

SAFI COFFEE

Consciousness Raising

2010-2011

Our coffee is grown in the foothills of Mount Kenya—one of the world’s prime coffee growing areas. Grown to local organic standards, the beans are artisan roasted in the US to guarantee freshness, so there's no need to worry about where the coffee originates and under what conditions. Only the very best beans are hand-selected for use in Safi Coffee.

Safi’s sweet aroma titillates your sense of smell and satiates your thirst, but it also appeals to your other senses as well.

Safi appeals to your common sense

Although we offer a premium product, we couldn’t rightfully consider ourselves a socially responsible company, if we priced our products beyond the reach of the average coffee drinker. Our pricing strategy underscores this belief, and we’ve intentionally priced our products at a discount to other brands of comparable quality.

Safi appeals to your sense of consciousness

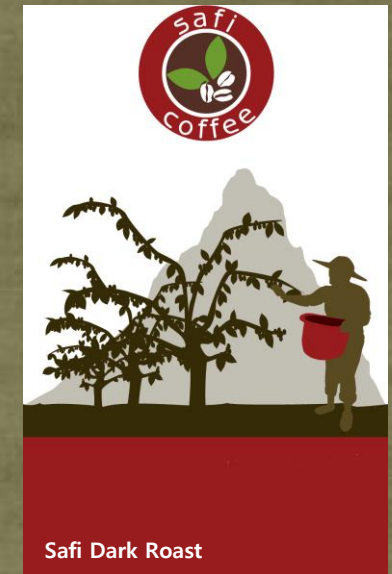
Unlike many fair-trade brands, Safi Coffee’s Farmers are partners in the business, rather than just suppliers. They own equity in the company and sit on the board. Through partnering with Safi Coffee, they are able to have a sustainable income, enabling them to lift themselves out of poverty and keep their children fed and in school.

Our Coffee:



Safi Medium Ground
Safi Medium Whole Bean
100% Arabica Coffee

Grown in the foothills of Mt. Kenya, Safi’s Medium Roast Coffee is made from 100% pure Arabica beans. Our medium roast is delicious, mellow and smooth; featuring subtle hints of citrus, for those who enjoy rich flavors, without strong undertones. Safi’s Medium Roast offers just the right combination of flavors to awaken your senses and your mind.



Safi Dark Ground
Safi Dark Whole Bean
100% Arabica Coffee

Grown in the foothills of Mt. Kenya, Safi’s Dark Roast is made from 100% pure Arabica beans. The bold flavor is delicately balanced against gentle notes of chocolate, and is the perfect variety for those who enjoy strongly flavored coffees. “For those day when its most important to be thoughtful and aware,” Safi’s Dark Roast helps you stay alert.

