

Good Earth

COFFEEHOUSE™

Good Earth debuts single origin Guatemalan coffee for fall

Finca Danilandia is an ethical and sustainable coffee for Canadians that gives back to local communities

CALGARY – (August 27, 2018) – Good Earth Coffeehouse (Good Earth) is adding a new coffee offering to your morning routine, Finca Danilandia, a single estate Guatemalan coffee. 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 the coffee company to seek out ethical and sustainable farms that give back to the local communities, bringing their coffee and their story to Good Earth customers.

Finca Danilandia is a family-owned Rainforest Alliance certified coffee farm located in Pueblo Nuevo Viñas, nestled in the hilltops of the Tuacamburro Volcano. The farm, carefully cultivated under the watchful eye of local farmer, Luis Arimany since 2010, produces the highest quality of beans using sustainable agricultural practices.

“We strongly believe in not only sourcing the highest quality of bean for our valued customers, but to seek out ethical and sustainable farms who mirror our mission to provide an exceptional product and Finca Danilandia fits that beautifully,” 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 as well as telling the stories of the farmers behind them.”

Good Earth's mandate is to make a positive impact in the communities where it operates, and this value helps guide everything it does. In support of the next generation of coffee professionals, Finca Danilandia funds a scholarship program that helps students achieve their high school degree with a specialization in coffee production. “The Finca Danilandia program not only helps the students and families of Guatemala, but strengthens the coffee industry in Guatemala overall, creating a brighter future for generations to come,” continues Eskenazi.

To further support the communities in Guatemala, Good Earth will be making a donation on Finca Danilandia's behalf towards relief efforts for those affected by the eruption of the Fuego volcano on June 3, 2018.

Finca Danilandia's distinctive character is specific to the region of Guatemala. This unique micro-lot comprised of Caturra, Catuai and Bourbon varietals were carefully washed, sundried and finished in Guardiaola dryers. It is a full-bodied coffee with caramel aroma and notes of sweet dark chocolate, toffee and almond. The rich and buttery mouth-feel has an easy finish that makes it the perfect pick-me-up for customers on their morning commute, or a casual afternoon get together with friends.

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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