

Good Earth

COFFEEHOUSE™

Good Earth launches single estate Ethiopian coffee for the holidays

From the birthplace of coffee, Good Earth shares exclusive organic coffee grown on the oldest and most prestigious farm in Guji, Ethiopia.

CALGARY – (November 12, 2018) – Good Earth Coffeehouse (Good Earth) is excited to share their special holiday roast from Moredocofe Estate in Guji, Ethiopia. Four times a year, Good Earth releases a new coffee, sourced through direct trade relationships, giving Canadians an opportunity to experience some of the world's most exclusive and exceptional coffees. This also allows Good Earth the opportunity to seek out ethical and sustainable farms that give back to the local communities, bringing their coffee and their story to their customers.

Traceable from Tree to Cup, this coffee is semi-forest (shade grown) utilizing organic farming methods to deliver the best quality while maintaining the inherent nature of the wild coffee. Farmer Haile Gebre believes that what you take out of the earth – like fruit from the trees, you should put back in equal measure. That is why the farm composts organic material, including the pulp from coffee cherries.

“Coffee is revered in Ethiopia. We are thrilled to be able to share this beautiful coffee from the original Guji coffee farm” said Nan Eskenazi, Good Earth co-founder. “We strive to serve extraordinary coffee and wholesome food every day, and we are proud to offer Canadians a unique coffee experience.”

Good Earth's mandate is to make a positive impact in the communities where it operates, and this value helps guide everything it does. Moredocofe's many social programs have been put in place to help the community – from farming education to building schools. “In choosing this coffee, we are directly supporting a better life for eco-friendly growers and their families through the promotion of a sustainable production which safeguards the ecosystem,” continues Eskenazi.

Consisting of Ethiopian heirloom varietal, the coffee cherries for the coffee have been harvested by hand at peak ripeness. This Rainforest Alliance Certified coffee is well balanced and creamy with a bright, crisp finish. It tastes of rich bergamot, lime zest and milk chocolate with a spicy jasmine aroma. When drinking this light roast, it is not hard to imagine why coffee comes first in Ethiopia!

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 49 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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