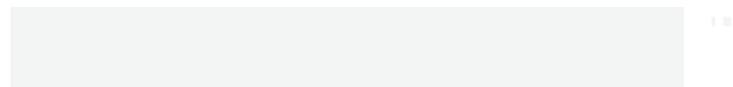




just. better.®

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.



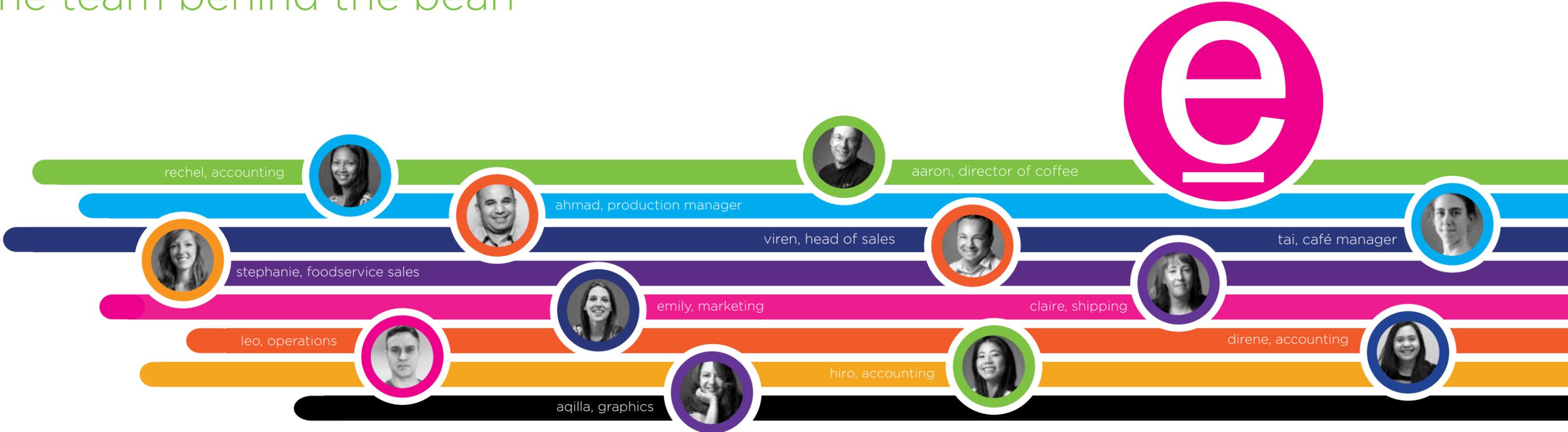
KEY FACTS

- Leading roaster of Fairtrade Certified organic coffee
- Unique QR code on each bag to trace crop to cup journey
- Low-impact, LEED Standard head roastery and office
- Specialty coffee roasted in Canada
- 100% Canadian owned and operated
- Available in over 5000 retail locations
- Established in 2003

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.



the team behind the bean



“The team at Ethical Bean continues to look for new ways to improve the business, from buying green energy to donating to community events. Many have been with the organization since almost the beginning, over 16 years ago.”

Lloyd Bernhardt, cofounder

how we started

The story of Ethical Bean is rooted firmly in place and purpose. In 1999, cofounders Lloyd Bernhardt and Kim Schachte spent most of a year in Guatemala awaiting the adoption of their daughter. During that time, the couple watched and learned about the country, the culture and the people. Kim and Lloyd noticed a large gap between the premium price of coffee at home, and the less than desirable reality of the coffee industry in front of them. They believed there was a better, more equitable way to work with coffee farmers and their families—and in 2003, Ethical Bean was born.

What began as a small operation with one employee has since expanded into an international success, with growth across Canada, the US, and abroad. In 2018, Ethical Bean Coffee was acquired by Kraft Heinz Canada—a global organization with strong environmental and social sustainability goals set for now and the coming years. This transition comes with many new opportunities to grow and create meaningful change in coffee industry.

why fair trade?



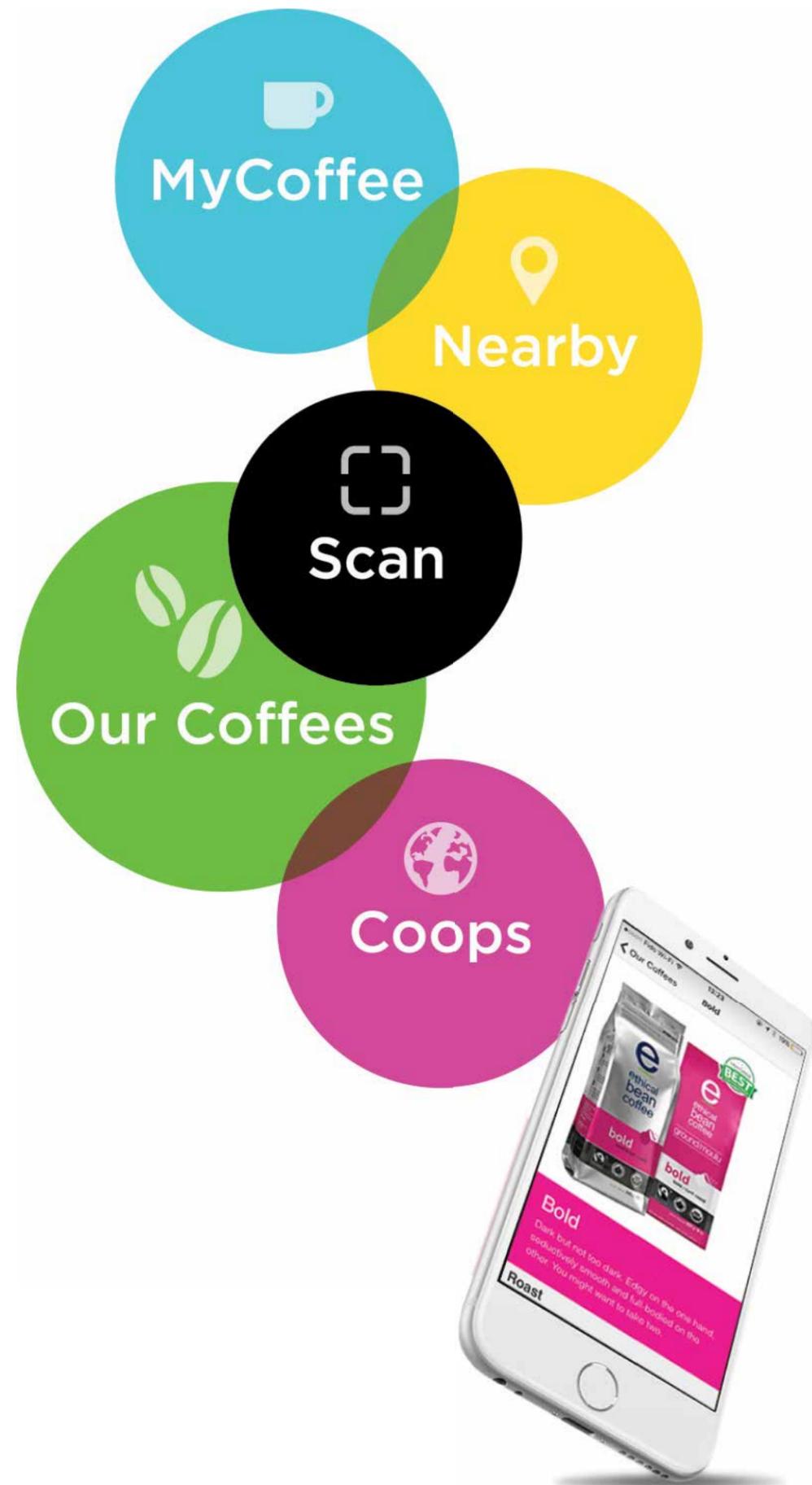
stepping forward without leaving others behind.

Fairtrade Certified coffee is produced and traded through an alternative system to the conventional global coffee market. Through the fair trade 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 fair trade system, coffee farmers and their organizations follow fair trade 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 fair trade system is committed to working with the 25 million small-scale holders who produce 80% of the world's coffee.

Fair trade 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 the Ethical Bean Coffee mobile app or with your phone's camera app.

Ethical Bean Coffee leads the way in product transparency with its **powerful mobile app**. Each bag of coffee is equipped with a **unique QR code** located on the back of each bag. By scanning the bag (or entering the lot number manually on Ethical Bean's website), consumers can dig into the details of their bag: where's it from? when was it roasted? at what temperature? who roasted it?

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.

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 mobile app.

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.

When you make a brand commitment to be better, you need to do better.

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 further reduce their environmental impact.

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.

our coffees



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.



CLASSIC | MEDIUM ROAST

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



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.



DECAF | DARK ROAST

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



BOLD | DARK ROAST

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



MELLOW | MEDIUM ROAST

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



EXOTIC | MEDIUM ROAST

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

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

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