




REUNION ISLAND

COFFEE ROASTERS

2014 | YEAR IN REVIEW



We've begun to notice a trend here at Reunion Island Coffee Roasters: each year is more exciting than the one that came before it. Over the past 12 months, we've managed to roast 35% more coffee than the year previous all while continuing our pursuit of becoming one of North America's most sustainable, customer-driven coffee roasters.

The sustainability of the coffee value chain continues to be a motivating force for us. Over the past 12 months, we've increased our purchases of Rainforest Alliance certified coffees by 95% and Organic certified coffees by 30%, surpassing our targets and increasing our total amount of certified coffees purchased by 40%. After seeing increasing value in our direct trade relationships, we've established new relationships with producers in Costa Rica and Brazil.

Last year alone, we planted over 115,000 trees through our Sierra Verde project, bringing the total number of trees planted over the life of this project to over 319,000. The combination of this initiative along with our use of 100% renewable energy through Bullfrog Power has resulted in us becoming a carbon neutral roaster.

As the company has grown, so has employee engagement. Through the development of an internal Sustainability Committee, we've made huge steps towards our ultimate goal of becoming a paperless company. Understanding the true importance of our team, we've focused on improving on the life-work balance of our employees by increasing our internal minimum hourly wage to be \$3 higher than the government's, adding to our benefits and vacation packages and incentivizing our staff to volunteer their time to causes that matter to us all.

Beyond our commitment to sustainability, we're equally obsessed with the constant improvement of our coffee. In the fall, we added a Loring Smart Roaster to our lineup allowing us to gain better control of our roasts while using up to 80% less natural gas. The Loring's versatility and controls have paved the way for two major developments to our coffee quality, including one of our baristas qualifying for the Canadian National Barista Championships and the development of our Small Lot Series program – a curated collection of monthly coffees that not only encourages our customers to step out of their comfort zones, but also drives us to do the same as roasters.

In addition to our ongoing projects, our creative team also found the time to overhaul the Reunion Island brand to better align with our goals. And we built a new website, designed not just to sell our products but also to educate our customers and make specialty coffee more accessible.

Looking back at our past year's work, it becomes clear that our efforts, and the challenges that came with them, were all worthwhile. Perfection in coffee is impossible, but for us, the progress never stops.



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01

COMPANY OVERVIEW

At Reunion Island Coffee Roasters, we're proud of our uncompromising commitment to quality and sustainability. Over the years, we've cultivated strong relationships around the world with an incredible group of leaders in sustainable coffee farming and development. We're constantly exploring the globe to source exceptional coffees from emerging origins and innovative farms. From our roaster to your cup, there's always something new to discover.



The company was founded in 1995 and has enjoyed steady annual growth over the past 19 years. Our team of 50 employees will roast more than four million pounds of coffee in 2014. Our customers include wholesale clients in the retail, foodservice, office coffee and hospitality industries.

For more than three decades, company president Peter Pesce has played a key role in the advancement of the Canadian specialty coffee market. He is known within the coffee industry as a strong leader and advocate for quality and innovation. Consumers recognize him from national television appearances and print media interviews that have called him "reputedly the best 'cupper' in Canada" (Toronto Star).

Peter's focus on quality has always been paramount, but over the years, we have developed an equal focus on the idea that our business can be driven by sustainability as well. To that end, July 2014 marks our one-year anniversary as a Certified B Corporation.

B Corporations are a new kind of company working toward one unifying goal: to incorporate social and environmental benefits into the definition of success in business. There are currently over 1,050 Certified B Corporations from more than 60 industries in 34 countries and we are thrilled to be one of only a dozen B Corp certified coffee roasters worldwide. Over the past year, we committed to getting our feet wet within the local B Corp community by participating in numerous speaker panels and industry events where we've become the unofficial coffee supplier. We're thrilled to have secured the B Corporation designation based on our holistic approach to responsible and sustainable business.

B Corps are important because they inspire all businesses to compete not only to be the best in the world, but to be the best for the world. Certified B Corporations meet higher standards of social and environmental performance, transparency and accountability. As B Corp explains, "It's like Fair Trade certification but for the whole business, not just the coffee."

WHY WE BECAME A B CORP

Certified



Corporation™

For Reunion Island Coffee, sustainability means an uncompromising view of the social, economic and environmental facets of our business spanning the whole supply chain. It starts with the way we source our

coffee and extends to the way we operate our business. Without looking at the whole picture, across all levels, we would only be working in half measures. B Corp provides us with the framework and verification to confirm that we are operating in a way that will help us sustain our business, while helping our employees, our community and the producers that supply us with our coffee to sustain themselves.

The performance standards are comprehensive and transparent. They measure our impact on all of our stakeholders (e.g. employees, coffee farmers, suppliers, community, and the environment). As Certified B Corporations, we are required to consider the impact of their decisions not only on our shareholders, but on all of our stakeholders.

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OUR MISSION

At Reunion Island Coffee Roasters, our mission is simple: we're a group of passionate coffee people who have rallied around the common goal of producing great coffee in a sustainable way and making it as accessible and approachable as possible.

Our customers are loyal supporters of our brand. We consistently exceed their expectations and in return, they proudly represent us. Our continuous growth, good management and honesty make us a desirable business partner for suppliers. Our employees are proud of our reputation and take ownership in their responsibilities. Our competitors respect us for our ethics, commitment to sustainability and no-compromise approach to quality.

We are a customer-driven business with deep roots in the Canadian coffee industry. Our customer list includes trend-setting cafés, celebrity chefs, and five-star hotels along with world-class retailers, e-tailers, institutions and office coffee services. We understand the needs of our customers and offer marketing and other tailored services to meet those needs. We are focused on developing brand equity throughout the US and Canada, with an emphasis on our own backyard, Toronto.

With a superior and expansive line of fresh quality coffee and allied products, we are one of North America's premier specialty coffee roasters. We are firmly committed to supporting sustainable coffee farming and offer a growing line of Organic, Rainforest Alliance and Fair Trade coffees. Our promotional programs work in tandem with our product quality to solidify customer loyalty and build brand equity. Our future is closely tied in with the promotion of emerging new origins, certifications, packaging and brewing options.

As leaders in innovation, quality, efficiency and service, we are one of the industry's toughest competitors. We are large enough for virtually any new account, but flexible enough to take great care of a single café or restaurant. We continue to differentiate ourselves in the market as experts in all of the critical steps throughout the supply chain. We have one of the best green coffee inventories of any roaster in the country and are working to maintain our position as leaders in the push to make coffee a more environmentally responsible industry.

Within the industry, we are recognized for the leadership role that we command as a company. We take our responsibilities as a specialty coffee roaster seriously and we are committed to practices that raise consumers' value perception of great coffee. By expanding our support for charitable organizations, we hope to make life better for those in coffee-growing nations and for others here at home. Wherever possible, we share best practices that contribute towards building sustainability in the industry.

Our plant is a showplace for our employees, customers and suppliers and is a testament to our commitment to quality in everything we do. Through engaging training programs, we are instilling in our team a passion and knowledge for all things coffee and encouraging them to share what they learn. Our thorough customer training experience includes facility tours, quality assurance overviews, cupping and coffee education.

We endeavor to do everything possible to help our team take pride in the product they produce. They know that every job is important. Our sales and marketing teams forge strong relationships with our customers. Our staff members' loyalty and belief in our company, their passion for our product and their expertise lead to lasting and sustainable partnerships. All our employees contribute toward defining and refining processes that empower us to complete tasks efficiently as a team.

We operate with the knowledge that we will face challenges and setbacks. Still, we will ultimately succeed for one simple reason: at Reunion Island, we do things right.

03

SUSTAINABILITY PRACTICES

Sustainability has become a central tenet of our business model, both in our work abroad and at home. We place the same care in our sustainability initiatives as we do in the quality of our coffee, and over the past 10 years, we have come to realize that the two concepts are intimately intertwined. It is an undeniable truth in coffee that as the quality of life for those growing it improves, so does their crop.

Over the years, we have worked with dozens of farms and co-ops on development projects; supported certifiers promoting social, environmental and financial development; and donated time and money to NGOs around the globe. Through this work, we have redefined our business model, improved the quality of our coffee, helped countless producers and farm workers, and given our employees and customers new reasons to feel proud of the roaster they have chosen to work with.

In 2013, we became a certified B Corporation. This had long been a goal for us, as the process of earning certification requires complete commitment to sustainability in every facet of the business. As we went through the assessment process, it became apparent to us that the tremendous amount of work we had done, both abroad with our sourcing and development projects and at home, had made more of an impact than we realized. B Corporations must look at their entire supply chain and work towards sustainability in all aspects of their business, and importantly, be able to verify the work they are doing is not just talk. To be a B Corp is to embrace the huge burden of proof and verification of all we claim to do as a business, and that challenge was one we took great pride in tackling. We are honored to be giving back to coffee producers around the world, our local community, the environment, and our employees in meaningful and measurable ways.

The information that follows provides details on the farms and other organizations who are our partners in sustainability.

BULLFROG POWER

In early June 2008, Reunion Island became Canada's largest coffee roaster to be bullfrogpowered with 100% green electricity.

Choosing green, carbon-free power is an easy way to do our part to help fight climate change and create a healthier environment for future generations. It is a fantastic way to support a cleaner and more sustainable energy future. To date, we have reduced our carbon footprint by over 500 tons of CO₂, 600 kg of NO_x, 1100 kg of SO₂ and 45 kg of high-level radioactive waste. The CO₂ removed from the atmosphere alone is the equivalent of taking over 100 cars off the road. Bullfrog Power has been a terrific partner for us in our efforts to become the most sustainable coffee roaster in North America.

CARBON NEUTRAL

Thanks to our relationships with Bullfrog Power and Trees for the Future, allowing us to offset tremendous amounts of carbon, in late 2013 we became officially "Carbon Neutral." In fact, we have more recently become carbon positive, meaning that our use of renewable energy and tree planting efforts have resulted in more carbon being taken out of the atmosphere than what our operations are putting in. We were able to verify this exciting realization through our use of the Specialty Coffee Association of America (SCAA)'s START Database.

START, a project we helped fund six years ago, is a database designed to help the SCAA meet its commitment to the United Nations' Millennium Development Goals. In addition to tracking the work the industry is doing to achieve those goals, a carbon calculator was also built in, and we have joined an extremely small cohort of coffee roasters that can boast the Carbon Neutral moniker.

RAINFOREST ALLIANCE

In 2012, we set the ambitious goal of converting at least 30% of our coffee purchases to Rainforest Alliance Certified™ beans by August 31, 2013. Not only did we reach that milestone, but we exceeded even our wildest expectations by reaching a 60% level of coffee purchased with RA certification. In addition, through our efforts and influence, several of our wholesale customers have converted their private-label brands to fully certified coffees, with a heavy focus on Rainforest Alliance certified coffees.

We were able to source these additional coffees through new partnerships with several new farms and co-ops around the world, particularly Daterra in Cerrado, Brazil.

In October of 2013, our Director of Coffee Adam Pesce was invited by the FNC to Expo Especiales in Bogotá, Colombia to speak to the positive outcomes he has witnessed due to Rainforest Alliance certification, both at the farm level and for our business. We are also actively involved in promotions to support the annual Follow The Frog week to build awareness for the organization's work. While there may be great merit to the Rainforest Alliance's efforts, there is still much to be done to ensure the public fully understands its scope. We take great pride in our role as ambassadors for the certification, as both our travels to certified farms and the quality of coffee we receive, have proven to us that the Rainforest Alliance's standards and programs work to increase the social, environmental, and economic stability for growers that we strive for.

Rainforest Alliance Senior Manager Alex Morgan has been vocal in his appreciation of our initiatives:

“Reunion Island is a great company to work with. Reunion Island adeptly combines a commitment to sustainability and positive impacts on the ground for producers with a passion for very high quality coffees. They are innovative and creative in the market, but not afraid to get their hands dirty when tackling difficult social and environmental issues in coffee producing countries.”

Reunion Island is proud of our expanded commitment to supporting Rainforest Alliance Certified coffee farming. Over the past six years, we have had the opportunity to visit many certified farms including Finca La Soledad (Guatemala), Shangri-La (Tanzania), Finca Santa Anita (Costa Rica) and Daterra (Brazil), and have been consistently impressed with the tangible benefits that farmers gain by following Rainforest Alliance certification standards.

Rainforest Alliance certified farms typically yield both higher quality and quantity in their harvests. These crop improvements benefit both farmers in origin countries and consumers in importing countries, as farming communities enjoy an improved standard of living and specialty coffee consumers have improved access to high quality beans. This is a sustainable model that we are proud to support.

In the last 12 months, we have converted our Island Reserve, Sunday Morning, Mocha French, and Privateer Dark blends to Rainforest Alliance Certified coffees, while also improving the quality of those coffees in the cup. The proliferation of RA certified farms around the world has aided us greatly in our quest to eliminate all non-certified coffees from our line-up, while maintaining our high quality standards.

Although the Rainforest Alliance allows the use of their logo with only 30% certified beans, Reunion Island's coffees featuring the seal contain 100% Rainforest Alliance Certified beans.

FAIR TRADE

There's never been a more exciting time to be involved with the Fair Trade movement. We're proud to work with Fair Trade USA as they explore new ways to expand the impact that Fair Trade has on the lives of coffee farmers. Based on survey results from summer 2013, the majority of our customers rank Fair Trade as the most meaningful certification.

In January 2014, Reunion Island's Marketing Manager, Stefan Pazulla, was invited to join Fair Trade USA at origin and traveled to Chiapas, Mexico to learn more about their process. Over the course of his weeklong trip to 10 Fair Trade certified co-operatives in Chiapas, Stefan was able to witness firsthand the tangible benefits of Fair Trade's producer premium and the social benefits of certification. His trip also marks the beginning of our more concerted effort to ensure that multiple members

of our team – not just our coffee buyers – are able to visit farms in order to better understand the difficulties of farming and to instill the passion for coffee that is so important to our success.

Fair Trade USA's president and CEO Paul Rice comments, “Reunion Island's exemplary commitment to farming communities and the environment serve as a prime example that sustainability and profitability can truly go hand in hand. The company's deep relationship with growers, keen understanding of certifications and remarkable thought leadership within the specialty coffee industry have been invaluable during this time of innovation and change in the Fair Trade movement. We value Reunion Island's partnership and celebrate the positive impact that the company has had from farm to cup, empowering both farmers and consumers alike.”



ORGANIC CERTIFICATION

Growing consumer demand for organically grown products has resulted in increasing availability of certified organic foods, including great coffee.

For a coffee to be certified organic, it must be grown in a manner that excludes the use of fertilizers, pesticides, hormone treatments and steroids. Organic farmers instead must rely on superior growing practices, natural fertilizers and alternative methods of pest and disease control.

Since 2007, our roasting facility has been inspected and certified by the Organic Crop Improvement Association (OCIA) for the processing of organic coffee. The OCIA is one of the world's oldest, largest and most trusted leaders in the organic certification industry. As a coffee roaster, the OCIA works with us to ensure that all of our organic coffees and teas strictly adhere to the organic standards and to ensure that any organic private label product is easily traceable to us. Their standards are in compliance with both USDA Organic and Canada Organic. They are a non-profit, member-owned agricultural organization and are dedicated to providing the highest-quality organic certification services and access to global organic markets.

CERTIFICATION USAGE



COLOMBIA LAS HERMOSAS PROJECT

The Las Hermosas farmer relationship project started in 2004 when we discovered an exceptional Colombian coffee from a farming co-operative called Cafisur, in southern Tolima. In an effort to give back to this community, we donate funds each year to support projects that improve the local standard of living. Thanks to our customers, we have been able to donate tens of thousands of dollars to this small farming co-operative, which has not only improved the quality of the coffee, but also the quality of life for those growing it.

Better social and economic conditions also create an environment where premium quality production is possible. As evidence of this, farmers from the Las Hermosas co-operative have placed first, third and seventh in Colombia’s Cup of Excellence competition.

The newest funds are being channeled into the Los Jovenes del Café program, which aims to keep youths in coffee farming by purchasing small one-hectare plots of land and seedlings for

promising children of coffee growers. The youths are trained to plant and care for coffee and when they graduate from school, each will have a working plot of land.

This being our 10th anniversary of this project with Cafisur, we have created an exciting way to celebrate. Working with the Colombian Coffee Federation, the co-op and its mills, we have designed a micro-lot competition. Farmers whose coffee scores an 85 or higher are welcome to participate in the competition and are guaranteed a \$.10 premium just for submitting their coffee. We have put together a jury of employees, customers and coffee experts to evaluate the coffees, and the first, second and third place farms will receive \$1.50, \$1, and \$.50 premiums (respectively) for their crops this year. We believe that this will not only ensure that the farmer gets a larger portion of the value chain but will encourage all farmers within the co-op to focus on quality as a means to earn more for their harvest.



To date, we have supported numerous projects with over \$35,000 generated from our sales of the co-op’s exceptional coffee, Las Hermosas :

- Construction of parabolic drying beds for 200 small family farms to improve quality;
- A cupping lab in Ibagué with the equipment required for coffee quality analysis;
- A complete overhaul of sanitation and water purification systems for seven schools in the region;
- Set-up of multiple computer labs within schools in the region for business and educational use;
- Sample roasting equipment for the cupping lab;
- Young farmer initiative: giving new farmers land and technical support to start their own farm.



GROUNDS FOR HEALTH

Grounds for Health’s mission is to create sustainable and effective cervical cancer prevention and treatment programs in coffee-growing communities.

In developing countries, cervical cancer kills more women than any other type of cancer. The good news is that it is one of the easiest cancers to detect, treat and cure when caught early. Grounds For Health provides life-saving screening and treatment services for thousands of women each year. Reunion Island proudly donates a portion of the proceeds from our Bullet Espresso to Grounds for Health.

We also sponsor fundraising events to support this work. Our Director of Coffee Adam Pesce currently serves on the board of directors of Grounds for Health. “Adam Pesce has been an exceptional supporter since the day he first learned of Grounds for Health,” says the organization’s outgoing executive director August Burns. “From joining us on a campaign in Nicaragua in 2010 to speaking at our reception at SCAA 2012, he is proof that passion and unbounded enthusiasm

can truly make a difference in the lives of coffee producers. It’s that kind of energy that makes our message resonate, enabling us to reach an ever widening audience.”

Regarding our company as a whole, August notes, “Reunion Island has long been a visible and active supporter of programs that benefit coffee growing communities. For the past four years, they have numbered Grounds for Health as one of the many coffee charities they support – both philosophically and with funds, annually holding their own creative fundraisers to spread the word and increase support for the work of Grounds for Health and others. The commitment to help coffee farmers better their lives and health is reflected in the way Reunion Island sources, blends and roasts coffees – with care, pride and excellence.”

Adam has led the transition team as the organization prepares to say goodbye to August, its long-term executive director, and introduce Guy Stallworthy from the Gates Foundation as its new leader going forward.

COFFEE KIDS

Coffee Kids is committed to helping coffee-farming families improve the quality of their lives. To this end, their staff works with local organizations in Latin America to create education, health care, micro-credit and community-based programs for coffee farmers and their families. These efforts allow coffee farmers to reduce their dependence on the volatile coffee market and to confront the most pressing community needs.

Coffee Kids develops partnerships with local organizations in coffee-growing regions that work directly with farming communities and with companies around the world, including Reunion Island. We raise money for Coffee Kids through sales of our annual Holiday Blend and through other fundraising events.



CHARITABLE GIVING

↑50%

WE CONTINUE TO SUPPORT AND STRENGTHEN OUR RELATIONSHIPS WITH ORGANIZATIONS LOCALLY AND ABROAD (THE STOP, SECOND HARVEST, GROUNDS FOR HEALTH, COFFEE KIDS, ETC).



TREES FOR THE FUTURE

Through seed distribution, agroforestry training and other programs, Trees for the Future has helped rural groups to restore tree cover to their lands. Planting trees protects the environment and helps to preserve traditional livelihoods and cultures for generations.

Trees for the Future also plays an important role in our Sierra Verde Project. This program showcases coffees grown organically and under the Rainforest Alliance's exacting standards to bring our customers a cup that is always seasonally fresh and of the highest caliber. Through Trees for the Future, we plant two trees in a developing coffee-producing country for every pound of Sierra Verde coffee sold.

With our customers' support, we have been able to help Trees for the Future plant 319,006 trees in Haiti, Brazil and Tanzania thus far, and we have recently signed a five-year agreement to ensure that the project continues successfully.

THANK YOU FOR SUPPORTING OUR SIERRA VERDE PROJECT SO FAR!

Every time you purchase Sierra Verde (which also happens to be Rainforest Alliance & Organic), we plant trees in Brazil, Tanzania or Haiti with the help of our partners at TREES OF THE FUTURE.

319,006 TREES PLANTED

15,950,300* POUNDS OF CARBON SEQUESTERED

*Based on Trees for the Futures calculations.



“THE PRIDE AND JOY EXHIBITED BY THE PEOPLE WHEN THEY TALK ABOUT ADAM AND THE FACT THAT THEIR COFFEE IS GOING TO CANADA IS PALPABLE.”

AARLIE HULL, MANAGING DIRECTOR
HIGHLAND ARABICAS



PAPUA NEW GUINEA TRIBAL COFFEE PROJECT

The highlands of Papua New Guinea are home to thousands of small family farms where 70% of the tribal population is dependent on subsistence agriculture. As a cash crop, coffee offers important access to revenue for subsistence farmers. Families within the tribe will each handpick a small crop from their own “coffee garden.”

Reunion Island, in conjunction with Portland Roasting and Aarlie Hull of Highlands Arabicas, have developed a project to help tribal farmers earn fair value for their coffee crops by arranging legitimate roadside auctions for the crops of small family farms. Competing bids allows farmers to increase their income. Quality buyers, such as Reunion Island, also pay a premium for cherries that have been picked when ripe, allowing farmers to enjoy a higher reward for attention to quality.

In 2012, Adam visited PNG to see this plan in action and was impressed with the results of this grassroots project. As a result of the logistics coordination made possible by Highlands Arabicas and the Madan Coffee and Tea Plantation, we were able to secure our first container of PNG Tribal coffee in August of 2013. Proving to be one of the most interesting coffees we’ve ever roasted, our customers loved its tropical fruit acidity and molasses sweetness.

Cherry buying for our second container is currently underway and we expect to have our next container in by the end of the year.

Aarlie Hull, managing director of Highlands Arabicas, comments: “The buying model developed by Adam creates a win-win situation. Adam sends money in advance to Madan Plantation to buy, process and ship coffee on his behalf. The price paid to the village growers is from 20-35% higher than what others pay. In return, farmers are required to pick only red, premium cherries...They get a higher price while Reunion Island gets unheard-of quality from village farmers. Adam has personally visited PNG to meet the villagers to ensure the integrity and viability of the project. The pride and joy exhibited by the people when they talk about Adam and the fact that their coffee is going to Canada is palpable.”



DIRECT TRADE

In the traditional coffee supply chain, coffee may be sold from farmers to a local mill that in turn will sell the coffee to an exporter. An importing company from a consumer country will purchase the coffee and resell it to the coffee roaster. This model reduces the percentage of revenue that makes its way to the farmer and minimizes communication between the farmer and roaster.

In our direct trade relationships, we purchase coffee directly from the farmers. By visiting each of our direct trade partners, we can see firsthand the quality of workmanship and the standard of living for farm workers. While this is a more involved purchasing process, it gives us better control over our supply chain and maximizes the revenue for the farmers.

We have had another productive year of adding new direct trade partners in Costa Rica and Brazil. Our newfound relationship with Daterra, in the Cerrado region of Brazil, is particularly significant. Upon visiting the farm in July of 2013, Adam saw the potential for Daterra to become our biggest direct trade partner. Along with several containers of Daterra coffee that we use for some of our most popular blends, we now also source all of our to-be-decaffeinated coffee from them. For our decaf, we have created a proprietary blend of coffees from the farm that we found held up well to the Swiss Water Decaffeination process.

Business is at its best when two companies come together with similar values and goals. So is the relationship between Reunion Island and Daterra Coffee. We value Reunion’s dedication to service and quality that meets and exceeds their customer’s expectations. They embrace sustainability in every facet of their business and encourage and support farmers’ quest for excellence. AND THEY ARE DAMN GOOD PEOPLE!

LINDA P. SMITHERS
DATERRA COFFEE

Daterra has been a fantastic partner in terms of coffee quality and for achieving our high social and sustainability standards of our coffee purchases. Not only is Daterra one of the largest farms in Brazil, but it is one of the most sustainable as well. The farm is Rainforest Alliance certified and – as witnessed during Adam’s visit – goes above and beyond in their treatment of both their employees and the environment. It has been a huge boon to us to have a farming partner who can meet our growing demand for coffee as well as exceed our sustainability expectations.



We are also very proud of our continuing direct trade relationship with the Perez family of Finca La Soledad in Acatenango, Guatemala. This was our first direct trade partnership, established on Adam’s second trip to origin in 2006. Through several visits and constant communication with Raul, the partnership has become even stronger and the coffee has continued to improve. This year marks our first attempt

at some experimental micro-lots. In this instance, it will be experiments in drying method (time on patio versus time on raised bed). For next year, we have already begun discussing new experiments, including extended fermentation times, combined with 100% raised bed drying. By pre-paying for the harvest in installments that start even before harvest begins, we are helping to solve the finance issue that many farmers face.

Another key direct trade relationship is with David Robinson of Sweet Unity Farms in Tanzania. In 1989, David Robinson, son of baseball great Jackie Robinson, planted 30,000 coffee seedlings on his farm in Tanzania, which became the foundation of Sweet Unity Farms.

Today, the Sweet Unity Farms Organization is a cooperative of independent, small-scale family-owned coffee farms. The coffee is 100% Arabica, high mountain grown, exclusively sourced from family-owned Tanzanian cooperatives and produced in a direct trade relationship with Reunion Island. This relationship means more money goes to the farmers and their communities. At village level, it helps with skills development and higher quality of life with enhancements like solar electricity, water and educational projects.

In a recent letter, David Robinson wrote: “One of the most significant stages in working towards our objectives has been our meeting and building a relationship with Reunion Island Coffee. The growth of our relationship with Reunion Island has been as organic as coffee farming itself. Based on Reunion Island’s desire to foster direct trade with coffee farmers, over a seven-year period our work with RI has grown from their providing a secure, above-fair trade price for our green coffee to co-branding a finished coffee product, to marketing our own 100% Tanzanian brand, green coffee export financing and finally a vital sales and administrative alliance to manage North American sales/customer service for our own Sweet Unity Farms coffee brand.

“Today our economic stability, educational initiatives and confidence to plan our future is in large part due to our involvement with the Reunion Island team at all levels of its operations.”

We continue to explore new direct trade relationships through extensive travel and networking. There is no shortcut to this process, but we are thrilled to be building long-term partnerships with good people around the globe.





ECOTAINER® COMPOSTABLE PAPER CUPS

In an effort to reduce our environmental footprint, we made the commitment back in 2010 to switch completely to compostable paper cups.

Our Reunion Island Ecotainer cups are made with fully renewable resources. Wood fiber is harvested from forests certified by the Sustainable

Forestry Initiative® (SFI®) and

cups are lined with an Ingeo™ biopolymer — a plant-based PLA material. These cups are certified by the Biodegradable Products Institute and meet ASTM D6400/D6868 standards for compostability.

COMPOSTABLE SINGLE CUP COFFEE AND TEA PODS

Everybody loves the convenience and variety offered by the single cup brewing systems that have become increasingly popular over the past 10 years. Reunion Island is proud to offer a green single cup coffee alternative with our compostable coffee pods.

To the best of our knowledge, we produce more compostable coffee pods than any other coffee roaster in North America. We are proud of the work we have done to meet consumer demand for single cup with a product that offers multiple advantages from a quality, environmental and cost standpoint. In particular, our extra-bold pods with direct trade, Fair Trade and Rainforest Alliance-certified options marry the convenience of single cup with authentic specialty quality.

After more than four years of R&D, we are also thrilled to have a promising solution for fully compostable flexible packaging for pods and other coffees. We will be field-testing a new material that would make it possible to eliminate all pod packaging from landfills. We are in the process of securing certification from the Biodegradable Products Institute (BPI) and anticipate being the first roaster to introduce BPI-certified pod packaging material that will be accepted by municipal composting programs.

We produce tens of millions of pods per year and at our current rate, our volume should grow by nearly 40,000 lbs. over last year.

SWISS WATER PROCESS® DECAFFEINATED

All Reunion Island brand decaffeinated coffees are made with certified coffees (Rainforest Alliance or Fair Trade and organic) employing the Swiss Water Process. This decision reflects our commitment to reducing the use of synthetic chemicals in any aspect of our business, which extends to processes that happen outside our facility. It also reflects the care we take in making sure every coffee that leaves our building offers a true specialty experience. Last year, our conversion to exclusive SWP and the subsequent increase in the quality of our decaffeinated offerings resulted in our decaf roasting tripling.

Swiss Water Decaffeinated CEO Frank Dennis recently wrote: “I have watched the transformation of Reunion Island Coffee over the past several years into a market leader for sustainable practices, and not just in the Canadian Landscape, while at the same time improving quality markedly. They lead by example with programs like REACH and the One Less Paper Cup fundraisers. I know firsthand that they spend time engaging employees in their mission and in their decision-making. From our own category perspective, rarely do we see organizations making the decision to move away from low cost chemical decaffeination to improve quality while moving to a more sustainable consumer platform with chemical-free decaffeination, particularly in the aggressive foodservice market. All of this takes vision and a commitment to quality and sustainability.”

MORE GREEN

And our efforts to become the most sustainable coffee roaster in the country have increased rapidly with the creation of our internal Sustainability Committee. The make-up of the committee (one member from each department around our operation) has led to diverse ideas that further our holistic approach to sustainability:

- We continue to strive towards our goal of going Paperless – and the integration of our new ERP system will achieve 90% of that target;
- We exclusively use FSC/Rainforest Alliance certified paper for all office printing and marketing materials;
- We converted most of our corrugated shipping containers to unbleached kraft;
- We coated our building’s windows with a clear insulating layer to reduce energy transfer;
- We painted our roasting facility with a newly-developed paint that absorbs sunlight in the winter and converts it to heat, and reflects sunlight in the summer to keep the building cooler;
- Training on composting and recycling is a regular part of our staff training sessions;
- We use reclaimed wood or bamboo whenever possible for furniture, signage and pop-up cafés;
- We cover 25% of the cost for any employee who uses public transit to commute to work;
- We have instituted a carpooling incentive program to encourage our employees to reduce commuting emissions;
- We now use only refillable pens, pencils and markers;
- We established a new relationship with Terra Cycle – an organization that picks up hard-to-recycle items such as printer cartridges, e-waste and non-hazardous chemicals. Picked up items are “traded” for dollars donated to local charities of our choice;
- We removed all disposables from our showroom and lunchroom and installed Energy Star rated dishwashers.

These initiatives and more all speak to our goal of becoming the most sustainable coffee company in North America.

04

OUR TEAM

Our employees are the lifeblood of our company. We are successful because they are engaged and passionate about what we are doing together. In a recent survey of our employees, we asked them to rate their level of agreement with various statements. The statement with the highest mark was “I am proud to work for Reunion Island Coffee” (4.4 out of 5 average response). While we were gratified to hear the positive feedback from our team, we are determined to continue to improve. Our goal is to be named among the top 50 employers in Canada.

At Reunion Island Coffee, we strive for meaningful, innovative HR practices through creative planning and employee engagement. Our people are our greatest asset. Here is a look inside our HR initiatives in 2014:

EMPLOYEE WELLNESS

Live well, work well! We firmly believe that happy, healthy people become all-star employees. At Reunion Island, we proudly promote healthy living through various wellness programs such as nutrition seminars and on-site exercise classes. We take every effort to ensure employees have a positive experience while at work and home. We survey our employees on a quarterly basis regarding general wellness and work-life balance and this feedback has contributed to recent upgrades to our company benefits program.

HR INITIATIVES IN THE COMMUNITY

Our partnerships span across social enterprises and non-profits, with the goal of creating sustainable employment opportunities for people within the Greater Toronto Area (GTA). We have a longstanding relationship with the St. Leonard’s Society of Toronto, which works with individuals in transition looking to integrate themselves back into society through meaningful work assignments and other constructive projects. We are extremely proud to say that 50% of all placements at Reunion Island have turned into full-time, permanent employment opportunities. These individuals have become great assets within our team and have helped to break down many stigmas along the way. In June this year, we were awarded with the St. Leonard’s Society’s President’s Award to honor our outstanding work in this field.

One of our most recent HR initiatives includes the creation of the Employee Volunteer policy. This policy encourages employees to volunteer for meaningful causes during regular working hours, with the intention of creating an employee/ community connection that promotes sustainability on all levels. Employees are given two days per year of paid volunteer time in order to encourage them to connect with an organization of their choice in a significant way.

Employees are also incentivized to reduce emissions in the community through our company public transit and carpool program. Employees who carpool can earn points towards products and other perks. Additionally, all employees who take public transit to work instead of driving are reimbursed for 25% of their costs. These new initiatives reduce emissions while strengthening employee rapport outside of work.

TRAINING & DEVELOPMENT

High quality training and development programs have always been the key to our success from an HR perspective. Investing in our employees has shown us a remarkable return on investment. In January, we sent our Marketing Manager Stefan Pazulla to Chiapas, Mexico with Fair Trade USA and our Coffee Quality Manager Seth Taylor recently traveled to Brazil to experience coffee farming firsthand. Our high levels of employee retention and engagement can be attributed to projects such as these.

We also regularly host tastings, brew training and other sensory training for all employees to enhance their connection to the product and encourage confidence when educating friends and family on our exceptional coffees. Our annual training day is one of the most anticipated events of the year, with a full day of hands-on learning and development on a variety of subjects including health and wellness, coffee knowledge, health and safety, sustainability and many other invaluable topics.

Employee performance evaluations are directly tied into our core values. Employees are evaluated on their sustainability efforts both inside and outside of work, as well as their customer impact value and other widely-held principles.



TOTAL REWARDS

Our total rewards remain highly competitive. In Ontario, the minimum wage was increased to \$11/hour as of June 1st. However, in February, we stayed well ahead of the curve by raising our internal minimum wage rate to \$14, a standard we are very proud of. We regularly review our wages and vacation policies to ensure we are competitive as an employer and to allow our staff to maintain a healthy life-work balance. To that end, we have recently added employees' birthdays to their minimum three weeks per year of vacation time.

PROFESSIONAL DEVELOPMENT

We are committed to helping our employees advance in their careers. In some cases, we have helped our employees with additional college-level training to round out their qualifications. Our employees are also given the opportunity to attend industry events, workshops and seminars to grow and network with their colleagues.

Members of our staff regularly attend seminars and expos held at the SCAA Event, as well as the Canadian Coffee and Tea Show. In our ongoing effort to develop our talented staff, this August we will be sending our lead roaster to the Roaster's Guild Retreat, one of the best learning and networking opportunities in coffee.

We are confident that investing in our employees will empower them to help us grow and retain them as long-term partners in our success.

COMMUNITY INVOLVEMENT

In addition to our sustainability programs in origin countries, we are also actively involved in our local community. We support a diverse group of organization including Erinoak-Kids, Daily Bread, Refresh Foods, Covenant House, local hospitals and many others with donations of funds, goods and volunteer hours.

In an effort to focus our charitable giving and donations, we have recently re-focused our local philanthropy to attack the food security issues that affect Canadians. In a country as advanced and developed as ours, four million Canadians, 1.5 million of whom are children, are food insecure – meaning they aren't sure where their next meal is coming from. To do our part on this issue, we have become the official coffee of The Stop Community Food Centre, a local organization that "strives to increase access to healthy food in a manner that maintains dignity, builds health and community, and challenges inequality."

As the coffee sponsor for The Stop's Night Market and Big Night events, we were able once again to connect with the local "foodie" audience while supporting the great work being accomplished by the organization's programs. Serving our signature "cold brew and tonic" and cold-brewed Benchmark Iced Teas, we were thrilled to hear the positive response to our coffee from the chefs and their staff, along with guests at the event.

We are also continuing our relationship with Reach for the Rainbow children's charity as the 2014 coffee sponsor for the prestigious Crystal Ball fundraiser. We are proud to support this organization's work to help summer camps offer a more inclusive program for children with disabilities.

We regularly attend sustainability and environmental fairs at schools and corporate offices to create awareness for Fair Trade, Rainforest Alliance and other organizations. We are proud to be recognized as green leaders within our community.

We are also involved with events to increase appreciation for specialty coffee, including the Canadian Coffee and Tea Show, the SCAA Expo, and the Central Canadian Barista Competition.



Our ongoing efforts to improve our coffee – through new equipment, experimentation, origin trips and endless tastings – were significant to success in the recent Central Canadian Barista Competition. Working with local barista Josh Tarlo, our coffee team selected and roasted his competition coffee. Josh trained at our roastery for weeks leading up to the competition, which paid off with his second-place finish. This earned him a berth in the Canadian nationals, coming up in Toronto on September 27th and 28th.

05

OUR INVOLVEMENT

Reunion Island remains a dedicated member of the specialty coffee industry. We are vocal advocates of coffee's ability to improve the well-being of those who help create our product. We are members of the Specialty Coffee Association of America (SCAA) and the Coffee Association of Canada, of which company president Peter Pesce is a past chairman and Adam is a current board member and treasurer.

The company has a long history in the coffee industry, thanks to Peter's work as one of North America's specialty coffee pioneers. In 1977, Peter started his first company, Bourbon Coffee, which was one of the first importers of specialty coffee in Canada. Since then, he has worked exclusively within the coffee industry and focused on bringing high-quality specialty coffee to our customers. He has worked with both large chains (including Tim Hortons, Second Cup and Timothy's) and small independent restaurants and cafés alike.

Adam Pesce is continuing the family tradition as Reunion Island Coffee's Director of Coffee. He has earned a reputation within the specialty coffee industry for his expertise in all aspects of our process, from farming to roasting to barista skills.

His travels to origin countries including Colombia, Guatemala, El Salvador, Costa Rica, Honduras, Nicaragua, Brazil, Indonesia, Papua New Guinea and Tanzania have given Adam unique insight into the issues that face farmers and our industry as a whole. This experience has helped him contribute as a member of the SCAA's Sustainability Council, a group that promotes sustainable, environmentally sound and ethical business practices within our industry. He recently wrapped up his eight-year tenure on the council with time as the chair of the awards sub-committee, where he played an integral part in vetting and selecting the SCAA's Sustainability Award winners over the past two years, Pueblo a Pueblo and Twin/SOPACDI.

Under Adam's direction, the sustainability of our coffee program has grown year after year, by adding additional coffees that are certified (Fair Trade, organic, Rainforest Alliance) and by building lasting, direct partnerships with farms around the world. In 2012, our certified coffees totaled 40% of our overall volume roasted. Over the past year, that number has skyrocketed to over 60%.



Adam is a popular media contact and lecturer/trainer on coffee and sustainable agriculture, having spoken on the topics at conferences around North and South America. He has judged Fair Trade USA's Brazilian Cupping Competition along with other coffee and wine competitions. During the media's recent interest in the roya crisis crippling the yield of Central American farmers, Adam did interviews with several local and national newspapers, Global Television, and 11 affiliates of the Canadian Broadcasting Corporation (CBC).

Adam has served for the past three years as the chair of the Central Canadian Barista Competition and is heavily involved in the organization and promotion of the annual Toronto-based event. He was instrumental in converting the event into a charitable fundraiser that has raised thousands of dollars for Cup for Education.

Coming up in September 2014, in conjunction with the Canadian National Barista Competition, Reunion Island and Pilot Coffee will once again team up to bring back their successful Toronto Coffee Cup. It is an "Olympics" style event, with teams of baristas from local cafés competing in events such as three-handed latte pouring and relay races. Our goal is, as always, to promote the industry, bring some fun back to coffee competitions and encourage a sense of community within Toronto's specialty coffee scene. Incorporating participants from across the country this year, we hope to bring the event to additional markets and raise funds for Food 4 Farmers' food security projects in Latin America.

In addition to the larger educational and entertaining events we help facilitate, Adam and Seth continue to run specialty coffee seminars at our roasting facility and local coffeehouses.

Outside of his work at Reunion Island, Adam is the Executive Director of First Drop Canada – a not-for-profit that raises money for coffee-related causes and NGOs. He was honored in 2013 for his efforts in the industry with a Top 30 Under 30 Award from the Ontario Hospitality Institute.



Adam is also on the board of directors for Grounds for Health, as well as the recently formed KLINK Coffee. This social enterprise operates a coffee service that provides gourmet coffee to organizations with a social conscience. KLINK changes lives by providing jobs and training for people returning home from prison. Good jobs help them get off to a good start. We are proud to work with an organization that makes families stronger and our communities safer.

KLINK is sponsored by St. Leonard's Society of Toronto, an internationally recognized leader in providing transition services for people who want to reintegrate into society. Reunion Island is also working with KLINK by offering on-the-job training and temporary placements for select program participants.

Reunion Island was the first and only Canadian founding sponsor of the SCAA's UN Millennium Development Goal Database (START) and was one of the first member companies to sign the global compact letter at the SCAA conference in Long Beach five years ago. We continue to work on the database by populating it with information and improving the interface for new users. Thanks to the carbon footprint module built in to the database, we were able to determine that we are officially carbon neutral as of 2013.

Reunion Island recently became a member of World Coffee Research, a non-profit, collaborative research and development program of the global coffee industry to grow, protect, and enhance supplies of quality coffee while improving the livelihoods of the families who produce it. We've always acknowledged the fragility of the coffee supply chain, so we are proud to support an amazing organization that is tackling this issue head-on.



06

ROASTING, MARKETING & BUSINESS INNOVATIONS

Reunion Island is committed to continuous improvement of the quality of our coffee through innovation in every aspect of our business.

ROASTING

In the fall of 2013, we acquired a Loring S70 Peregrine Smart Roaster. Its capacity is smaller than our other roasters, allowing for better batch control and flexibility and an even higher standard for quality. It is also the most fuel-efficient roaster on the market. Since we purchased the Loring, Quality Manager Seth Taylor has spent countless hours developing roast profiles for all of our single-origin coffees and was able to shrink the roast size on most to allow us to roast in smaller batches, thereby minimizing shelf turnover time, reducing waste and increasing product freshness.

To support the continuous improvement of our coffees, we recently hired Roman Kolankowski, a 13-year veteran of the coffee industry, as plant manager. Roman's exceptional organizational skills and ability to manage a large team has kept our production on schedule and fortified our quality initiatives

Over the past three years, we have supported one of our long-term employees, Greg Rusciolelli, as he completed his MBA at the Richard Ivey School of Business (a top-ranked school in Canada). Greg finished his degree in February and has since been officially named Director of Operations, overseeing the day-to-day operations of the entire company and the execution of our new ERP system. In his 10 years with the company, Greg has spent time in our lab, as a salesperson and as plant manager – and his diversity of skills and knowledge of all areas of the business has made him the ideal person to drive the company forward through stability and innovation.

Our Quality Manager Seth Taylor continues to grow in his role. He has made his first origin trip to Brazil to see both Daterra Farms and Cachoiera De Grama and has been instrumental in the development of our Small Lot Series and the roast profiles we use on our Loring. Seth also served as Josh Tarlo's coach for the regional barista competition in June and will continue on as his coach for the upcoming National Competition.

He has a solid history in coaching competitors, having trained the winner of the 2013 UK Coffee in Good Spirits competition, who went on to place third at the World Coffee In Good Spirits competition this year. In 2010, Seth trained the winner of the Canadian Barista Competition, who placed 16th at the 2011 World Barista Competition in Bogotá, Colombia. He also judged the Canadian National Brewer's Cup Competition.

At Reunion Island, Seth is working with our roasting team to ensure both quality and consistency. He is upgrading the training of our roasters on coffee production and where they fit in the coffee circle. He is also enhancing our weekly staff training and tasting sessions to further develop the coffee culture within our team.





SMALL LOT SERIES

Developed with the end goal of becoming a monthly subscription service, our Small Lot Series is a direct result of our purchase of the Loring Smart Roaster. With the Small Lot Series, our goal was twofold: to create a series of monthly coffees that was representative of our passion and dedication to coffee and to help our customers step out of their coffee comfort zones and to try something a little different than their everyday cup. We think we've succeeded on both fronts. With Rwanda Kivu and Ethiopia Kochere under our belts in the series, future coffees include two from Costa Rica (each with a separate honey-washed process), one from Kenya, a zero-defect Ethiopia Yirgacheffe and more to come.

But we didn't want the experience with these exceptional coffees to end there. Rather than a simple fill-in-the-blanks approach of providing basic coffee specifications on the label, we felt we could take this opportunity to teach our customers on how each quality of the coffee produces the taste in the cup. How does the varietal, the growing region, the altitude affect the flavor? This education will empower the customer to discover and understand their coffee preferences in order to better inform future purchases.

MARKETING

From a marketing perspective, we continue to enhance our capabilities. Our in-house team of two has experience with photography, illustration, graphic design, copywriting and web design, along with strategic and tactical planning. We employ these resources on behalf of our clients to complement their advertising agencies or in-house departments. New Marketing Manager Stefan Pazulla has brought a wealth of marketing experience to the team with previous experience building brands for international companies in the automotive, consumer electronics and real estate development industries. He came to Reunion Island looking for a new challenge and the opportunity to combine an almost obsessive passion for both coffee and sustainability, making him a natural fit within the culture of the company. He has been instrumental in both our brand overhaul and the development of our new website.

We take a "baked-in" approach to marketing. The old approach to marketing was to create safe, ordinary products and combine them with mass advertising. We endeavor to create truly innovative products and build the marketing right into them. As a result, marketing is an integral part of our product development process.

Our marketing department has also helped to solidify our reputation as the country's value-added coffee roaster. We take an active approach to building partnerships with our customers and are not afraid to get our hands dirty as we work with them to grow their businesses. Ultimately, their success is our success and the loyalty earned in the process is priceless.

Our marketing support comes in two forms: (1) off-the shelf programs and tools featuring the Reunion Island brand and (2) custom marketing tools and programs for our private-label retail partners. We assist several international brands in various markets with a broad range of projects where careful adherence to global brand standards is required.

NEW BRANDING

Since its inception in 1995, Reunion Island has grown by leaps and bounds as we've evolved along with the coffee industry. Over the years, we've proudly established ourselves as the most sustainable coffee roaster in Canada and developed several innovative Direct Trade relationships with coffee producers, resulting in an abundant variety of great coffees coming through our roastery and out to our customers.

Behind the scenes, Reunion Island Coffee has been evolving at an even more rapid pace. As our management team evolved and took a more progressive tack, it became apparent that we needed to put a new public face on the company that better reflected our aspirational goals. To that end, our marketing team went to work on developing a new brand for us that encompasses all that we aim to be: quality-focused, sustainable, customer-driven, progressive and approachable.

Taking a holistic approach to branding, built on the understanding that the Reunion Island Coffee brand runs far deeper than just a name and logo, the foundation of the re-branding process was laid through the development and identification of our brand "voice." Acknowledging that the world of specialty coffee can be intimidating to the average customer, we've made a concerted effort to ensure that Reunion Island becomes the most accessible coffee roaster in the world with an emphasis on consumer education. Our brand voice is rounded out by traits that are simply extension of the personalities of the people running this company.

Over the first half of 2014, with our brand voice established, our internal creative team has been hard at work developing, dismissing, and tweaking countless concepts and color palettes in an effort to find a look that is authentically Reunion Island but is also representative of who we are, where we've been, and most importantly, where we're going.

OUR BRAND VOICE

HUMBLE
AMBITIOUS
CARING & CONSIDERATE
KNOWLEDGEABLE
FRIENDLY
EDUCATOR

What began as a simple sketch by our Graphic Designer Marlene Silveira has evolved into the symbol that now represents Reunion Island Coffee Roasters. The image of the three mountains is an accurate depiction of Reunion Island's volcanic topography. The decision to include three mountains was made to represent the three biggest stakeholders in the coffee supply chain: the farmers, the coffee roasters and the coffee drinkers.

Finally, the decision was made to begin referring to ourselves as Reunion Island Coffee Roasters (previously Reunion Island Coffee) as we take a huge amount of pride in our craft of coffee roasting and want our customers to understand that we handle their coffee from farm to cup. With so many businesses purchasing custom-branded coffees from third party roasters, we felt the need to make this distinction.

We're incredibly proud of the process and results of our brand refresh and can't wait to share it with the rest of the world as we celebrate Reunion Island's 20th anniversary in 2015.



NEW PACKAGING

In addition to giving us an opportunity to create a more authentic brand for Reunion Island, the rebranding process also provided us with a reason to reevaluate our product packaging. The natural place for us to begin this process was with our most public-facing packages: our 12 oz retail bags.

In keeping with our efforts to educate consumers about all things coffee, we had always included care instructions on our packaging with strict instructions to “store coffee in an airtight container in a cool, dry place.” But once the 12 oz valved, gusseted bag with a tin tie is cut open, it needs to be transferred to a different container. This creates unnecessary waste and negatively affects the freshness of the coffee for those who choose to keep it in the tin-tied bag. In an effort to directly address this issue, all of our new 12 oz retail products will be packed in resealable, valved, stand-up zipper top pouches. After all, if we’re going to tell people to store their coffee in an airtight container, why not give them one?

Not only is this packaging better for the coffee, but it looks great too. Acknowledging that great packaging extends into how it feels in the consumer’s hands, we’ve elected to produce these bags using a heavy gauge film with a combination matte/gloss finish. Additionally, the color palette and geometric pattern on the bags ensures it stands out amongst competitors packaging in a sea of beiges, browns, and kraft paper.

ONLINE PRESENCE

Over the past year, we’ve steadily built up our online offering of specialty coffee equipment and now offer one of the most comprehensive collections of any online shop in Canada. Offering products from Hario, Chemex, Aeropress, Espro, Baratza, Able Brewing, Bonavita and custom KeepCups, as well as our complete lineup of coffees and teas, it quickly became evident that our current web platform was in desperate need of an upgrade.

Working with Toronto-based design firm Offshoot Inc., we started from scratch on the development of a custom Wordpress backend with complete Shopify integration. The result is a beautiful user experience with a focus on educating the customer on the coffee supply chain, from farming to roasting to cupping, as well as telling the 20-year story of Reunion Island Coffee Roasters. Additional sections include a comprehensive How To Brew Section and complete overview of all of our sustainability efforts.

The biggest improvements, however, are visible in our online shop. Through the use of an interactive selection tool, the user is able to navigate seamlessly through our offerings of coffee, tea and equipment and custom sort each section to shuffle items that meet their requirements to the top of the list (roast color, producing region, brand, etc.). Further acknowledging the growing number of users accessing our website from mobile devices, the website is completely responsive and reshuffles the content to fit the users phone, tablet, laptop, or desktop.

07

IN THE MEDIA

THE HUFFINGTON POST

For the past two years, Adam has been a blogger for the Huffington Post Canada. He writes on the topic of sustainability in coffee and has focused on the idea that coffee can affect real and positive change in the world. Adam also writes occasionally for the SCAA Chronicle, including stories on the Sustainability Award Winner 2013 (Pueblo a Pueblo) and the responsibilities that come with being a coffee buyer.

He is currently working on his first book on coffee and sustainability. Along with Miguel Zamora (formerly of Fair Trade USA), the book will feature chapters by 17 luminaries and leaders in coffee, including Karen Cebrenos, Dan Cox, Ted Lingle, Tensie Whelen, Paul Katzeff, Rick Peyser, David Griswold and Paul Rice, writing about their experiences in making coffee the leader in sustainable agriculture. Entitled “Drop by Drop,” the book will be edited and available in early 2015.

Cost Rica’s Coffee Revolution – February 4, 2014

http://www.huffingtonpost.ca/adam-pesce/costa-rican-coffee-_b_4717812.html

Coffee’s Complicated Relationship With Capitalism – October 2, 2013

http://www.huffingtonpost.ca/adam-pesce/coffee-capitalism_b_4024392.html

A Cup of Coffee You Can Feel Good About – June 13, 2013

http://www.huffingtonpost.ca/adam-pesce/direct-trade-coffee_b_3429830.html

How Coffee Can Change the World: Part 1 – February 26, 2013

http://www.huffingtonpost.ca/adam-pesce/how-coffee-can-change-the_b_2725155.html

Should We Pay More For Coffee? – November 28, 2012

http://www.huffingtonpost.ca/adam-pesce/coffee-prices_b_2208658.html



THE SPECIALTY COFFEE CHRONICLE

2013 Sustainability Award Selection Process – July 8, 2013

<http://www.scaa.org/chronicle/2013/07/08/2013-sustainability-award-selection-process/>

The Opportunities of Knowledge Sharing and the Perils of Misinformation – May 2, 2014

<http://www.scaa.org/chronicle/2014/05/02/the-opportunities-of-knowledge-sharing-and-%C2%ADthe-perils-of-misinformation/>

CANADIAN BROADCAST CORPORATION – CBC RADIO

Adam Pesce Discusses Royce with The Early Edition, Vancouver – May 23, 2014

At 21 minutes: <http://www.cbc.ca/player/Radio/Local+Shows/British+Columbia/The+Early+Edition/ID/2459493301/>

GLOBAL NEWS TORONTO

Fungus Sending Coffee Prices Soaring – May 20, 2014

<http://globalnews.ca/video/1343296/fungus-sending-coffee-prices-soaring>

WORLD COFFEE RESEARCH

Welcome to Reunion Island Coffee – June 18, 2014

<http://worldcoffeeresearch.org/2014/06/18/welcome-to-reunion-island-coffee/>



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