



REUNION ISLAND

COFFEE ROASTERS



ANNOUNCING 2015 ROASTER OF THE YEAR

Reunion Island Coffee Roasters is proud to announce that they have won Roast magazine's prestigious 2015 Roaster of the Year award in the "macro" category. This coveted award was chosen based on an extensive application describing the company's mission, successes, and innovations in sustainability and quality, as well as a blind tasting of three of their coffees by two teams of coffee professionals. A full-length feature of the company, attached here, will appear in the November/December 2014 issue of Roast, detailing the work Reunion Island has undertaken to earn the award.

With a focus on quality and sustainability, Reunion Island's progressive policies were instrumental to their success. "We've spent the past five years really examining every aspect of the company and asking the tough questions that lead to positive change," said Adam Pesce, Reunion Island's Director of Coffee. "It's quite a thing, to see all of our efforts to improve over the past few years come to fruition in such a tangible way."

Reunion Island's initiatives highlighted in their application included:

- A commitment to sustainability in the coffee chain demonstrated by increasing purchases of Fair Trade, Organic, and Rainforest Alliance certified coffees;
- Continuing to foster direct trade relationships with farms around the world;
- Becoming a carbon-neutral roaster through their use of using 100% renewable energy through Bullfrog Power and through tree-planting projects abroad in Haiti, Brazil, and Tanzania;
- Caring for employees by improving their work-life balance and increasing their internal minimum wage and vacation time;
- Involvement with NGOs and non-profits both locally and globally on issues ranging from domestic food security to cervical cancer prevention programs in coffee-growing communities;
- Improving their coffee quality through the purchase of a new roaster and an adaptation of roasting philosophy;
- Rebranding to better position themselves as progressive and committed leaders in the specialty coffee.

Roast's annual competition for Roaster of the Year is coveted within the specialty coffee industry and drew over 60 applications for this year's award. The 2013 Maggie award winner for best specialty trade magazine, Roast is a bi-monthly technical trade journal dedicated to the success and growth of the specialty coffee industry. Roast addresses the art, science, and business of coffee roasters by covering the issues most important to them with quality editorial content focused on the technical aspects of coffee. Past winners, including specialty coffee luminaries such as Stumptown Coffee Roasters, Intelligentsia Coffee and Tea, and Counter Culture Coffee Company, are representative of the kind of leadership the award exemplifies.

As an extra point of pride, Reunion Island is the first Canadian roaster to bring the award home. Roast lauded Reunion Island for being a macro roaster with a micro roaster mindset, demonstrating a commitment to creative roasting and sourcing and to sustainability at origin and at home. Along with their recent 2nd place finish in the Canadian National Barista Championships, this award is evidence of their determination to relentlessly improve and to provide their customers with the best coffee they can produce.