

Portland Roasting Travels to Japan for Worldwide Coffee Tradeshow

By Paul Gilles, Vice President of Operations

Mark and I recently traveled to Japan to participate in the Specialty Coffee Association of Japan World Conference and Exhibition 2007, but sitting on the tatami mat over the river in the mountains of Kyoto, drinking green tea and watching the sunset over the golden forest bamboo, I wasn't yet prepared for the congestion and noise of the over 12 million people in Tokyo nor the trade show to come.

We began our trip with our friends (and long time Portland Roasting customers) from the Sweet of Oregon in Nagoya, a city about 170 miles west of Tokyo. Our first meal, which turned out to be the most memorable, was lunch in Kyoto – but not just any lunch. The tables were set in the middle of a small river overlooking numerous waterfalls. The restaurant, with its buildings more than 300 years old, had bamboo fields on one side, a breeze blowing through the reed screening, and served traditional food unique to eastern Kyoto.



A view of the restaurant's waterfalls in Nagoya.

It was time to get to Tokyo but before that final push we returned to Nagoya to visit Sweet of Oregon's newest café under construction. This spacious café will feature their famous cheesecake and other confectioneries as well as Portland Roasting Coffee. The café is set to open late October and of course we will be there for the opening.

After a small fortune in highway tolls, we arrived near Tokyo Bay for a five day stay in Tokyo to set up and run the Portland Roasting booth at the 3rd annual SCAJ show. To add to the excitement, and attendance of the show, the World Barista Championships was simultaneously being held. The attendance for the show reach 18,000, with coffee farmers, processors, brokers, equipment manufactures, and allied product manufacturers and distributors only some of the many groups represented.



Mark Stell in our booth with the daughter of our grower in Costa Rica.

During the show we brewed up cup after cup and received a great response to our coffee, and new branding, from visitors from all over the world. There was significant interest in our Farm Friendly Direct™ program coffees, including from a café owner in Tokyo that has already opened his shop with our Ethiopian and Portland House. We hope to increase our sales to customers in Japan and believe that the show was a perfect opportunity to makes those connections and build those relationships.

Local and Sustainable: New Customer Spotlight

We are very pleased to announce new business partnerships with two local, sustainability-focused companies. **The Doubletree Hotel - Lloyd Center** a fellow BlueWorks business, is also the first Green Seal Certified hotel in Oregon and now carries our coffee throughout their facility. **Elephants Delicatessen**, another BlueWorks business, has also chosen to carry our coffee - including a specialty Blend - at all four of their locations in an effort to further emphasize their dedication Buy Local and align themselves with sustainable businesses.



Thank you to both businesses for their commitment to closing the waste loop. The Doubletree uses only biodegradable bags for their coffee orders, and Elephants is using our biodegradable cup, the ecotainer™, at their locations.



WE'RE A ROASTER OF THE YEAR FINALIST!

For the second year in a row, Portland Roasting has made it into the final three contenders for Roast Magazine's *Roaster of the Year* award. We submitted three of our favorite coffees for judging: Portland House, Morning Blend, and Ethiopia Yirgacheffe. Stay tuned for an announcement of the winner, which will be published in Roast's November / December issue.

NEW MERCHANDISE



We have a new mug available for purchase! The twelve ounce diner-style mug is available in our signature brown and adorned with our logo in cream. The logo wraps around the full surface of the cup (shown to the left and right). Each mug is \$6 for our customers and can be ordered through customer service. Retail orders can be made through our online shop.



Bag Switch Reminder: From One Pound to 12 Ounce

As you know, we have been filling orders in both one and five pound bags. After many requests from customers, and our growing grocery business, we will take this opportunity during the re-branding to switch from a one pound bag to a 12 ounce bag. Once we run out of one pound bags (in approximately one month) we will no longer package coffee in one pound bags.

Many of you order only your decaf coffee in one pound bags so this is a small matter; others order more coffee in one pound bags and might like a bit more help with your first few orders. We are glad to help you with this at the time you place your order. If you don't already, the 12 oz bag is a perfect size to sell coffee retail. The cost of the package will slightly increase the price by \$0.25/bag.

Thank you again for your support during the re-branding. We are extremely excited about the new opportunities that the re-branding opens up for our customers and hope that you share our excitement.

New Product Launch: The Portland Roasting Hotel Pack

Heeding the call of hotel and lodging guests who crave quality coffee brewed in their rooms, Portland Roasting is introducing a hotel pack for one- and four-cup brewers, which will be available in early November. For the one-cup brewer, we will be offering .80 ounce packages and for the four-cup brewer, 1.5 ounces.

Following the industry trend for higher quality in-room amenities, hotels are seeking out vendors who can provide added value products. Not only do travelers get to enjoy the same caliber of coffee that they drink at home, they don't have to leave their conscious consumer habits behind when they travel.



The room-ready hotel pack and accompanying condiment set are packaged in our new look, and feature all Farm Friendly Direct™ coffees. Contact our sales department today to learn more!



An exclusive fall promotion for Portland Roasting customers for the month of November! The chocolatier, in conjunction with Portland Roasting, is offering the following savings on their products:

- \$2 off per case on the sauces (chocolate, white chocolate, or caramel).
- Free rack included (pictured right) with purchase of 3 cases.
- \$3 off per box on the 30lb sweet ground cocoa and
- \$1 off per box on the 10 lb sweet ground cocoa.



GROWER BLOGS

Our Quality Control Engineer, Andres Castro, has been blogging weekly on portlandroasting.com from Colombia about our various Farm Friendly Direct™ projects. Also frequently updating is our grower from India. Haven't read them yet? Go to our website and click on 'Coffee Blogs' for a full index.

PROUDLY SERVING SIGN

Our new 'Proudly Serving' signs have finally arrived and are ready to hang on your wall or window. Made of embossed aluminum, the thin rectangular sign is finished with our signature brown and cream colors. The sign was designed with multiple uses in mind - it can be hung or mounted, and is lightweight enough to adhere to your espresso machine.

Ask your customer service representative next time you place your order about getting one of these signs for your cafe or company!



VOICES FOR SILENT DISASTERS

We've created a special Uganda blend for *Voices for Silent Disasters*, a city-wide concert series that will raise funds and awareness for the humanitarian efforts in the war-torn regions of Uganda.

The 10-concert series kicks off October 9 and runs through mid November. The coffee will be available for purchase at the concert venues, with all proceeds going directly to Mercy Corp. Attend a show and buy a pound or two and help support this cause!

www.voicesforsilentdisasters.com

EMPLOYEE PROMOTIONS

Ed Bert has been promoted to Lead Roaster and **Asher Boggioni** has moved into the Production Supervisor position.

Congratulations to them both!

PORTLAND ROASTING
340 SE 7th Avenue *Coffee*
Portland, OR 97214
503.236.7378 | 800.949.3898
www.portlandroasting.com