



## Why Red Rooster Coffee?

### Sustainability

- ◇ Biodegradable coffee bags, locally printed with water based inks.
- ◇ Organic Coffee - keeps harmful pesticides and herbicides out of the water table and off the skin of coffee pickers ensuring high price premiums for producers as well as longer healthier lives.
- ◇ Fair Trade Coffee - guarantees a minimum per pound payment for members of the cooperative.
- ◇ Direct trade coffee and direct relationship coffee allow complete transparency in the supply chain.
- ◇ Composting, recycling, and zero waste policies including no trash bag policy.
- ◇ 100% Biodegradable to-go products in our cafe.

### Coffee Quality

- ◇ 1st Place Brewers Cup, US Coffee Champs Qualifiers, Nashville 2019
- ◇ "Top Twelve Coffee Roasters in the US" Forbes Magazine, Nov 2018
- ◇ 1st place America's Best Cold Brew, Coffee Fest Baltimore, 2018.
- ◇ 2019, 2017 Good Food Award Winner
- ◇ Top 30 Coffees 2015, 2016, 2017 on Coffee Review
- ◇ 40+ coffees scoring 90+ on Coffee Review
- ◇ America's Best Espresso, Coffee Fest NYC, 2016.
- ◇ Golden Bean Silver & Bronze Medals 2016, 2017
- ◇ Ninth place US Brewer's Cup Championship, Seattle 2017

### Social Impact

- ◇ Over \$5000 worth of annual charitable giving including 700 lbs of food and \$1000 to our local food bank, Plenty!
- ◇ Donated equipment, training, and coffee to partner cafe dedicated to preventing recidivism through job training for women recently freed from prison.
- ◇ Red Rooster offers generous employee benefits packages including higher than industry average pay, health care, dental, orthodontics, and cell phone plans.
- ◇ Licensed onsite childcare provided for employee children at Yellow Hen Child Care, subsidized 80% by Red Rooster.

### Producer Impact

- ◇ Red Rooster purchases a large percentage of natural and honey process coffees to help conserve water waste at origin - often cited as 40 gallons per 12oz cup of coffee.
- ◇ Direct Trade relationships help producers thrive and grow high quality coffees using experimental varieties and processes to avoid disease and create unique profiles.
- ◇ Red Rooster has several such relationships including with very small farms in Panama, El Salvador, and Peru where our impact can be felt the most dramatically.
- ◇ Red Rooster is working directly with these farmers, paying higher premiums and sometimes even buying equipment for better processing.
- ◇ Red Rooster gives cash for social projects like literacy programs in Honduras and goats for farmers in Burundi.

### True Partnership

- ◇ Red Rooster is dedicated to customer service, meaning our staff of accounts managers and technicians are virtually always on call to answer questions and help solve problems.
- ◇ Red Rooster believes well trained baristas are the cornerstone of a successful coffee shop - our SCA certified baristas provide rigorous training and remain on call for skills upkeep for all levels of barista.
- ◇ Red Rooster's coffee equipment packages come with unlimited technical support and expertise, as well as maintenance and guidance for baristas and in-house technicians.
- ◇ Red Rooster can shape blends, roast profiles, and packaging to suit the needs of any and all clients. We are a full service coffee roaster dedicated to the craft of great coffee for any taste.



redroostercoffee.com  
540.745.7338

Haden Polseno-Hensley  
Founder

Rose McCutchan  
Founder