



2013

A purple rectangular box containing the year '2013' in a large, bold, white sans-serif font. The box is connected to a vertical line above it and a horizontal line to its right. The background is a dark blue gradient with various icons: a white cloud, a blue airplane with a dashed trail, a blue globe, a green plant, a red seal, a green coffee tag, a white coffee cup, and coffee beans.



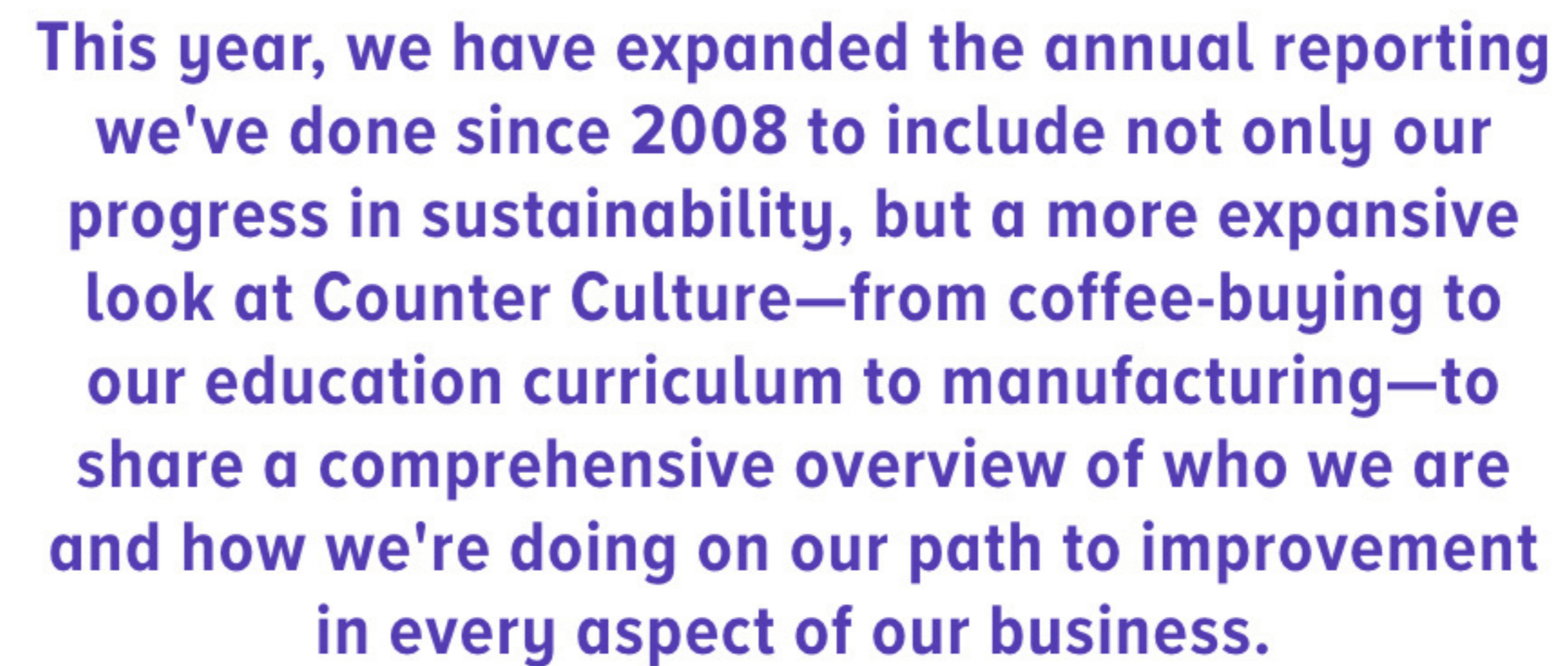
YEAR
IN REVIEW

A red, circular seal with a scalloped edge, containing the text 'YEAR IN REVIEW' in white, uppercase, sans-serif font.



COUNTER
CULTURE
COFFEE

A green, tag-shaped graphic with a white hole on the right side. It contains the text 'COUNTER CULTURE COFFEE' in white, uppercase, sans-serif font. A white line connects the hole to the text box on the right.



This year, we have expanded the annual reporting we've done since 2008 to include not only our progress in sustainability, but a more expansive look at Counter Culture—from coffee-buying to our education curriculum to manufacturing—to share a comprehensive overview of who we are and how we're doing on our path to improvement in every aspect of our business.

A white rectangular text box with a dark blue border and a drop shadow. It contains a paragraph of text in a dark blue, sans-serif font. The box is connected to the green coffee tag on the left and the globe icon above it.



COUNTERCULTURECOFFEE.COM

A light blue banner with a white border containing the website URL 'COUNTERCULTURECOFFEE.COM' in white, uppercase, sans-serif font.





 Give the world a spin!

95.5



highest cupping score

901 SAMPLES

throughout 2013



525,000

out of 1,667,070 lbs.

SOURCED FROM

PERU + ETHIOPIA

31% OF TOTAL



SUSTAINABLE SUMMER

PARTNERS

RISHI TEA
PATAGONIA
KING ARTHUR FLOUR
TAZA CHOCOLATE

339

PARTICIPANTS



125 %

growth in
Green Fund
Participation

2013 = \$8,565.69
2012 = \$3,761

387,414
CUPS

donated across our eight regions



Approx. the same volume
as a blue whale



FOURTH
YEAR

measuring greenhouse
gas emissions

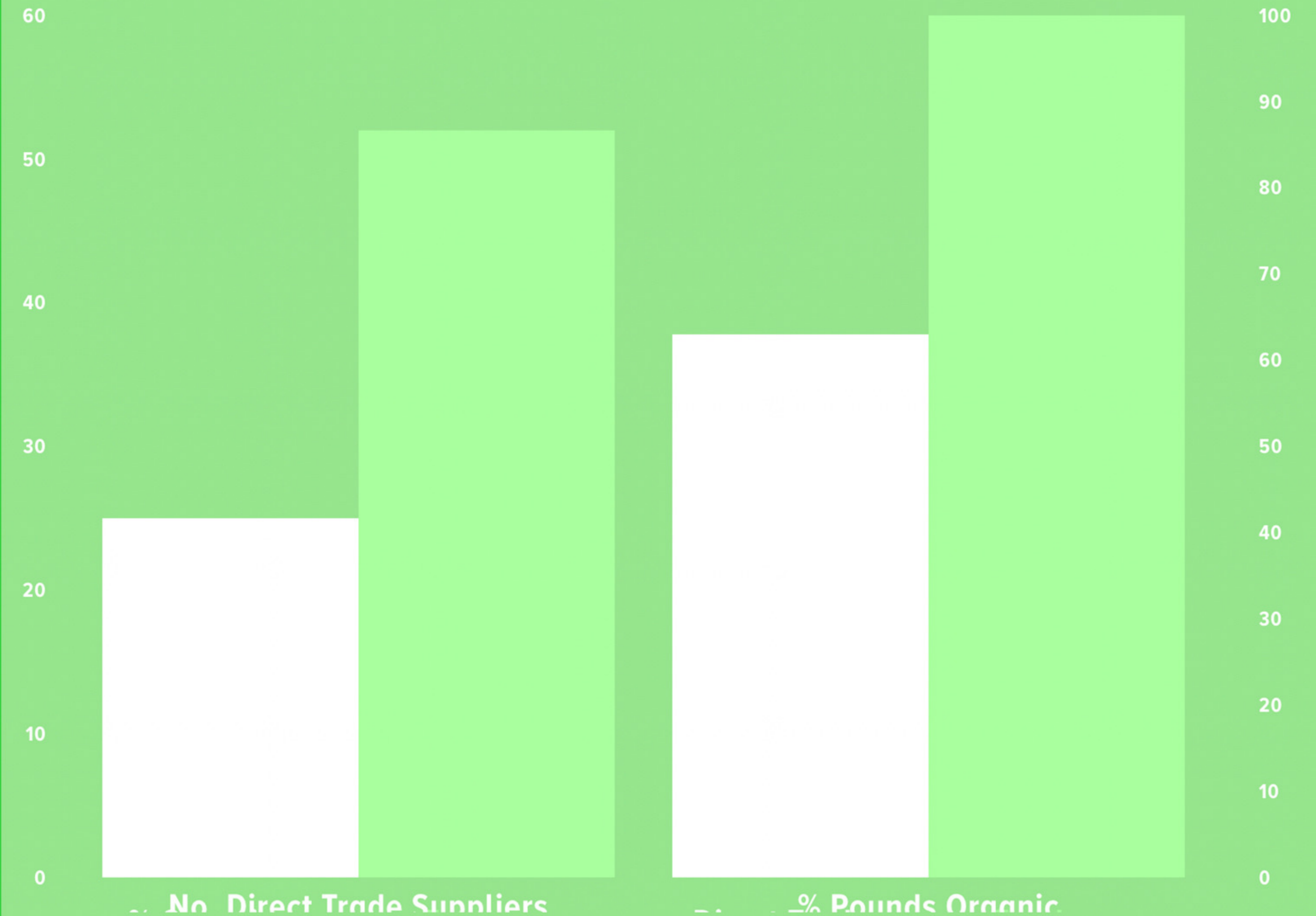


\$40,000

devoted to development
projects in coffee
producing communities



nearly 1/2 to support
farmers in Burundi
transitioning to organic
agriculture practices





beginner espresso
labs taught



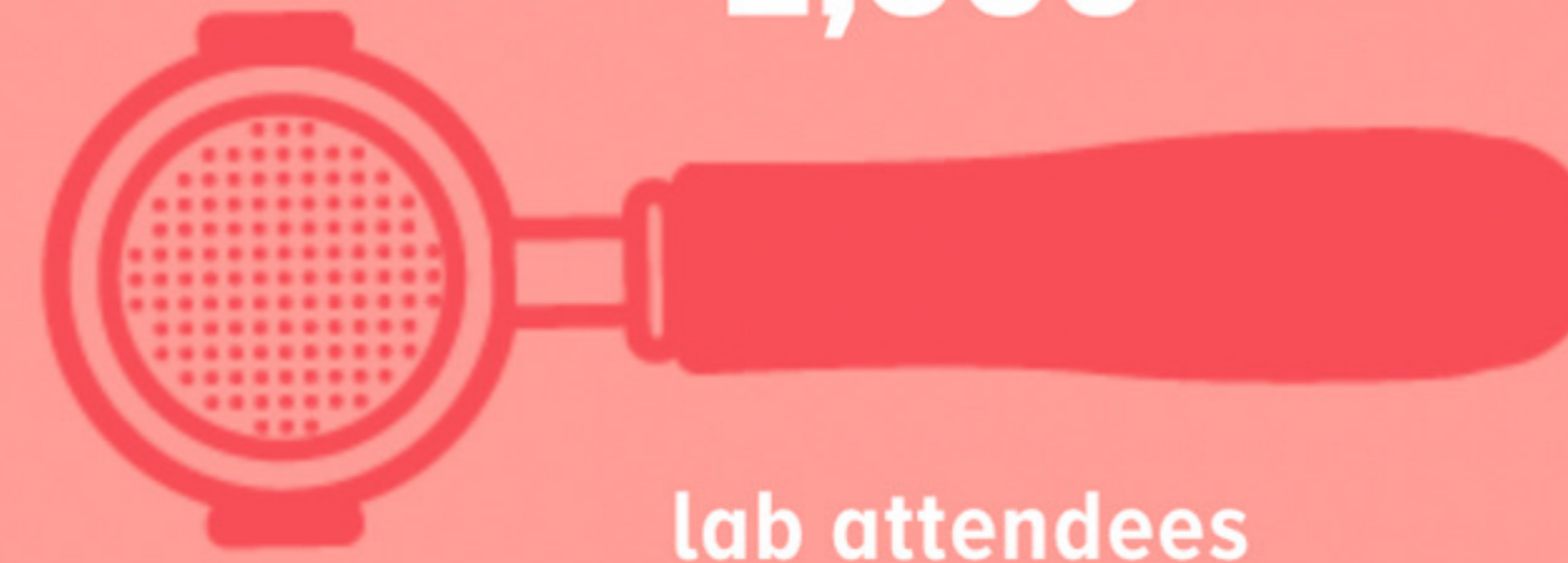
1,240

beginner espresso
lab attendees



508

labs taught



2,855

lab attendees

18



stewards
certified

51

baristas
certified



JAN

FEB 18

APR 18

MAY 18

SEP 27

New online lab registration system

Implementation of online lab registration system in January 2013 increased registration efficiency and allowed better student data tracking and reporting.

Counter Inte...

Debut of Up...

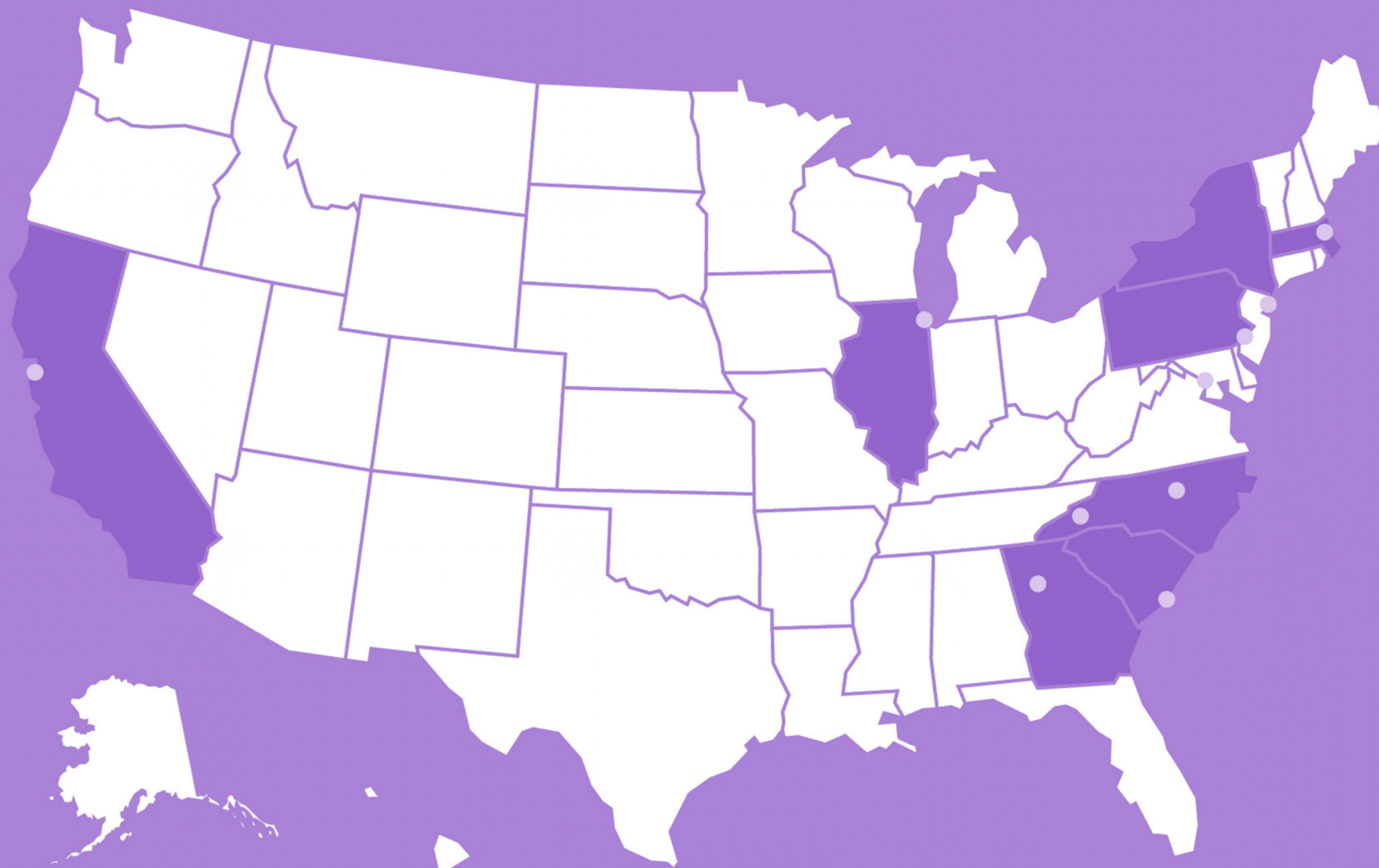
Brewing Bas...

Opening of ...

REGION

STAFF IN REGION

| | |
|------|----|
| ASH | 2 |
| ATL | 3 |
| BOS | 2 |
| CHRL | 1 |
| CHI | 3 |
| DC | 2 |
| DUR | 32 |
| NYC | 6 |
| PHIL | 3 |
| SAN | 2 |



2

new regions



4

new staff

24

total

41%

of total
CC staff

STAFF IN REGION

NEW ACCOUNTS

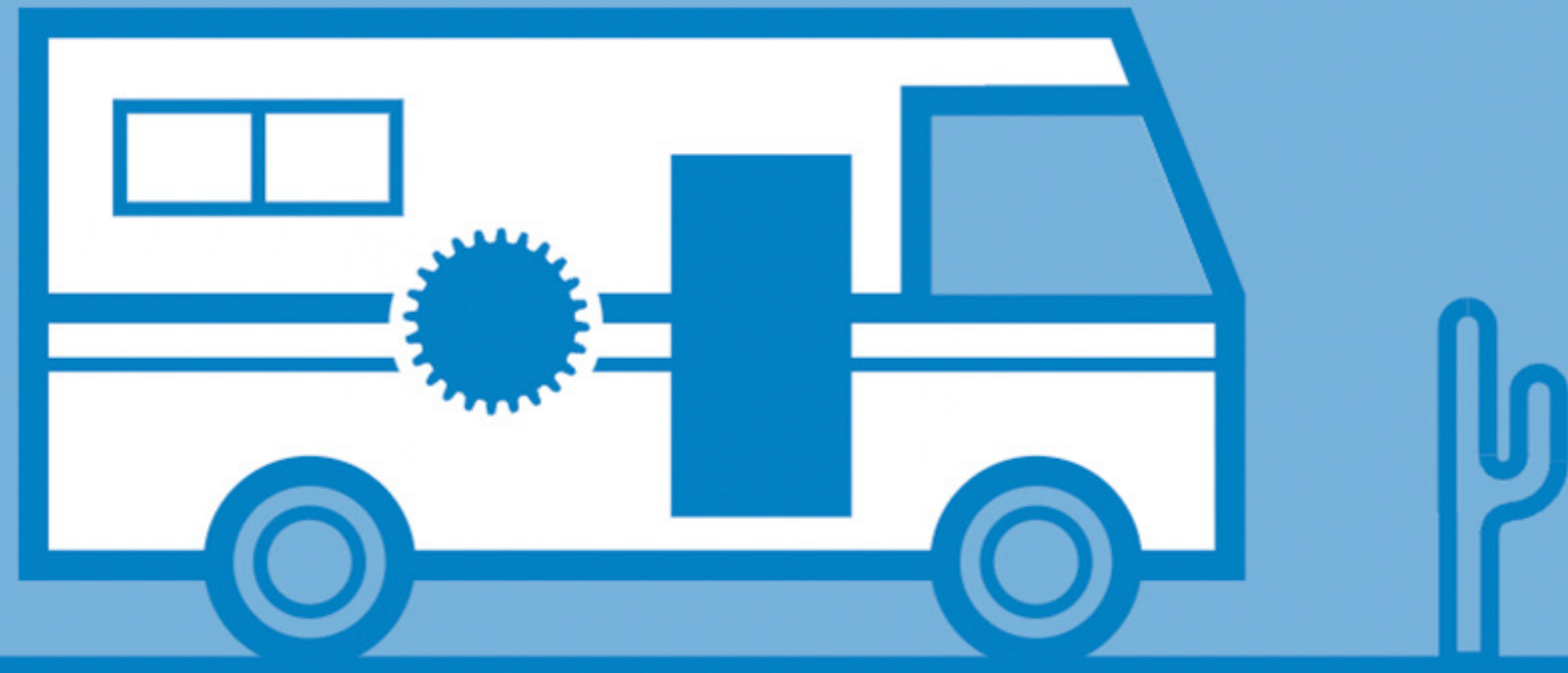
SUPPORT LOCATIO...

TECH ASSETS

LABS TAUGHT

3,200 MILES

traveled on works in
progress tour



TOP STAFF SEARCHES

- KATIE CARGUILO
- KIM ELENA IONESCU
- LEM BUTLER
- ERIN COFFEE



world brewers cup
champion:
Erin McCarthy

4,230 DOWNLOADS*

of Counter Culture
taster's flavor wheel



pictures of
flavor wheel
= most likes
on instagram

4,200

new instagram followers



5,000+ PHOTOS

taken in 2013



17

of countries
our staff visited
this year



192

of countries
that visited
our site



with introduction of
new Matrix machine

10 – 11 AM



busiest time
of day

MONDAY



day of week with
highest # orders

14,256 LBS



biggest day
in history

47,207 LBS



biggest week
in history

1,667,075



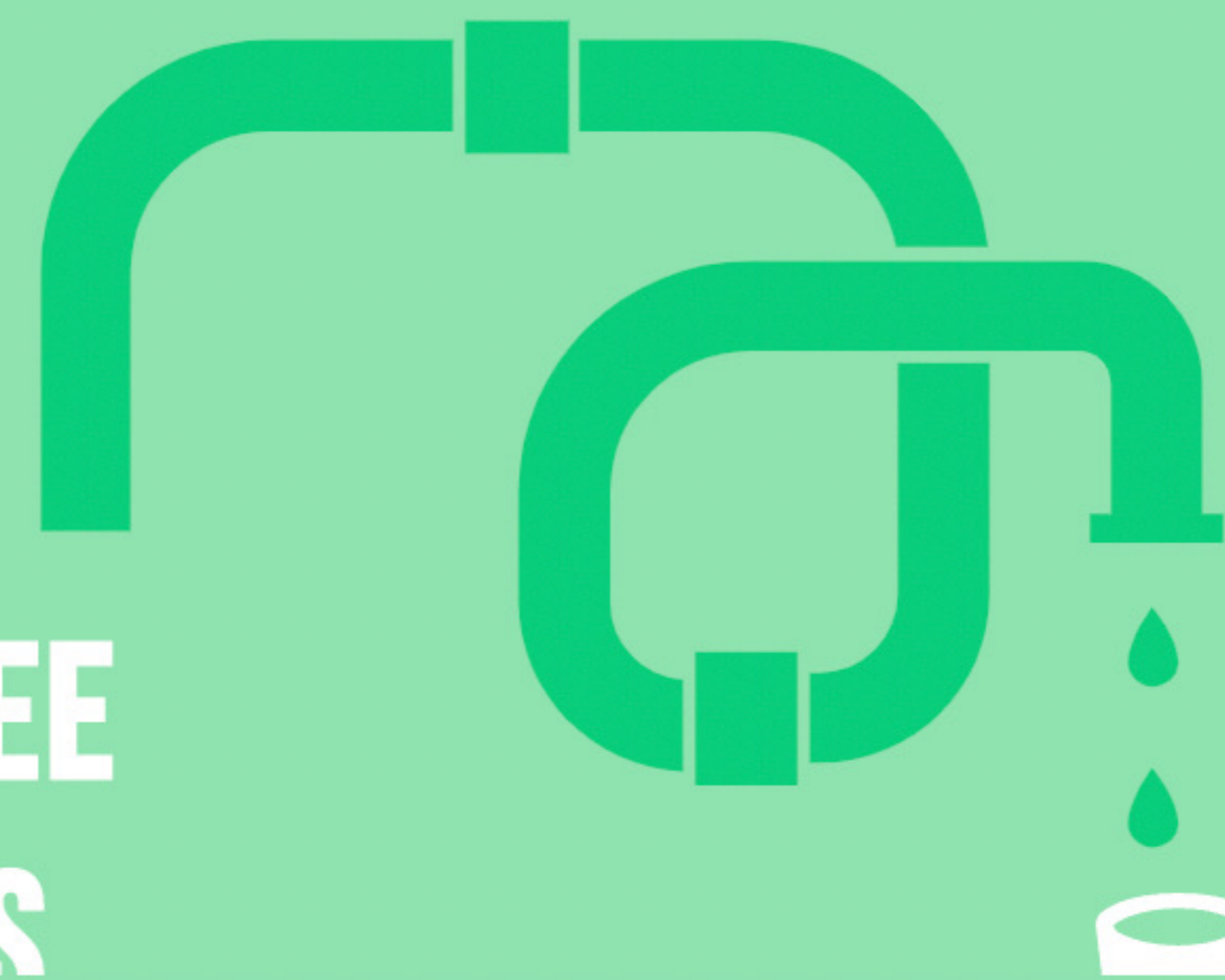
of pounds roasted in 2013



New retail store, subscription system & e-commerce driven wholesale website

14%
INCREASE

in
COFFEE
SALES



PROFIT SHARING
every quarter



2013

IN REVIEW
YEAR

Here's to 2013 and looking forward to a great
year in 2014.

COFFEE
CULTURE
COUNTER

