



REUNION ISLAND

CAFFÈ · COFFEE · CAFÉ

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‘Bullet’ Earns Accolades for Art and Fundraising

Since its launch one year ago, Bullet Espresso has generated a lot of great feedback for Oakville roaster Reunion Island Coffee. Recently, though, the company reports that the blend is earning recognition from some unlikely sources—design magazine Applied Arts and non-profit organization Grounds for Health (GFH).

Reunion Island Coffee created Bullet Espresso as a unique new blend for local espresso bars and as a platform to raise funds for healthcare projects in coffee-growing nations. To promote the blend, the company gave local Toronto artist Juliana Neufeld creative license to craft an illustration that would capture the fresh character of their latest coffee.

The company’s trust in Neufeld paid off as Applied Arts magazine recently named the Bullet Espresso artwork as a winner in their annual Photography and Illustration Awards. Posters featuring this original artwork are prominently displayed in some of Toronto’s top indie cafés, helping to build awareness and a growing fan base. With the support of these loyal customers, Reunion Island has raised five thousand dollars for GFH in the last twelve months.

The company’s product specialist Adam Pesce notes, “We spent several months developing the blend and roast profile before finalizing the recipe for Bullet. When we tasted the finished product, we knew we had more than just a great espresso on our hands—we saw Bullet as a powerful vehicle to support worthwhile projects in coffee farming communities.” As a result, the company donates a portion of the proceeds from Bullet to support Grounds for Health and its ongoing mission to bring cervical cancer screening and treatment programs to women in coffee-growing countries.

“Reunion Island’s enthusiasm for our cause has been exemplary, and we’re deeply grateful for the promotions and events that have raised funds for Grounds for Health,” comments GFH’s executive director August Burns. “In June, Adam traveled with us to the small coffee community of La Dalia, Nicaragua to see firsthand how our work is saving lives. His photos from the trip begin to capture the deep appreciation of the local people and will help us educate and inspire others.”

Bullet Espresso is widely available at independent coffeehouses within the GTA and in select cafés across Canada and the U.S. For more information, visit ReunionIslandCoffee.com and GroundsForHealth.org.

Background on Reunion Island Coffee Limited

For centuries, the orchid has been a symbol of elegance and uncommon natural beauty. Driven by the thrill of discovery, adventurous explorers traveled the globe in search of new varieties. Today, we mirror this passion in our quest for coffees that are rare, exotic and sustainable—the hallmarks of Reunion Island Coffee.

History

Reunion Island Coffee was founded in 1996. Its president, Peter Pesce, is a past Chairman of the Coffee Association of Canada and has played a key role in the development of the national specialty coffee market. In a recent feature article, the Toronto Star referred to Peter as “reputedly the best ‘cupper’ in Canada... Not only is Pesce a cupper (taster) par excellence, he is a walking encyclopedia of coffee facts, figures and esoterica.”

Commitment to Sustainability

As a specialty coffee roaster, we know that sustainable coffee farming is critical to our success. We can source distinctive coffees only as long as farmers continue to grow them. There are three fundamental principles that must balance to create sustainability: environmental stewardship, farm profitability and prosperous farming communities.

At Reunion Island, we already pay far above average for the coffee we import because of its premium quality. However, paying a fair price to farmers is only the beginning.

We have also taken an aggressive approach in supporting sustainable development in the coffee industry by offering coffees that have been certified under a variety of programs including Fair Trade, Organic, Rainforest Alliance. Our Direct Trade partnerships in Colombia, Guatemala and Tanzania are also an important part of our commitment to sustainability.

Our Colombia Las Hermosas™ was Reunion Island’s first major Direct Trade program when it began in 2004. To date, it is also our most successful. Las Hermosas™ began in the small region of Tolima, Colombia, where a co-op of 32 farmers produced one of the best Colombian coffees we have ever discovered. To support this co-op, we have committed to donating to projects that improve the standard of living, while ensuring a consistent supply of world-class coffee for our customers.

In early June 2008, Reunion Island became Canada’s largest coffee roaster to be bullfrogpowered.™ with 100% green electricity generated by wind farms and other eco-friendly methods. By signing up for Bullfrog Power, we are supporting clean, renewable electricity producers who are displacing polluting and carbon-intensive electricity production on the grid. It’s a great way to support a cleaner, sustainable energy future.

For more information, please visit ReunionIslandCoffee.com.

Grounds for Health Background Information

Grounds for Health was founded in 1996 after Dan Cox, the president of a U.S. coffee company, and his close friend, retired OB/GYN Dr. Francis Fote were visiting coffee cooperatives in Mexico. They learned that cervical cancer rates there were some of the highest in the world. Dr. Fote knew quite well that cervical cancer is preventable and—when caught early—one of the most treatable forms of cancer. Cox and Dr. Fote took action.

Working with a Mexican OB/GYN, they set out to improve cervical cancer screening in the Oaxaca region. Green Mountain Coffee Roasters and Ben & Jerry's Homemade offered initial financial support, while volunteer cytologists and pathologists offered their skills, making regular trips to the area to provide on-site training and interpretation of Pap smears.

Grounds for Health has come a long way since those first Paps. Today as an established 501(c)(3) organization, Grounds for Health has shifted its focus from direct service to knowledge-transfer, training, and education. While direct service is admirable, we can reach thousands more women by empowering local health care professionals to continue the work themselves, well after campaigns have ended.

Grounds for Health educates communities in the Single Visit Approach, which has proven be the most effective way to screen for and treat cervical cancer in low-resource environments. Our paid staff and team of medical volunteers collaborate with regional coffee cooperatives, community members, and local health care professionals to increase awareness about cervical cancer, establish screening campaigns, and improve cancer-prevention infrastructure.

Grounds for Health currently runs programs in Tanzania, Mexico, and Nicaragua, and will continue to explore the possibilities for future sites. There is an overwhelming need for cervical cancer services all over the developing world. Grounds for Health is meeting this challenge head-on with simple, effective, and sustainable solutions.

Artwork

Click links below to download artwork. Jpegs will open in your web browser (right-click images once open to save). Adobe Illustrator (.ai) files save to your desktop.



Grounds for Health Trip Photos

[Download images](#)



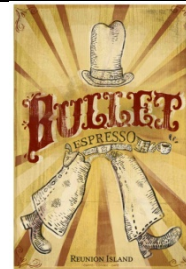
Reunion Island Logo

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Grounds for Health Logo

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Bullet Espresso Poster

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