



Starbucks Coffee Company

August 2014

FACT SHEET: Starbucks® Timor Mount Ramelau Single Origin Coffee

NEW Starbucks® Timor Ramelau Single Origin Coffee

Timor-Leste, the official name of East Timor, is located south of the equator in the Malay Archipelago. The country spans the eastern half of the island of Timor, the largest and eastern-most of the Lesser Sunda Islands. This coffee is cultivated near Mount Ramelau, a lush forested peak—East Timor's highest—where the earth is well nourished and the weather is perfectly temperate.

Cooperativa Café Timor (CCT) is the producer of this coffee, which is cultivated in the backyards of smallholder farmers who meticulously tend their plants, only the ripest cherries are selected for processing, resulting in a smooth, refined cup. CCT, established in 1994 with support from the US National Cooperative Business Association, is a cooperative organization of coffee farmers in East Timor that produces and exports the premium coffee.

Starbucks has been buying coffee from CCT since 1996 and has not only helped them improve the quality of their coffee but has also supported a number of social projects in East Timor. In 2000, Starbucks helped support a health clinic by covering the initial purchase of medical supplies. In 2008, Starbucks contributed \$20,000 to a social project benefitting 14,000 people in rural areas of East Timor. Today, through our relationship with CCT Starbucks continues to support the operations of the health programs and clinics in Timor.

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.

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Technical Data:

- Altitude: 800 – 1800 meters
- Processing type: Fully Washed
- Coffee variety: Hybrid of Timor and Bourbon
- Harvest dates: May-August
- Sourced using C.A.F.E Practices

Tasting Notes: Displaying a medium body and medium acidity, this is a smooth coffee with mild herbal spice notes and a roasty-sweet finish. Complementary flavors include herbs, caramel and cinnamon.