

GROWN WILD IN HAITI SINCE 1734



CAFÉ  
XARAGUA



PEOPLE. CULTURE. COFFEE.

# CAFÉ XARAGUA

With meticulous attention to quality we offer a world class product that is extremely rare in North America. Our integrated supply chain and dedication to Fairtrade practices create a fully sustainable business. By planting one coffee tree for each bag of coffee sold we provide a direct connection between consumers and the product that will result in a loyal customer base. With customers in 11 of the 13 provinces and territories and nationwide publicity we have proven there is a demand for premium Haitian coffee.

One of our goals at Café Xaragua is to maintain the **culture** behind Haitian coffee. We have chosen the name Xaragua – pronounced “Z” aragua – because it is the name that once represented the geographical region from which we source our coffee. Before the arrival of Christopher Columbus the island of Hispaniola was inhabited by the Taino Arawak **people** who divided the island into five chiefdoms which were known as:

Marien, Maguana, Higuey, Maguá **Xaragua**.



## Environmental Commitment

We have made an environmental commitment to **plant one coffee tree for every bag sold**. Each bag has a unique Tree ID number that customers can register online. Today only **2%** of Haiti remains forested and thus when considering reforestation there must be an economic incentive. Coffee is a long term crop that provides the environmental and economic development the people of Haiti need.

## Make a Difference with Coffee

Coffee is the second most traded commodity next to oil and is consumed by **88%** of Canadians on a daily basis. It is clear our coffee choices have a substantial impact on coffee farmers around the world. By purchasing our coffee you are providing the final link for coffee farmers in Haiti and beginning the push towards sustainable and ethical development.

Coffee was first planted in Haiti in 1734 and quickly grew to be the primary industry in Haiti. In 1949 Haiti was the 3rd largest supplier of coffee in the world and was considered by many to be the **Grand Cru** of coffee. Since then, Haiti has felt the impacts of deforestation, political instability and natural disasters that have all impacted the coffee industry. Coffee will not only provide farmers with much needed income, but our commitment to planting coffee trees will pave the way towards rebuilding the natural ecosystems while supporting a sustainable industry.

Coffee has shaped Haiti's history and is ingrained in Haitian **culture**. We intend to make coffee a positive part of Haiti's future by revitalizing an industry that could give life to a nation.

*“Buy it for the superb quality of the coffee, but understand the manner in which it is brought to market and believe in the possibilities it holds for Haiti”*

*Eric Morse – Executive Dean at the Richard Ivey School of Business*



# Commitment to Quality

We pride ourselves on delivering fresh quality coffee and establishing your reputation as a place for superb coffee. All of our coffee is sampled for quality to ensure only the best beans are purchased at the best time of year. We roast in small batches to ensure all of our coffee not only taste great but that it arrives fresh and on time.

We have carefully chosen our blends in order to provide our customers with the best of each coffee. Carefully blended together our beans create a distinct gourmet taste for true coffee lovers.



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Retail 10oz (283g) Bags - MSRP \$14.50-\$15.50

*All products are 100% Fairtrade Certified and our blends are 50% Organic*

Our **Classic Blend** is a blend of Haitian and Guatemalan Arabica coffee. It has a full round body with a superb aftertaste. Our dark roast profile brings out a bold yet complex flavour profile.

Case	Unit \$	Case \$
12	\$10.00	\$120.00

Our **Breakfast Blend** is a blend of Haitian and Guatemalan Arabica coffee. It was carefully chosen to bring out a rich body with smooth flavour. Our medium-dark roast produces a fruity yet clean finish.

Case	Unit \$	Case \$
12	\$10.00	\$120.00

Our **Espresso Blend** is a blend of Haitian and Indonesian Arabica coffee. A great coffee for espresso lovers looking for that unique blend. Our espresso roast ignites a strong body with a bold aftertaste.

Case	Unit \$	Case \$
12	\$10.00	\$120.00

Our **Single Origin** is a 100% Haitian Arabica coffee. It presents a superb aroma and a strong fragrance. Our medium roast has a medium body with natural sweetness and a great aftertaste.

Case	Unit \$	Case \$
12	\$11.50	\$138.00

## Note:

All prices include sales tax and all sales are final. There is a 2 case minimum and each case is made up of the same roast, cases cannot be mixed. Orders over 4 cases do not incur freight charges.

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## The Story of Xaragua

After graduating from the Richard Ivey School of Business at the age of 21 Robert Lehnert founded Café Xaragua. It all started when he and two friends flew to Port au Prince, rented a pick-up truck and drove off in search of Haiti's best coffee. With only an old map of previous coffee producing regions the trip was one for the books – dirt roads, river crossings, flat tires and rain storms were all included in the search for quality coffee. After several dead ends and having traveled the majority of Haiti's Southern Peninsula the boys reached the municipality of Thiotte. What they found was the perfect climate for high quality coffee and a well structured co-operative to work with. Since then Lehnert has invested all of his time and effort into launching Café Xaragua on the international scale.

Lehnert's work with Xaragua has lead to a lecturing series at the Richard Ivey School of Business and invitations to speak at Harvard and Cornel. The company has been written about in multiple business journals focusing on sustainable business models and continues to gain popularity and media attention across the nation.

# CAFÉ XARAGUA RECEIVES A SUPERB SCORE FROM THE WORLD'S LEADING COFFEE BUYING GUIDE



The world's leading coffee buying guide in Berkeley California gave our coffee a score of 88 points. This is a world class score and placed us 5 points above the best Starbucks coffees. The complete sensory evaluation included taste, aroma and visual appeal.

## CAFÉ XARAGUA CONTINUES TO GAIN NATIONAL MEDIA ATTENTION



Richard Ivey School of Business  
The University of Western Ontario



BREAKFAST  
TELEVISION.



## 100 % FAIRTRADE CERTIFIED

All of our products are 100% Fairtrade Certified to ensure our suppliers receive fair prices for their coffee. We are committed to ethical and sustainable business practices in all aspects of our operation. We work directly with our farmers to gain a better understanding of our product and to allow farmers to capture additional value.

## CONTACT Us

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