

Roastmaster's Report

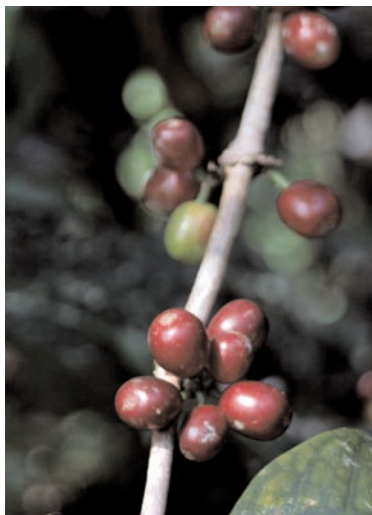
Volume 6, Issue 3
Fall 2005



Getting the good word out about Sustainability!

For me, sustainability means we are positively impacting the communities that we source our coffees from. Each of these communities are the source of the magnificent beans we transform into beautiful roasted coffee and finally brew in our stores, and its important we give back as much as we can.

When I started traveling to coffee producing regions around the world nearly 10 years ago, asking questions like "How much do pickers get paid?" or "Do the workers have educational opportunities and access to medical care?" was not necessarily acceptable. In fact, as recently as 5 years ago these same questions were often met with a condescending eye roll and a tone of voice suggesting those questions would upset some long-lived hierarchy in the coffee supply chain. I am pleased to say the combined efforts of many people did upset that hierarchy. In specialty coffee, the days of anonymity in the supply chain are nearly gone and that is



a win for the producers who labor so lovingly over this precious commodity.

Today, I often travel around the world with other green coffee buyers. It is commonplace for us to ask questions about how much people are paid, how much producers get for their coffees, and what kinds of basic needs the producing communities have which are not met. Furthermore, buyers are inquiring about the environmental impact of coffee production and encouraging more responsible practices to ensure healthy ecological systems for wildlife and people alike. This industry is changing and we at Caribou continue taking a leadership role and setting an example in our green coffee sourcing. As we grow our impact on coffee-producing communities grows in accord.

I am proud to be working for a company like Caribou Coffee Company as we place genuine priority on having a healthy supply chain; we strive to create an experience that makes the day better, whether for our guests in our stores or the farmers who produce the excellent coffees we buy. Enjoy your cup!

CHAD

Michael Coles on Sustainability

Sustainability in how we source our coffees at Caribou Coffee is another way we do our part to create an experience that makes the day better. It is important for all of us to feel like we make a positive contribution in our daily activities.

At Caribou we strive to provide a place where our guests can get the best coffee in the world with the best service and comfortable store environment; and where our Team Members are proud to work not only because it's fun, but also because of our corporate responsibility

initiatives. Our support of the organizations we partner with and the way we conduct ourselves in our procurement strategies helps us grow stronger in our business, build ever stronger ties with our supplier partners, and mostly it is how we are making a difference because it's the right thing to do!

As I have often said, in the final analysis we will be valued not only by how much business we do but how we do business.

Michael Coles
President, CEO & Head 'Bou

Checking in from the field

“What impact does Caribou's commitment to sustainability have on your life as a Caribou guest/employee?”

“Most people try to do their small part to improve the environment. Finding out that my favorite coffee company is placing such an importance on doing the right thing just cements my loyalty!”

-Dan, #130

“Caribou’s commitment to sustainability makes me want to work here even more. It is important that the company I work for values the same things I personally value, and does something about it.”

-Sarah, #709

“The ability for Caribou Coffee to honor the philosophy of serving the best coffee, depends on having viable crops to choose from. To have viable, quality crops, we must support the efforts on behalf of our producers to keep the process going and growing.”

-Lynn, District Manager

“It makes me feel good that we not only try to better our own communities, but are willing to better communities around the world.”

-Cindy, Manager In Training

“I think it's just great! I love hearing how my purchases are helping to improve conditions very far from where we are. It makes the world feel much closer.”

-Diane, #1121 Yorkdale

“As an employee of Caribou Coffee I take pride in knowing that the coffee I serve is as rich in history as it is in flavor. Our commitment to sustainability ensures that history continues for generations to come.”

-Kayle, Shift Supervisor, #754