

# ETHOS ROASTERS

## OUR STORY...



Jolian & Lisbeth sourcing our most impactful coffee in Poaquil, Guatemala!

### ETHOS

The word "ethos" – which means essence, spirit, and fundamental values – comes from the ancient Greek word ΗΘΟΣ ("character") and is normally used to describe the set of beliefs that characterize a particular group. Our favorite definition is "a manifestation of beliefs and aspirations" - because it is only through our actions that we make an impact on our world. ***Our name is our promise to always do our best to live up to our greatest aspirations, and an open invitation for you to join our "ethos" to brew a better, more intentional, more impactful, cup of coffee every day.***

### OUR JOURNEY

We are two passionate entrepreneurs that grew up in coffee-growing regions - Colombia & Guatemala. Our dream is to elevate your coffee experience well beyond taste - we want you to brew a cup that helps change the world!

Our love for coffee began at a very early age... Jolian grew up in Colombia's "Eje Cafetero" ("coffee-lands"), literally surrounded by coffee farms, and Lisbeth grew up in Guatemala City, drinking "café con leche" since she was a toddler. Our paths crossed a few decades later, in the beautiful Sunshine State, where we fell in love and connected over a shared, strong passion for doing something that would make a difference in our world's poorest regions (which happen to grow the best coffee in the world!). We truly believe the best way to lift people out of poverty is through OPPORTUNITY - so in 2016, after getting our doctorate degrees (PhD and MD) - and some savings!, we moved back to Florida to devote our lives to ***creating opportunities!***

We seek to champion better prices for small farmer cooperatives that focus on quality and sustainability and aim for coffee greatness at every step (including roasting fresh every time!) so we can delight you and ***keep creating*** the kind of economic opportunity that transforms lives. Our most impactful coffee yet, from Poaquil, Guatemala is sourced at 3 times the "fair-trade market price" directly from the Cooperative - which has allowed them, for the first time, to invest in equipment for a better future! Thank YOU for making it possible, and for the privilege of being your roasters!

### OUR VISION

Is to use the power of business - and coffee - to make an impact in the world. To create a future where no child has to sacrifice school for a life in the coffee farms, just to help their parents feed their siblings. We will always strive to make a difference in the lives of small farmers, and the customers who make it possible - by combining high quality, social impact, and environmental awareness into the freshest, all-around best coffee experience money can buy!

Let's go beyond a high-quality cup of coffee - let's **Brew Greatness** in the world!