Annual Report Summary 2021

Table of Contents

- Annual Report
- Arabica Beans
- Blending
- Grind Guide

We are committed to total quality, trading relationships that empower farmers to produce incredible coffee, and also connecting coffee drinkers with the knowledge that they can change the world through their coffee purchases. You will find very interesting topics about coffee in this issue.
For a wealth of information on topics such as shade grown coffee, fair trade coffee, organic farming, as well as being a great place to learn about and buy our coffee, visit our website:
www.globalcoffeecorp.com

Country	Coffee Type	Trade %
USA	Arabica	10
Canada	Robusta	8

Did you know that coffee is the second largest trade commodity in the world after petroleum? We have compiled some fun facts to let you know more about that elixir you brew each morning!

It takes five years for a coffee tree to reach maturity. The average yield from one tree is the equivalent of one roasted pound of coffee. Although coffee was introduced in Europe as early as 1608 as a beverage for the rich, the first public coffee house in Europe opened in Venice in 1683.
The expression “a cup of Joe” to denote coffee was first coined during WWII, when American servicemen (G.I. Joe) were identified as big coffee drinkers.

We treat our beans right!

At Global Coffee Company, we treat the coffee beans right, from start to finish — from selecting the best green beans, to creating blends, roasting, keeping beans fresh, and brewing. At every point in the process, we accept only the highest-quality beans and employ the highest standards, no matter the cost.

Arabica beans

Selecting the best unroasted coffee beans is the heart of our quest for the best cup of coffee. Unroasted coffee beans come in two varieties: arabica and robusta. We choose only Arabica beans because they are far more flavorful than robusta.

Arabica beans are grown at higher elevations than robusta (the best arabica beans grow at 3,500 to 7,000 feet). Cooler weather at higher elevations causes the beans to take longer to mature, intensifying the wonderful flavors that we seek.

These beans are more expensive because the plants yield less coffee per year and are more difficult to pick at the higher elevations – and because the quality of the best arabica is unmatched!

Blending

We sample different roasts daily from around the world. We sample from rows of porcelain cups, dipping a spoon here, taking two spoonfuls from there, mixing anywhere from three to eight different coffees together. Then comes weeks of tweaking, sourcing just the right green coffee, and more tastings. After all of that work, the blend might be good enough to carry our name.

Keeping your coffee fresh

Coffee tastes best when consumed within a month of roasting. Coffee that is exposed to the air starts to lose its delicate aromas and the flavor oils begin to stale.

At Global Coffee Company, we wait until stores place an order before we roast any beans. That way, beans never sit around, waiting to get sent out.

Grind guide

Whole Bean - We ship whole beans to you so you can grind them as you like. Espresso - The finest grind we offer. Drip - The finer of our automatic drip settings is used for standard drip brew coffeemakers with paper filters. Gold Filter - The coarser of our automatic drip settings works with conical metal filters. French Press - The coarsest grind we offer. For use in press pot or French press coffeemakers. Choosing the proper grind is as important as using the freshest beans and good, clean water. The general rule is that the shorter the brewing time, the finer the grind should be. For the best-tasting coffee possible, we recommend that you order your coffee wholebean and grind just before you brew. However, if you prefer, we'll grind it for you. You can choose from one of the following options when you order your coffee online.

Fun facts about coffee

Did you know that coffee is the second largest trade commodity in the world after petroleum? We have compiled some fun facts to let you know more about that elixir you brew each morning! It takes five years for a coffee tree to reach maturity. The average yield from one tree is the equivalent of one roasted pound of coffee. Although coffee was introduced in Europe as early as 1608 as a beverage for the rich, the first public coffee house in Europe opened in Venice in 1683.