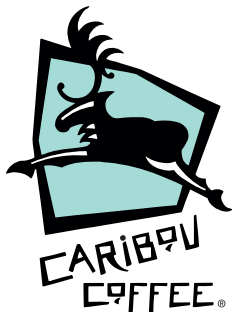


# Roastmaster's Report

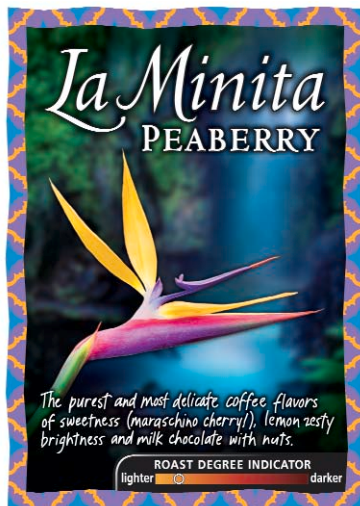


## La Minita Peaberry returns!

My very first trip to a coffee farm was to Hacienda La Minita: the famed source of our exclusive La Minita Peaberry. In the years since I have spent nearly half of my working time traveling to various coffee producing zones around the world and rarely have I encountered as idyllic a farm.

The meticulous attention to detail and obsessive commitment to quality we all expect from this farm is impressive and awe inspiring. It's the kind of crazed zealotness that makes coffee fanatics gleeful! However, the people of La Minita are the part of the equation that keeps the whole thing going.

Farm proprietor Bill McAlpin oversees all of the farm's operations ensuring all is done to his exacting standards. His staunch and not-so-delicate leadership style can seem intimidating—almost scary—to the unfamiliar observer, but a closer look at the community of people working and residing on the legendary



coffee estate exposes the magic of the place McAlpin has created.

For almost 10 years I have made nearly annual pilgrimages to Hacienda La Minita and each trip brings to me new insights about coffee production and quality management strategies at an agricultural level. More profound, however, than the coffee knowledge I glean from each trip is the connection I feel with the people on the farm. Many of the same people who greeted me for my first visit greet me each year and ensure my experience there is unforgettable.

Everyone who works at La Minita understands that you stop at nothing in your quest for that perfectly grown, harvested, and processed coffee—especially when that quality is what you hang your hat on! It is a matter of pride amongst them. As you walk around this incredibly beautiful farm you really do get the sense there is magic to the place and the people who make it all happen. Many of the people who work at the farm are 2nd and even 3rd generation La Minita families! It is work that rewards them and a way of

living that has improved their quality of life steadily affording many of them the opportunity to buy their own houses and, in some instances, their own coffee farms!

For about 20 years these people have produced the world-renowned trademark La Minita—the coffee is so highly sought after that there is actually a waiting list to purchase it! Of the coffee produced on the farm itself, less than 25% meets the rigid standards required to bear the La Minita name. Less still is bagged as La Minita Peaberry and these are the special beans Caribou Coffee Company offers as an exclusive each year.



### And the taste?

The reward is a supersaturated flavor experience. Luscious fruits reminiscent of oranges growing wild among the coffee plants, torn open and squeezed fresh, taste sweet and invigorating. Delicate cocoa and cream richness saturate the palate. A lingering caramelized almond finish leaves you longing for another sip, another cup, another year of this magnificent coffee.

This is an exclusive offering from Caribou, available on a limited basis. The hard part is done: picking and sorting and roasting and bringing it to you. Now enjoy the fruits of our labor and relish in this distinctive coffee that emanates the warmth of countless Costa Rican sunsets.

## Excerpts from The Cupping Lab

We're taking a look behind the doors of the roastery for a glimpse at the La Minita Peaberry's transformation from jade green to milk chocolate brown. Jeremy Berens, a 6-year veteran roaster at Caribou, finds it the most challenging of all of our coffees to coax the delicious flavors from.

“Unlike traditional flats, peaberries have a unique surface area and require more heat to penetrate the dense beans,” according to Jeremy. A higher starting temperature and a higher finish temp, as compared to a traditional Costa Rican coffee, forces the roaster to keep on his toes so the beans do not overdevelop, thereby masking some of the delicate flavors.

As the transformation ensues, the roaster monitors the progress of the batch using a scoop, or trier. Observing changes in color and aroma, this element is crucial for craft roasters. As Jeremy indicates, the La Minita Peaberry is a bit tricky.

“Due to the shape and density of the bean, the surface color appears lighter (in roast degree) than the grounds, analyzed by a light reflectance meter called an Agron, indicate.” Careful monitoring and roasting experience allow our roasters to maintain the flavors that would be overshadowed by a deeper roast.

Knowing the intricacies of roasting this unique coffee allows Caribou to bring this special coffee. The entire roastery team hopes you enjoy it this year and for years to come.

Happy Coffee Drinking,

CHAD