



# Why Fresh Roasting Matters

Something To Brew On!

## The Value of Roasting

It is the job of the roaster to preserve the unique qualities of the beans they receive. Coffee is incredibly complex! From citrus to black pepper, coffees from around the world contain over 800 distinguishable aromas. We make every effort to offer those unique aromas to you by carefully trial roasting and sampling each coffee before deciding on a specific roast profile. Then we consistently roast each coffee in order to share our experience with you. For instance, our FTO Ethiopian Sidamo has a nice blueberry aroma which was lost when we roasted it too darkly. We roast this bean light to preserve its beautiful fruity aroma while balancing body and brightness. We want you to enjoy the hard work the farmers put into these beans.

## For Freshness' Sake!

Unfortunately, coffee begins to stale immediately after it has been roasted. The unique aromas are only very distinguishable within two to three weeks of roasting. Most coffees sold in grocery stores and retail shops make a long trip from across the country and have been sitting for months or even years. Our roasted beans only travel 20 feet. The coffee we serve you is often brewed just days after roasting resulting in a fresher, crisper, richer, more unique taste. Enjoy!