



East Coast Roasts

(yeah, we're talking to you!)



Welcome back to *East Coast Roasts*,

a monthly newsletter dedicated to keeping our East Coast roasters in the know!

Greetings, Fellow Coffee Enthusiasts,

August began with its intense, smoldering heat. Life here at Atlas is downright feverous as current, and newly-onboarded roasters are getting in on the spot coffee-purchasing spree. In addition to increasing sales, our long-anticipated arrival of our Mexico NKG Bloom Finca Teresa has finally landed at CTI!

Once it lands next month, our Ethiopia Guji Gr. 1 Washed Kercha, Guracho WS, will be able to join the "Welcome to the CTI spot coffee" soiree.

And drum roll, please.... the Coffee Roasters Guild (CRG) Retreat is finally returning after being canceled in 2020 due to (not surprisingly) the global COVID-19 pandemic. From Thursday, August 25th until Sunday, August 28th, passionate and innovative coffee roasters and experts alike will be able to immerse themselves in this exciting opportunity just like the good old times.

I'm a bit jealous that I personally won't be able to attend. But, I'm more than satisfied to inform you Atlantic-based, java-adoring individuals about this wonderful event that Atlas is sponsoring!

Stay well, hydrate yourself with some icy coffee, and 'til the next spilled coffee "T,"

Tiffany

East Coast Offers

Spot Coffee at CTI

- Brazil Screen 14/16 MTGB
- Guatemala FTO SHB EP CODECH DINTHEC/ADAT Blend (GP)
- Guatemala FTO SHB EP CODECH Community Blend 2021 (GP)
- Guatemala FTO SHB EP CODECH Micro-lot Juana Escobar Gaspar (GP)
- Honduras FTO SHG EP COMSA 2020/2021 (GP)
- Mexico FTO SHG EP (GP)
- Mexico SHG EP BLOOM Finca Teresa (GP)
- Peru FTO Gr. 1 Chirinos Mezcla 2020 (GP)

Upcoming Arrivals at CTI

- DRC FTO Muungano (GP), Jan 23
 - Ethiopia Guji G. 1 Washed Kercha, Guracho WS (GP), Sep
 - Honduras Org Microlot Hermanas Alvarado, Parainema & Icatu (GP), Oct
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FOLLOWED BY... **Mexico NKG Bloom Finca Teresa**

When the coffee rust crisis hit Mexico in 2012, production fell by 70 percent, severely affecting smallholder coffee farmers who contribute 90 percent of Mexico's coffee production. There were strong arguments for getting out of coffee: high investment costs, negative yields after pulling up old trees, lack of access to suitable and healthy seedlings, and high demand for expertise and labor. Additionally, price and production fluctuations left farmers in high-risk and vulnerable situations.

In this environment, Exportadora de Café California (ECC) designed and implemented a program to secure the sustainable production of Mexican coffee and improve thousands of farmers' livelihoods, enabling them to continue growing coffee for years to come. ECC's vision was to reposition coffee production as the main driver of the social economy in coffee regions.

An initiative by Neumann Kaffee Gruppe (NKG), NKG Bloom has an ongoing mission is to ensure the long-term viability of green coffee supplies by providing smallholder farmers with the opportunities and resources they need to run their farms at full potential and enter a pathway out of poverty.

Participating Bloom farmers are smallholders (farming fewer than 30 hectares of coffee) and farmer organizations largely comprised of smallholders. They commit to working in collaboration with our teams to run their farms as businesses and to improve upon prioritized social and environmental practices.

Atlas, a member of the NKG family, is elated to bring in our first Bloom coffees this month from Mexico. The Finca Teresa hails from a group of small producers located in the Fraylesca, Chiapas region primarily in Sierra Morena.

We're really excited to finally offer this Bloom coffee with its washed and sundried milling process landing at CTI. We were beyond excited to cup the arrivals and were immensely satisfied with its results! The arrival samples tasted seamlessly consistent with definite tones of nut, chocolate, vanilla, berry, pineapple, and tea. Please reach out to us for further details.

DISCOVER BLOOM MEXICO

Photo from Finca Teresa of a Por Mas Cafe training.



More From Mexico

During SCA Expo in Boston in April, Atlas Mexico Trader Dana Foster caught up with Andreas Kussmaul, our partner from Exportadora de Café California (ECC). Watch their interview to learn about ECC's work and his thoughts on Bloom!

EXPLORE ECC MEXICO



COMING SOON TO CTI! Ethiopia Gr. 1 Guracho WS

Guracho, the municipality called Guracho town, can be found in the Kercha woreda (district) within the Guji zone. It is approximately 90km southeast of the Yirgacheffe region. We've been buying coffee from Guracho Washing Station since 2015, and we maintain a genuine, ongoing relationship with its farmers and producers.

The Guracho Washing Station's owner is none other than our long-term partner Sibü Coffee. The coffee exporter began its operations in 2014, shipping primarily Guji coffees to importers and roasters worldwide. The required altitude for this to come to fruition is between 1,900-2,100 masl, with around 2,300 farmers involved throughout the process. The coffee from these smallholder producers is washed and then dried on raised beds.

Atlas has been known to carry an abundance of diverse coffee cupping profiles from Guracho. The preshipment samples tasted impeccably consistent with complex and sweet, juicy flavors of berry, citrus, spice, hops, blackberry, peach, lime, and botanicals. As a result, for several years within the specialty coffee world, Guracho has been receiving well-deserved attention.

DISCOVER GURACHO

Photo from a visit to Sibü Coffee of parchment and cherry drying on raised beds.



Coffee
Roasters
Guild
Retreat

CRG Retreat is Back!

Delavan, Wisconsin,
August 25-28, 2022

crgretreat.coffee | [#CRGRetreat](https://twitter.com/CRGRetreat)

**An annual gathering
of roasters from
around the world.**

Coffee Roasters Guild Retreat
is a prime source of coffee
roaster kinship and shared
efforts towards a deeper
appreciation and understanding
of the craft of roasting.

crgretreat.coffee | #CRGRetreat

THE CRG RETREAT IS BACK (AND BETTER THAN EVER)

Good things really come to those who wait, especially with the CRG
Retreat returning later this month in Delevan, Wisconsin! Featuring numerous
sponsors such as **Sucafina Specialty**, **IKAWA**, along with yours truly, coffee
roasters and professionals from around the world will also be able to have their
coffees showcased and enjoy collaborative learning.

LEARN MORE HERE



Summer Semester at Atlas



**AUG 11:
COFFEE FERMENTATION:
From Microbes to Flavors**

**AUG 12:
Q ARABICA CALIBRATION**

*for samples, further origin information,
or other needs, **contact me directly!***

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