

Good Earth

COFFEEHOUSE™

Good Earth introduces new single origin coffee from Costa Rica

Sourced from micro-lot farms in Azalea, Costa Rica, Good Earth shares this exclusive Rainforest Alliance Certified coffee for a limited time.

CALGARY – (January 10, 2018) – Good Earth Coffeehouse (Good Earth) is excited to release their latest feature coffee, Azalea, from the Central Valley of Costa Rica. Four times a year through direct trade relationships, Good Earth shares a single origin coffee from a coffee growing region producing some of the world's most exclusive and exceptional coffees. This allows Good Earth the opportunity to seek out partners with sustainability initiatives that protect the environment and create long-term economic opportunities for coffee growing communities.

Azalea consistently delivers the best cupping coffees in the celebrated Central Valley of Costa Rica. Azalea includes nearly 2,000 local farmers growing on micro-lots – most producing less than 20 bags per year. This, along with the strong influence of the volcanic soil, contributes to the unique characteristics that Azalea is known for. The dry, Pacific climate and two distinct growing seasons allow for the perfect development of the coffee cherries.

"We are thrilled to be able to share dynamic coffees like Azalea that simulate the senses," said Nan Eskenazi, Good Earth co-founder. "We love that our customers can experience this outstanding coffee that celebrates the hard work of these local farmers."

Consisting of Caturra and Catuai varietals, the coffee cherry is harvested and washed to remove the skin and pulp of the fruit – a process that creates a vibrant, yet well-rounded cup. The sweet caramel aroma complements the flavours of citrus, brown butter, vanilla and black tea. This complex light roast is perfect for sharing with the classic French Press brewing method at your local Good Earth coffeehouse or brewed at home.

Good Earth's mandate is to make a positive impact in the communities where it operates, and this value helps guide everything it does. "With every bag of coffee or every cup enjoyed, we believe we are connecting people and making friendships that transcend communities and even borders. In choosing this special coffee, we are supporting the economic sustainability of our growers and their focus on reducing environmental impacts," continues Eskenazi.

Good Earth is proud to roast and package all of its coffee in Canada. From its environmental commitment to direct trade with coffee farmers, Good Earth creates strong community-building initiatives with like-minded organizations.

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About Good Earth Coffeehouse

Good Earth is a network of authentic coffeehouses with 48 locations throughout Alberta, British Columbia, Saskatchewan, Ontario and Manitoba. The first Good Earth Coffeehouse opened in Calgary in 1991. Founders, Nan Eskenazi and Michael Going, began with a desire to serve exceptional coffee and wholesome food, with a down-to-earth attitude. The company has grown through franchising and remains true to the original mission... to be a coffeehouse with good food. (www.goodearthcoffeehouse.com).

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