

# PORTLAND ROASTING NEWS

## A New Level of Customer Education

Warm weather may just be arriving here in Oregon, but at Acacia Hills Coffee Estate in Tanzania, the summer season is in full swing. Farm workers have already performed the second round of pruning, known as handling, that occurs during the harvest season and are now awaiting ripened coffee cherries. This process is being documented in vivid detail by our video bloggers at source and posted to our website as it happens. Watch as we usher you through the planting season, introduce you to the partners in our Farm Friendly Direct™ program, and show you the community projects our coffee premiums finance. It is our hope that these videos (along with our written blogs) give you an unparalleled view of the world where your cup of coffee comes from, and assist in making you the most educated consumer you can be.

It is in the spirit of education that we proudly announce our newest customer service feature: training and troubleshooting videos online. In an effort to assist our customers located beyond the greater Portland area, as well as those near us who are looking for quick answers to all of their coffee needs, we have initiated a video education program. You will find videos on basic barista training, latte art, machine maintenance, brewer programming and roasting education. The URL for this feature is: <http://www.portlandroasting.com/coffee/training-videos/>. As always, you can email your sales representative or call customer service for immediate assistance.

We sincerely hope that you enjoy these new video features on our website. Check back often in the next few months to see our growing library of footage from the farms and our training center. Thank you for your continued support,

Portland Roasting



## Portland Roasting Given Nod in 2008 ReBrand 100® Global Awards

We have placed as a notable rebrand for the 2008 ReBrand 100® Global Awards competition in recognition of our new branding platform implemented in 2006/7.

The highest recognition for excellence in brand repositioning – and the first and only competition of its kind – the ReBrand 100® Global Awards competition attracts entries from global organizations, Fortune 500 corporations, small businesses, accomplished entrepreneurs, respected nonprofit organizations, and renowned universities from around the world. Once a year, a new panel of international business, marketing and design executives is selected to jury the competition, with the ultimate goal of showcasing the most effective brand transformations at ReBrand.com and via credible media.

ReBrand™ is the global resource for visual examples and case studies on effective brand transformations: the repositioning, revitalizing and redesign of existing brand assets to meet strategic marketing objectives. For more information go to [www.rebrand.com](http://www.rebrand.com).

### THE NEW OFFICIAL COFFEE OF AM NORTHWEST



Portland Roasting has teamed up with television station Katu to be the official coffee of the weekday morning talk show, AM Northwest. We'll be kicking off the partnership on June second with an on-air segment introducing ourselves, our Farm Friendly

Direct™ program and the nuances of cupping coffee. We will also be giving out a free bag of coffee to viewers weekly! Keep an eye out for us by watching the show weekday mornings from nine to ten a.m. on channel two.

Am Northwest has been on the air since 1976, featuring topics of interest for Northwest residents ranging from health, home, family and entertainment. Portland Roasting is pleased to be partnering with them to spread our message about direct-relationship coffee.



PHOTO COURTESY OF PLATE AND PITCHFORK

Plate & Pitchfork is an adventurous evening that begins with a farm tour and concludes with a delicious meal prepared by renowned chefs in an al fresco kitchen with produce plucked from the fields that serve as the dining room. Every aspect of the evening reinforces the connection between the farm and the food on your plate — the partnership between the plate and pitchfork.

Portland Roasting is proud to be providing our farm direct coffee for all 14 diners this year and we are excited to be supporting an organization that shares our philosophy. For more information or to purchase tickets (they're going fast!) go to [www.plateandpitchfork.com](http://www.plateandpitchfork.com).

By Marie Franklin, National Sales Manager



I recently returned from an unforgettable trip to Costa Rica where I visited the La Hilda school as well and participated as a judge in this year's Cup of Excellence competition. Read the whole story on our website.

You may remember reading in the fall that we were able to secure internet access at the La Hilda school (yea!) and for Christmas this past year we donated an additional computer in lieu of printing greeting cards.

On my recent visit, I met with Maria, the head teacher, and Patricia, the principal, to discuss the school's needs for the future. We decided that our first mission would be to provide basic instruction on utilizing the internet and we can do so by hiring a private teacher to visit the school for weekly sessions. Secondly, we are looking to setting up a pen pal program with students here within the Portland Public School system. Our long term goal is to add English language classes to the internet curriculum and are already in the planning stages to collaborate with Portland State University on this. Being a soccer fan, I also have a side dream to find some supplies for the school's soccer team. With Nike and Adidas in this town, it seems like I can come up with something!

My experience of meeting the kids and teachers was just incredible. They were amazed when I pointed out the photos of their school on our website and they showed me some of the projects they had done in a previous computer class. I made sure to convey to them of how important their families are to all of us who consume their great coffee and how much we appreciate their parents' hard work. The school is in such a beautiful, natural setting; I am so pleased that we can help in providing a progressive education for them (they are the only school in their rural area with internet access) and allow them learn in such a safe and pristine place so close to their homes.

Check the website for updates on this project, watch video from Marie's trip and by all means order some Costa Rican La Hilda Coffee and try it out!

TRAVELING TRAVIS' TRAVELS

Travis Mason, Sales Representative (and executive chef) at Portland Roasting is traveling to Honduras in search of the best coffees of this year's harvest and to explore the traditional cuisine of the country. Travis has been invited on the International Jury for the Cup of Excellence competition and will be one of 20 experts cupping and ranking the best of this year's Honduran coffees.

One of these fine coffees will be served at this year's International Pinot Noir Celebration where Travis will be featured as a guest chef showing off the fruits of his travels in an Honduran-inspired dish featuring locally-sourced ingredients.

NEW WEBSITE STOREFRONT

If you visit our website regularly, you have probably noticed some changes to the e-commerce section of our site. After months of planning, we have launched a new online storefront with account capabilities! This means the checkout process will be faster and easier, with the ability to save shipping and billing information as well as create custom reorder lists.

Currently available for retail customers, we are phasing in wholesale pricing and accounts in the next few months. If you are interested in being one of the first customers to do all of your ordering online, please let your sales representative know!

## NEW ITEM: PORTLAND ROASTING TRAVEL MUG



The official Earth Day may have come and gone, but at Portland Roasting we treat every day as Earth Day. Do your part by ditching the paper to-go cup altogether (yes, even our eco-tainers!) and drink your coffee out of a reusable travel mug. Our 16 ounce tumbler is made out of stainless steel, providing excellent heat retention, and emblazoned with our logo. \$10 each at [portlandroasting.com](http://portlandroasting.com) or through customer service.

## NEW CLASS: FROM SEED TO CUP

Sign up for Shea's newest class! Our in-house coffee trainer and educator Shea Hagan presents *Seed to Cup*, an excellent introduction to the world of coffee covering growing regions, farming, processing, roasting and tasting. Shea will have photos and videos from our Farm Friendly Direct projects as well as some great coffees to taste.

Also, don't forget about Shea's other ongoing classes. All of our Portland Roasting customers are invited to take part in a free barista training. We offer on-site training here at the roasting plant, with weekly classes such as 'Basic Barista Training', 'Getting to know your Grinder', and 'Latte Art', to name a few. And if you can't get to us, we can come to your location and perform onsite training as well. We will make sure that you, as our customer, will be making quality espresso drinks and coffee every time.

To register for classes, email Shea at [shea@portlandroasting.com](mailto:shea@portlandroasting.com) or call him at 503.236.7378 extension 302.



## NUMI<sup>®</sup> ORGANIC TEA

*Warm weather means barbecuing and meals outside. Next time you go to the grill, consider making this delicious side dish from the kitchen of our friends at Numi Tea.*

### Mintea Couscous

2 bags Simply Mint Teasan

1/2 cup boiling water

1 tbsp. olive oil

1 medium yellow onion, chopped fine

1 clove garlic, finely minced

1 large tomato, seeded and finely chopped

2 tbsp. black raisins

1/2 cup cooked or canned chick peas

1/2 tsp. ground cinnamon

1/4 tsp. saffron threads

1 tsp. salt

2 cups cooked couscous

Preparation Time: 20 minutes

Steep 2 tea bags in the boiling water. Set aside. Sauté onions and garlic in the oil over medium heat until golden. Add tomato, raisins, chick peas, cinnamon, saffron, and salt. Cook 5 minutes. Add strained teasan and simmer another 3 minutes. Combine mixture with couscous or pasta and serve warm or at room temperature.

Makes 4 servings.

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