



Taste the difference.
MAKING A DIFFERENCE.



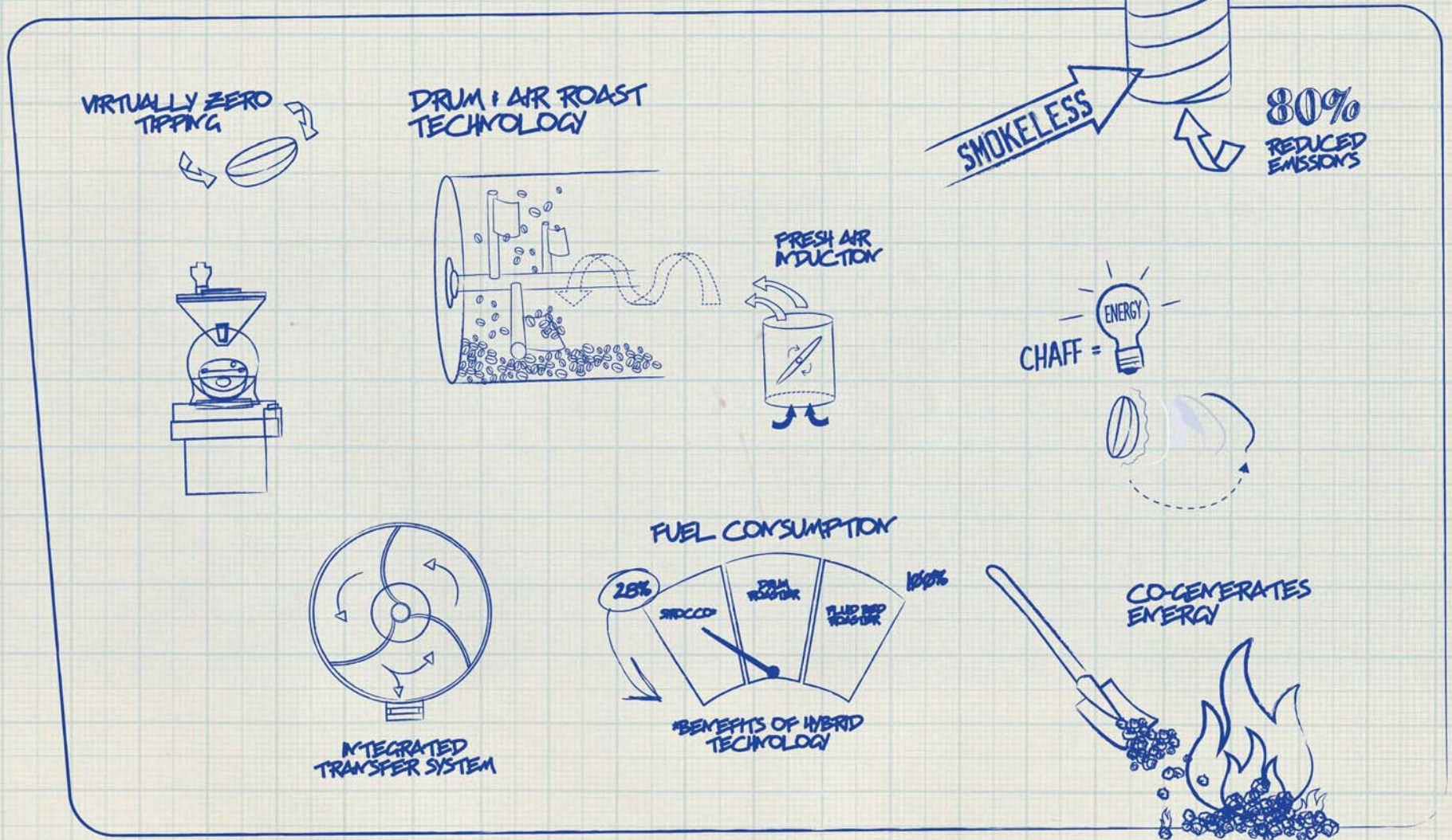
NOT YOUR
ORDINARY
coffee company

Brand Ethos...

- Build a coffee company that supports and connects to the communities of the Chesapeake Bay Watershed.
- Responsibly produce products that minimize the impact on earth and maximizes consumer benefits - i.e. Quality, Experience, and Enjoyment
- Promote a healthy environment, watershed and healthy living.
- Continue to make business choices that reflect our sincere commitment to our watershed, local area businesses and coffee drinkers

ROASTER DIFFERENCES

(So, what makes our roaster so special anyway?)



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SUSTAINABILITY



Good Choices

- We elected to package our retail coffee in a reusable, renewable, recyclable steel cans.
- We purchase pure renewable clean wind power direct through our energy supplier to further minimize our impact on the earth
- We utilize an eco-friendly Hybrid Drum Roaster to produce all of our products which reduces our greenhouse gas emissions by nearly 80% and our fuel consumption by 78% when compared to traditional roasting methods

Chesapeake Bay Roasting Co.
2100 Concord Blvd.
Crofton, MD 21114
www.cbrcoffee.com

Certified organic by the Maryland
Department of Agriculture

ECO-REEF BLEND

A carefully balanced blend of mild coffees from Central and South America accented with hearty Indonesians. This USDA certified organic coffee produces a medium-bodied cup with pleasant acidity and a smooth finish.

Micro-roasted to a medium, city roast.

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QUALITY

Integrity is everything!

- We start with the finest specialty grade arabica beans then artfully blend and roast them to perfection resulting in the region's best tasting coffee.
- Every batch of CBRC coffee is meticulously documented, color scored and sampled to ensure that our coffees make the grade.
- We use a lot tracking system that enables us to trace back every coffee we produce -from the source to the consumer
- We also date code each of our products to ensure freshness



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H2O Initiative

A Community Outreach Program established by CBRC to implement our pledge to help restore and protect the Chesapeake Bay watershed and encourage community involvement by:

- 2% of CBRC Sales is pledged to organizations devoted to improving our bay
- Promoting and supporting service learning and environmental education
- Committing CBRC Employee Volunteer Hours
- Supporting recreational enjoyment throughout the region

Look for this pledge on every CBRC product! ▶

