

# Café Tierra®

## SHADE GROWN, CERTIFIED ORGANIC COFFEE GUIDE

Certified organic foods represent one of the fastest growing consumer segments in the country. Mainstream supermarkets are promoting naturally produced foods that—only a few years ago—were unavailable outside of a traditional health food store. How is your business benefiting from this fundamental shift in consumer spending?

Coffee Bean International leads the specialty coffee industry in offering certified organic coffees that are delicious and equal in the cup to our other specialty coffees, while grown without the use of artificial fertilizers, herbicides or pesticides. Café Tierra coffees are also *shade-grown*, helping to preserve vital wildlife habitat while protecting hundreds of endangered species of birds and animals.

Coffee retailers across the nation are successfully adding entire organic coffee sections to their stores. Environmental and social issues figure significantly in consumer buying habits, as shoppers choose to spend their money on high quality products that work to protect the earth. Café Tierra appeals to consumers who are searching for delicious *earth-friendly* coffees. Your coffee selection is incomplete without Café Tierra.

CBI insists on purchasing organic coffees certified by independent third-party inspectors. We have imposed strict processing guidelines on ourselves to guarantee your Café Tierra coffees are as pure as the day they were harvested. Since 1982, we have had our roasting facility inspected and certified to further ensure that our organic processing standards are among the best in the world.

CBI—along with your customers—share your environmental concerns. We will continue to work with farmers who utilize *sustainable* agricultural practices while producing top-quality “green” coffees. We believe our efforts will, in their own small way, continue to build a stronger earth.

If you appreciate our natural Kosher-certified Café Tierra coffees, we know you will also enjoy CBI's other high quality products, including our selection of delicious Panache® coffees, Xanadu® and Country Spice® teas, Panache Blender Mixes and Panache Cocoas.



Roasted and distributed by

**CBI** COFFEE BEAN  
INTERNATIONAL

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# CAFÉ TIERRA COFFEES

## BLENDS AND ESPRESSO

### DARK GUATEMALAN ATITLAN VELVET ROAST

A dark, rich and full-bodied coffee, with chocolately tones and subtle acidity. The slightly dark roast adds depth and aroma to the cup.

Flavor: Deep	
Body: Moderate	
Acidity: Medium	
Aroma: Rich	

### DARK SUMATRAN GAYO MOUNTAIN VELVET ROAST

Roasting our superb Sumatran Gayo Mt. a little longer mellows its rich flavor into a syrupy smoothness unlike any other coffee. The dark roast best develops this premium coffee's mellow flavor and full body, for a creamy, brilliant character.

Flavor: Mellow, Rich	
Body: Full	
Acidity: Light	
Aroma: Smooth	

### EARTH BLEND™ PEAK AND FRENCH ROASTS

This full-bodied blend is one of our finest coffees. It features the smooth, spicy flavor of our Sumatran, highlighted with dark roast for body and aroma. For each pound sold, Café Tierra contributes to Coffee Kids, Inc.—a non-profit fund helping coffee-growing families and communities with social, medical and educational services to increase economic and political self-sufficiency.

Flavor: Full	
Body: Full	
Acidity: Light	
Aroma: Smoky	

### ESPRESSO ROAST\* ESPRESSO ROAST

This blend is perfect for espresso beverages, and is also delicious when drip-brewed. The bittersweet undertones are unforgettable—not too strong, nor too mild. Naturally SWP decaffeinated also available.

Flavor: Intense	
Body: Medium	
Acidity: Light	
Aroma: Bright	

### GUATEMALAN BREAKFAST BLEND PEAK AND VELVET ROASTS

A splash of dark roast blends smoothly with our peak roast Guatemalan in this gentle wake-up coffee. Captivating aroma and mild flavor start your day right.

Flavor: Full	
Body: Light	
Acidity: Medium	
Aroma: Clean	

### GUATEMALAN FRENCH ROAST FRENCH ROAST

Roasted until the beans are glistening black, this is the perfect coffee for spicy flavor and rich aroma.

Flavor: Deep	
Body: Full	
Acidity: Light	
Aroma: Heady	

\*These coffees require additional production time. Same day shipment is not guaranteed.

### MEXICAN FRENCH ROAST FRENCH ROAST

An aggressive dark roast fully develops the heavy-bodied, bittersweet taste of this coffee, while smoothing out the flavor and acidity.

Flavor: Heavy	
Body: Medium	
Acidity: Light	
Aroma: Bright	

### SUNRISE BLEND PEAK AND VELVET ROASTS

A blend of Mexican coffees, roasted to varying depths, creates an aromatic brew with a mild, light and clean taste.

Flavor: Medium	
Body: Moderate	
Acidity: Light	
Aroma: Full	

## SINGLE-ORIGIN

### GUATEMALAN ATITLAN\* PEAK ROAST

Grown by Mayan-descent families, this medium-bodied rich coffee, with crisp acidity and subtle chocolate tones, is grown on the steep slopes overlooking Lake Atitlan.

Flavor: Rich	
Body: Medium	
Acidity: Crisp	
Aroma: Moderate	

### MEXICAN AZTECA\* PEAK ROAST

These beans, grown near the village of Putla in the mountains of Oaxaca in Southern Mexico, produce a light, bright and mild cup—perfect for the morning. Naturally SWP decaffeinated also available.

Flavor: Mild	
Body: Light	
Acidity: Bright	
Aroma: Subtle	

### PERUVIAN SATIPO PEAK ROAST

Our Satipo, grown high in Peru's eastern mountains near the head waters of the Amazon River, shares many similarities with Colombian coffee—medium-bodied, rich and mild.

Flavor: Mild	
Body: Medium	
Acidity: Medium	
Aroma: Moderate	

### SUMATRAN GAYO MOUNTAIN\* PEAK ROAST

This coffee has a syrupy and winy flavor, balanced with a full body and light acidity. It is grown in Aceh, on the northern end of Sumatra.

Flavor: Deep	
Body: Full	
Acidity: Light	
Aroma: Earthy	

Café Tierra coffees are all Shade Grown and Certified Organic. Decaffeinated coffees are naturally Swiss Water® Processed.



OCIA Certified Organic

Ask about our Café Tierra airport labels.

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