

## WELCOME TO THE NEW AND IMPROVED PORTLAND ROASTING NEWSLETTER!



Many changes have occurred over the past six months here at Portland Roasting, including the addition of our new Cupping Room, which is now open for your participation. If you would like to join us in our daily cupping, please contact Andrea Spella to set up an appointment to cup with the professionals that select your coffees.

Our continued commitment toward finding great coffee has also proven to be successful this first half year. We have been on buying trips to India, Tanzania, and Nicaragua sourcing and buying coffees as well as supporting our Farm Friendly Direct projects. We are buying some of India's best coffee, and launching a new Farm Friendly Direct project that supports a school for the learning disabled and hearing impaired. Our Tanzania trip was focused on a repeat visit to the farms we are currently sourcing coffee from. During our visit, we had the honor of meeting Dr. Jane Goodall, who is working to preserve chimpanzee habitats near a coffee growing region on the east side of Tanzania, resulting in Portland Roasting donating some necessary equipment to support her cause. In Nicaragua, we participated in the Cup of Excellence coffee competition and sampled the top coffee from this country, which will be auctioned off in the next few weeks. We plan on securing this excellent Nicaraguan coffees and making it available for purchase by August of 2006. Only a limited supply will be on hand, so call ahead to set some aside.

Portland Roasting has many trips planned to all corners of the coffee world. If any customer is looking to visit coffee farms and growers, please email me directly at [mark@portlandroasting.com](mailto:mark@portlandroasting.com) and I will provide some information on up-coming trips.

Coming soon! Portland Roasting will soon be offering an online bill paying and invoicing review system via email. Look for an upcoming flyer outlining the details of this great time saving and efficient way to review your accounts.

Thank you all for your business, we truly value your commitment to Portland Roasting and your commitment to great coffee.

*Mark Stell, Managing Partner*

### HIGHLIGHTS AT PORTLAND ROASTING

- Portland Roasting has been awarded the Portland Business Journal Top 100 Fastest Growing Private Companies for the second year in a row.  
*Thanks for all your support!*
- Mark Stell, Managing Partner has been appointed to the Specialty Coffee Association of America's (SCAA) Sustainability Committee.
- Portland Roasting was a finalist in the Ethics in Business Award.
- We now offer a Farm Friendly Direct, SWISS WATER decaffeinated espresso.
- Our newest delivery vehicle is a Sprinter van – of course operating on Bio-Diesel.
- Portland Roasting coffee will now be proudly served at Oregon Museum of Science and Industry (OMSI).
- We now have Organic Nicaraguan coffee.



### TOP SKY COFFEE

*by Steve Lanphier*



From the land of Toucans, Sambas and the Amazon

River comes our featured coffee of the month from Brazil, Top Sky. This Red Bourbon varietal is rated "excellent" with a rating of 88.75 from the Brazil Cup of Excellence and has finished in the top 10 for coffees from that region over the last 5 years. Top Sky is a creamy, rich-bodied coffee. It has a sweet and nutty fragrance with medium to gentle acidity and a buttery finish with notes of chocolate and leather.

Along with Colombia and Vietnam, Brazil is one of the top three coffee producing countries in the world. Coffees from the Cerrado and Minas regions of Brazil are grown with the intention of bringing out the best flavor characteristics that the varietals can offer, and Top Sky is the best that I've had. Try it as a single-origin varietal espresso. Go ahead, treat yourself-you'll be amazed at the complexity and layers of flavor that this coffee has to offer.

Coffee growers from this region commit to socially sustainable practices by implementing reforestation projects on their land (up to 75%) to keep it viable. All of the workers on the Fazendas (farms) receive full medical and dental benefits as well as school for the workers' children to attend. Farmers also participate in seminars offered by the Co-op to improve on their growing methods.

### COFFEE TIPS *by Andrea*

*For better results while frothing milk ...* Always use the coldest milk possible and an ice cold pitcher. It helps to keep the pitcher in the fridge while not in use.

*Just washed it?* Throw a scoop of ice into the pitcher to bring the temp down.

These tips will help you produce an even and more consistent, smoother, and richer foam every time!

## CUPPINGS AT PORTLAND ROASTING

Portland Roasting cups coffee daily on-site to ensure the quality and consistency of our coffee. It allows us to understand the basic tastes of coffee and appreciate some of its finer points. It is a great evaluation tool for the coffees that change from farm to farm, region to region, country to country – and even crop to crop.

Cataloguing the results of our cupping's make it easy to retrieve and share information. We also use the Cup of Excellence cupping forms as part of our format on grading coffee and evaluating cup profiles. This allows Portland Roasting to be consistent with Cup of Excellence program and help us to source great coffee.

### New to the Cupping Room

Two items have been added to the cupping room, a parchment huller and automated screen shaker. These items allow us to prepare and roast samples more efficiently and cup our coffees daily.

We have recently added an organic Nicaraguan coffee from the Jinotega region. We are also anticipating the arrival of two Farm Friendly Direct coffees, Papua New Guinea Kinjibi Estate and Guatemalan El Paternal Estate.



### OUR PEOPLE!!

*Many new and exciting changes have been made to our team here at Portland Raosting. Here are just a few!*

- **Yeshi** has been promoted to Production Manager and **Justin** to Production Supervisor.
- **Ed** has been promoted to one of our full-time roasters.
- **Stephanie**, a member of our production team, is working half days in Customer Service.
- The Production department

## SOURCING TRIP TO NICARAGUA

by Paul Gilles



Mark Stell, Portland Roasting's co-founder, and I traveled to Nicaragua to source more great coffee. Coincidentally, the Cup of Excellence was being held in Nicaragua at the same time and Mark was asked to participate.

Nicaragua is know for it natural beauty and turbulent political past. We began with a night in Managua and then headed north to Matagalpa for our first of nearly two dozen farm and processing facility visits. Next we traveled to Jinotega to visit farms at a slightly higher elevation. Most of the coffee is cultivated on the sides of mountains or volcanoes and growers are able to take advantage of generous rainfall.

Nicaraguan coffee is known for a great body, clean flavor, and excellent balance. Not surprisingly, the best of the country's coffee is generally shade grown and more often than not employes environmentally sustainable practices. A bit different from other Central and South American countries, Nicaraguan farms', primarily due to lack of flat land for drying but often because of too much rain and not enough sun, coffee is wet-milled but often not dried. It is then delivered wet to the mill.



After our farm visits we headed south for more coffee tasting. The Cup of Excellence was held in the beautiful Spanish colonial city of Granada located on Lake Nicaragua. Granada is considered by some to be the oldest city in the Americas still in its original location. This was not only another opportunity to taste the best coffees that the country has to offer but to be again reminded that Nicaraguan farmers have made great strides in their coffees-and the world is beginning to take notice!

After starting with more than 150 coffees, it was the participants daunting task to cup hundreds of cups, with the goal after several days of ranking the top 25. Fortunately for all, with only a few exceptions the coffees were all quite good - but only made the job that much more difficult! Not to worry, the organizers included several enjoyable and educational trips in the event, as well as social activities, and no doubt a great time was had by all.

We wrapped up the trip with a final night in Managua - already missing the

### GREEN TEA MANGO SMOOTHIE

First it was Green Tea.....now Matcha & Mate. I'm confused! In a nutshell it's the health benefits of antioxidants your customers are looking for. Here are a few tidbits and a recipe to get you started.

**MATE** is made from the leaves of the Yerba Mate tree native to the rain forests of South America. Each serving gives you 8 times the antioxidants of green tea & loads of vitamins and minerals. Drink it for sustained energy and mental clarity. Pixie Mate comes ready to serve.

**MATCHA** is a finely powdered Japanese green tea that can be added in small amounts to all sorts of drinks. Very popular right now are the iced blended creations. Buy it at your favorite Asian grocery store and experiment!

**GREEN TEA**, the old standard. We carry a variety of bagged green teas from Numi & Mighty Leaf.

**TROPICAL GREEN TEA MANGO SMOOTHIE** - 5 oz Dr. Smoothie 100% Fruit Mango Tropics Concentrate. 2 oz steeped & chilled Mighty Leaf Green Tea Tropical tea. Add ice and blend.