



Starbucks Coffee Company

August 2014

FACT SHEET: Starbucks® Guatemala Laguna de Ayarza Single Origin Coffee

NEW Starbucks® Guatemala Laguna de Ayarza Single Origin Coffee

This coffee thrives in the verdant highlands of the state of Santa Rosa, Guatemala, above Laguna de Ayarza; a double caldera lake formed thousands of years ago. The region is comprised of rich, volcanic soils. As legend has it, *arabica* coffee evolved from the volcanic soils of the Ethiopian high lands so it has an affinity for growing in volcanic soils and thrives under these conditions. In addition to ideal soil composition, Laguna de Ayarza also has the perfect combination of warm days and cold nights that allow the beans to mature slowly as their delicate flavors become deeper and more complex.

Starbucks has been purchasing coffee from Guatemala since the early days of the company, and we have been sourcing coffee from the Santa Rosa Department for more than a decade.

Our Approach to Ethical Sourcing

At Starbucks, coffee is the heart and soul of our company. And we are committed to buying and serving high-quality coffee that is responsibly grown and ethically traded. The cornerstone of our approach is Coffee and Farmer Equity (C.A.F.E.) Practices, our comprehensive coffee-buying program that ensures coffee quality while promoting social, economic and environmental standards. C.A.F.E. Practices, which we developed in collaboration with Conservation International (CI) more than a decade ago, has impacted more than a million workers employed by thousands of participating farms.

Farms and mills are evaluated using a comprehensive scorecard of more than 200 indicators by third-party verification organizations, which are overseen by SCS Global Services. In 2013 94.9% of our coffee was C.A.F.E. Practices verified. Learn more about [C.A.F.E. Practices and the impact it is having on farmers](#).

We are committed to not only increasing our own C.A.F.E. Practices purchases, but also to making the program available to the entire coffee-growing industry – even competitors. We opt for an “open-source” approach, sharing our tools, best practices and resources to help all producers make improvements in the long-term sustainability of their farms. We are continuously improving this program by working with groups such as Conservation International to measure the true impact our purchasing programs have on participating farmers and producers.

Availability & Pricing

Available exclusively where groceries are sold in the U.S. nationally for a suggested retail price of \$11.99 for 10 oz ground coffee and 10-ct. K-Cup® Packs, and \$14.99 for 16-ct K-Cup® packs.

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For More Information: please visit news.starbucks.com. News media please contact us at (206) 318-7100 or press@starbucks.com.

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Technical Data:

- ❖ Altitude: 200- 1,700 meters
- ❖ Processing type: Fully washed
- ❖ Coffee varieties: Pache colis, San Ramon, Bourbon, Catuai
- ❖ Harvest dates: January to April
- ❖ Sourced using C.A.F.E practices

Tasting Notes: Medium-bodied and rich, this coffee is balanced with crisp citrus notes and a sweet, chocolaty mouthfeel. Complementary flavors include chocolate, citrus and cinnamon.