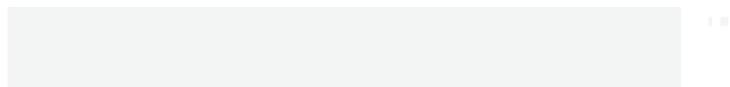




just. better.®

roasting the best fairtrade organic coffee on the planet



Ethical Bean Coffee is a leading roaster of 100% Fairtrade Certified Organic coffee.

Ethical Bean constantly seeks new ways to do the right thing, because **just. better.**® isn't just a tagline—it's the standard by which they live and breathe.



- AWARDS AND RECOGNITION**
- 2018 Product of the Year**
Fairtrade Canada
 - 2017 Sustainability Leader**
HowGood Certified
 - 2016 Licensee of the Year**
Fairtrade Canada
 - 2016 The World Beverage Innovation Award**
Best Sustainability Initiative
 - 2015 The Georgia Straight - Best of Vancouver**
Best Fairtrade Coffee Roaster
 - 2014 Licensee of the Year**
Fairtrade Canada
 - 2014 Excellence in Consumer Education Award**
Fairtrade Canada
 - 2012 Advancing Marketplace Trust Torch Award**
Better Business Bureau
 - 2011 Ethical Bean Coffee Packaging**
HOW International Design Award of Merit
 - 2010 Beverage Artisan**
Edible Communities Local Hero Award
 - 2010 Featured on Oprah's Favourite Things**
 - 2008 Beverage Artisan**
Edible Communities Local Hero Award

from whispering-at-the-symphony mild to grab-you-by-the-lapels bold, each of their exceptional coffees is made from the world's finest fairtrade organic beans.



Canada's first Q Grader

quality, sustainability, community



Aaron De Lazzer brings over 20 years of experience in the coffee industry to his position as Director of Coffee with Ethical Bean. In March of 2008, Aaron became Canada's first Certified Q Grader. The designation is bestowed upon professional coffee graders and cuppers who have undergone a rigorous testing of their senses and skills to become the industry's most eminent coffee experts.

Aaron's professional qualifications and expertise allow him to select the best Fairtrade Certified and Organic coffees on offer. Once the right coffees have been chosen, he works with Ethical Bean's production team to roast them to perfection. Each bag of coffee is the product of innumerable decisions large and small.

What to buy, how much to buy, and which lot gets the nod. Aaron is responsible for the behind-the-scenes quality control.

Since 2007, Aaron has purchased seasonally-sensitive coffees from East Timor to Mexico. He shares all cupping notes, coffee scores, and roasting information with Ethical Bean's customers on the company's full-transparency iPhone app.

It just has to be. With Ethical Bean, it's got to be Fairtrade and Organic. And equal to that, it's got to be good.

With more than 20 years of experience—13 focused on Fairtrade Certified Organic coffee specifically—Aaron tests and tastes the coffee daily to distill the best choice of co-ops and the finest coffees available. The result? Coffee with integrity at every level, adored by a devout and ever-growing fan base.

Ethical Bean's head roastery is located in a 100% carbon neutral facility, designed to LEED (Leadership in Energy and Environmental Design) Commercial Interior standards. They also purchase 100% renewable energy from Bullfrog Power for their head facility and office to reduce their environmental impact further.

Ethical Bean's community outreach ranges from hometown to international charities. Focusing on the environment, health and wellness, and education, Ethical Bean Coffee donates thousands of pounds of coffee each year to events and fundraisers in Vancouver and across Canada.

Internationally, the company donates to two non-profit organizations: Child Aid and Project Somos. Child Aid provides children in Guatemala with the finances they need for school, supplies and other associated costs. Project Somos is a non-profit organization in Guatemala providing a home and education for at-risk mothers and their children.

Why Fairtrade?



fairtrade is not a marketing slogan—it's part and parcel of who they are.

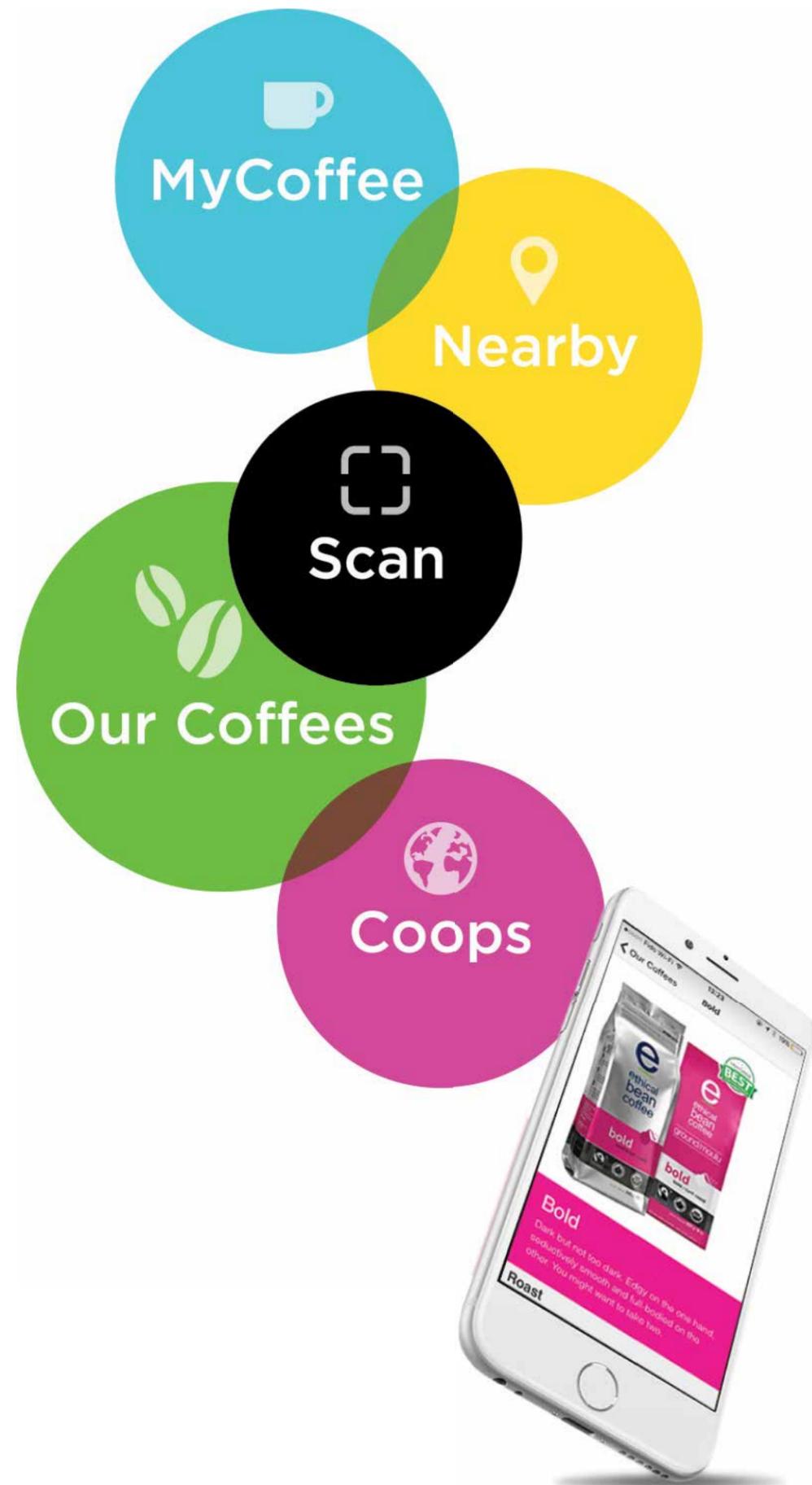
Since its inception in 2003, Ethical Bean has roasted only 100% Fairtrade Certified Organic coffee.

Fairtrade Certified coffee is produced and traded through an alternative system to the conventional global coffee market. Through the Fairtrade system, producers are assured a minimum price that is based on the costs of production, not the volatile market price. Coffee cooperatives receive an additional Fairtrade premium for each pound of coffee sold, which is invested back into the cooperative's community.

As participants in the Fairtrade program, coffee farms and their organizations follow Fairtrade regulations to ensure that they are operating in a just and sustainable manner. Small-scale producers organize themselves into cooperatives which are democratically run, and must follow labour, environmental, and quality standards. Forced labour is prohibited, as is child labour.

Fairtrade Labelling Organization (FLO) International is the international umbrella organization that has set Fairtrade standards since 1997. In Canada, the licensing body is Fairtrade Canada, the only independent, third-party certifier of Fairtrade products in the country. The Fairtrade system is committed to working with the 25 million small-scale holders who produce 80% of the world's coffee.

Fairtrade is redefining business-as-usual. Putting people first, living in greater harmony with the land, and stepping forward without leaving others behind.



complete transparency



scan me



This is a sample QR code from one of our bags

Try scanning it with our free Ethical Bean Coffee iPhone app available in the iTunes store, or scan it with any QR code reader.

Ethical Bean Coffee leads the way in product transparency with its powerful iPhone app. Each bag of coffee is equipped with its own QR code that can be scanned using the free Ethical Bean iPhone app (or entered manually on Ethical Bean's website). All from the grocery aisle, consumers have the opportunity to watch interviews with farmers, look up cupping notes and roast profiles, and Google Map each bag's beans down to the exact co-op they were grown in.

Features:

- MyCoffee:** Keep track of your Ethical Bean coffee purchases.
- Nearby:** Find places nearby that serve or sell Ethical Bean.
- Scan:** Learn more about where your coffee comes from.
- Our Coffees:** Explore all the different flavours we have to offer.
- Co-ops:** View a list of our global cooperative partners.

the team behind the bean

rechel, accounting

ahmad, production manager

aaron, director of coffee

stephanie, sales

viren, head of sales

tai, café manager

alex, office manager

emily, marketing

claire, shipping

direne, accounting

aqilla, graphics

hiro, accounting

“Our great team of people inspire us every day to continue to look for new ways to improve our business, from buying green energy to community outreach. Many have been with us almost since the beginning, over 16 years ago.”

Lloyd Bernhardt,

As co-founders of Ethical Bean, Lloyd Bernhardt and Kim Schachte were committed to social responsibility, global awareness, and environmental accountability.

Bernhardt is no stranger to the Vancouver business scene. For his achievements, Bernhardt received numerous accolades, and a spot in Business in Vancouver’s “Top 40 under 40.” Schachte is an award winning graphic designer who has both owned and operated her own design studio, and worked as a senior designer at one of Vancouver’s most respected branding and design agencies.

In 1999, Bernhardt and Schachte took a trip that changed both their lives. Their journey to Guatemala to adopt their daughter sparked a passion for the culture of the country and inspired a desire to better the lives of the farmers and families living and working in the coffee industry. The couple returned to Vancouver and in 2003 launched Ethical Bean Coffee.

What began as a small operation with one employee has since expanded into an international success, with growth across Canada, the US and abroad. Through this expansion, Lloyd and Kim stayed true to their original commitment to make their coffee both just and better.

COFFEE VARIETY ICONS AND DESCRIPTIONS:



BOLD - DARK ROAST

Dark, but not too dark. Edgy on one hand, seductively smooth on the other. You might want to take two.



CLASSIC - MEDIUM ROAST

A coffee insider's favourite and the little black dress of our lineup. Elegant acidity highlights a nuanced, medium bodied cup.



DECAF - DARK ROAST

A very undecaf decaf. Gobs of body, intriguing chocolate character. Dynamite as drip, scintillating as espresso.



EXOTIC - MEDIUM ROAST

A complex cup of aromatics laced with fruity, floral innuendo. Never boring—a coffee you won't soon forget.



LUSH - MEDIUM DARK ROAST

Any richer, and you'd ask it for a loan. A heavy cup with Burgundian fullness, alive with fruit, smoke and earth notes.



MELLOW - MEDIUM ROAST

Ommm. Serenity now. Medium body, nutty aroma and a sweet brightness. Stirring memories of hazelnuts and caramelized sugar.



SUPERDARK - FRENCH ROAST

The lovechild of dark alchemy and complete combustion. A hammering dark roast, blended to display body, balance and a dazzling dark cocoa-laced finish.



SWEET ESPRESSO - MEDIUM DARK ROAST

A multi-dimensional, full-bodied velvet slipper for your tongue, dripping with crema. A stand-up straight shot. Marries beautifully with milk.



KEY FACTS

- A leading roaster of Fairtrade Certified Organic coffee
- Specialty coffee batch roasted in Canada
- Unique QR code on each bag to trace crop to cup journey
- Available in over 2000 retail locations
- Low-impact, LEED Standard head roastery and office
- 100% Canadian owned and operated
- Supporting Fairtrade Certified campuses across Canada

Connect with us.

1315 Kootenay Street
Vancouver, BC V5K 4Y3
Phone 604-431-3830
Toll Free: 1-877-431-3830
Toll Free Fax: 1-877-431-3860

-  ethicalbean.com
-  [@ethicalbean](https://twitter.com/ethicalbean)
-  [ethicalbean](https://www.facebook.com/ethicalbean)
-  [ethicalbean](https://www.instagram.com/ethicalbean)

Media Contact

Emily Briggs - Marketing Specialist
Ethical Bean Coffee
Ph: 604.790.5190
Email: emily@ethicalbean.com



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