



Starbucks Coffee Company

August 2014

FACT SHEET: Starbucks® Rwanda Rift Valley Single Origin Coffee

NEW Starbucks® Rwanda Rift Valley Single Origin Coffee

Rwanda, located just two degrees south of the equator, is a land-locked country with a lush green and hilly terrain. This coffee flourishes in the nutrient-rich, volcanic soil—a stunning red in color—of Rwanda’s Rift Valley. Legend has it that the red earth is so fertile that if you took a dead tree branch and stuck it in the ground, it would come to life and grow a new tree. The red soil, combined with high elevation and good rainfall make this is an ideal place to grow high quality coffee. We love the elegant flavor it delivers to your cup and the promising future it brings to Rwanda’s premium-coffee growers.

Coffee was instrumental in bringing people together and lifting the spirit of the population after an incredibly traumatic moment in the country’s history. Much of the coffee is produced in cooperatives, but post-war trust was very low. Cultural and ethical boundaries needed to be overlooked in order to set up the infrastructure needed for a thriving specialty coffee industry. It was literally through the cultivation of specialty coffee that people in Rwanda were able to come together, to know each other, to trust each other again.

Starbucks has been purchasing high quality *arabica* coffee from Rwanda since 2004. In 2009 Starbucks opened a Farmer Support Center in Kigali, Rwanda. This center allows Starbucks agronomists and quality experts to collaborate directly with coffee farmers to encourage responsible growing practices and improve the quality and size of their harvests. Ultimately, these efforts can help farmers earn better prices and become more resilient, long-term producers.

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: 1,500+ meters
- Processing type: Fully washed
- Coffee varieties: Bourbon
- Harvest dates: March- July

Tasting Notes: This is a medium-bodied, medium acidity coffee that showcases spicy dark-chocolate notes with hints of sweet citrus and heady floral aromas. Complementary flavors include orange, chocolate and lemon.