center in Moraga

3Below Theaters in San Jose. All the time. Go see a show!

Know anyone who would be interested in serving our coffee? Let us know.....

TELL US..

ANYTHING YOU WANT TO KNOW?

Is there a topic that you would like to learn or know more about? Please let us know. Odds are if you want to know others do as well. We want to help you learn more about the wonderful world of coffee.

Send us a note and we will do our best to share in our news letter or on social media...

FOLLOW US!

SOCIAL MEDIA

We have been growing on social media, if you haven't followed us please do and tell a friend. We have been having some fun with it so check us out.

If you see something you like, please let us know. It helps us grow.



BEAN OF THE MONTH!

Cerrado refers to a region in the west of Minas Gerais state. The coffee grown here flourishes in the hot, wet summers and cool, dry winters. The Cerrado Mineiro coffee region only began producing its tasteful beans as of 40 years ago, and the majority of the farms range from medium-sized hectares to larger plantations. Due to the vast majority of coffee producers in Cerrado Mineiro, the Brazilian Forest Code requires farmers to set aside 35% of their land for conservation. Brazilian coffees are a key component in a number of different blends, most notably espresso blends. Tasting Notes: Red fruit, raisin, sweet

BRAZIL CERRADO MINEIRO

POUR OVER PACKS

We have now put our freshly roasted coffee into single serve pour over packs. These are great if you want to take our coffee on the go. Perfect any day, at the office, on trips or camping. Throw them in your bag and go, all you need is hot water. Tear off the top, hook the bag over your cup and pour hot water (200 degrees is optimal) over the grounds. Pour until you get to your desired cup of coffee.

We are offering 4 of our coffees in pour over packs: Colombian Supremo, Brazil Cerrado, Our House Blend & Bali Organic Blue Moon.



COFFEE SUPPLY AND PRICE IMPACT

The upward trend in coffee prices continued in June 2021 as concerns about supply from major origins remained the key factor in the coffee market, in its latest monthly coffee report. In June 2021, coffee prices recorded the eighth consecutive month of increase, triggered by the expectations of reduced supply in the coffee market from some origins in addition to disruptions in trade flows. The monthly average cost of raw bean reached 141.03 US cents/lb in June 2021, representing an increase of 33.2% from the level of 105.85 US cents/lb recorded in October 2020. This is also the highest monthly average since the level of 145.82 US Cents/lb registered in November 2016.

World consumption for coffee year 2020/21 is projected to increase 1.9% this year. While the overall production is estimated to rise only .3%.

Factors that are having a huge impact in the coffee market are; Brazil (which produces about 40% of the coffee market) is having a very dry year and below average rainfall, which is impacting the crops for this year. The social unrest in Colombia is having a large impact on their overall economy which is impacting their coffee exports.

Transportation and container availability have also played a large role on the impact. With restriction on COVID-19, jams in the canals of major water ways and not having containers available for shipping have caused major delays on the current crops trying to make it to market.

So, what does all this mean? For the second most consumed beverage in the world? There is a lot of demand and limited supply, so prices will be increasing in the coffee market. The good news is, this will not last forever, but we will be impacted on our morning coffee and caffeine needs....

“Good communication is just as stimulating as black coffee, and just as hard to sleep after.” - Anne Morrow Lindbergh

COFFEE STATISTICS & FACTS

- Americans drink 400 million cups of coffee every day and 146 billion cups of coffee per year.
- Coffee has been proven to help you live longer
- Coffee may decrease your chances of getting COVID
- Arabica beans make over 75% of the coffee bean market
- Robusta beans have a higher caffeine content
- 110-120 million bags of coffee are produced in the world every year
- We drink an average of 3.1 cups of coffee per day.
- 48% of millennials consume gourmet coffee.
- 9% of US coffee drinkers order coffee through an app.
- A coffee plant can live up to 100 years.