

Coffee Times

COMPLIMENTARY

NO. 79

1817 to Present. The History of Coffee in Hawai'i to
Modern-Day Production by Blair Estate Coffee.



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FRESH ROASTED SINCE 1993

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For the past three years the vast majority of Hawaii legislators have supported a reasonable tax cap on cigars. The time is now for an open vote on the cigar tax, and full transparency on this issue. One legislator should not be allowed to dictate the law. Cigars are an age old tradition in our nation, and we deserve our rights!



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THE HISTORY OF *Coffee in Hawai'i*

TO MODERN-DAY PRODUCTION BY BLAIR ESTATE COFFEE



COFFEE—THAT MAGICAL ENLIVENING ELIXIR—IS NOW A PART OF DAILY LIFE IN HAWAII BUT IT WASN'T ALWAYS SO.

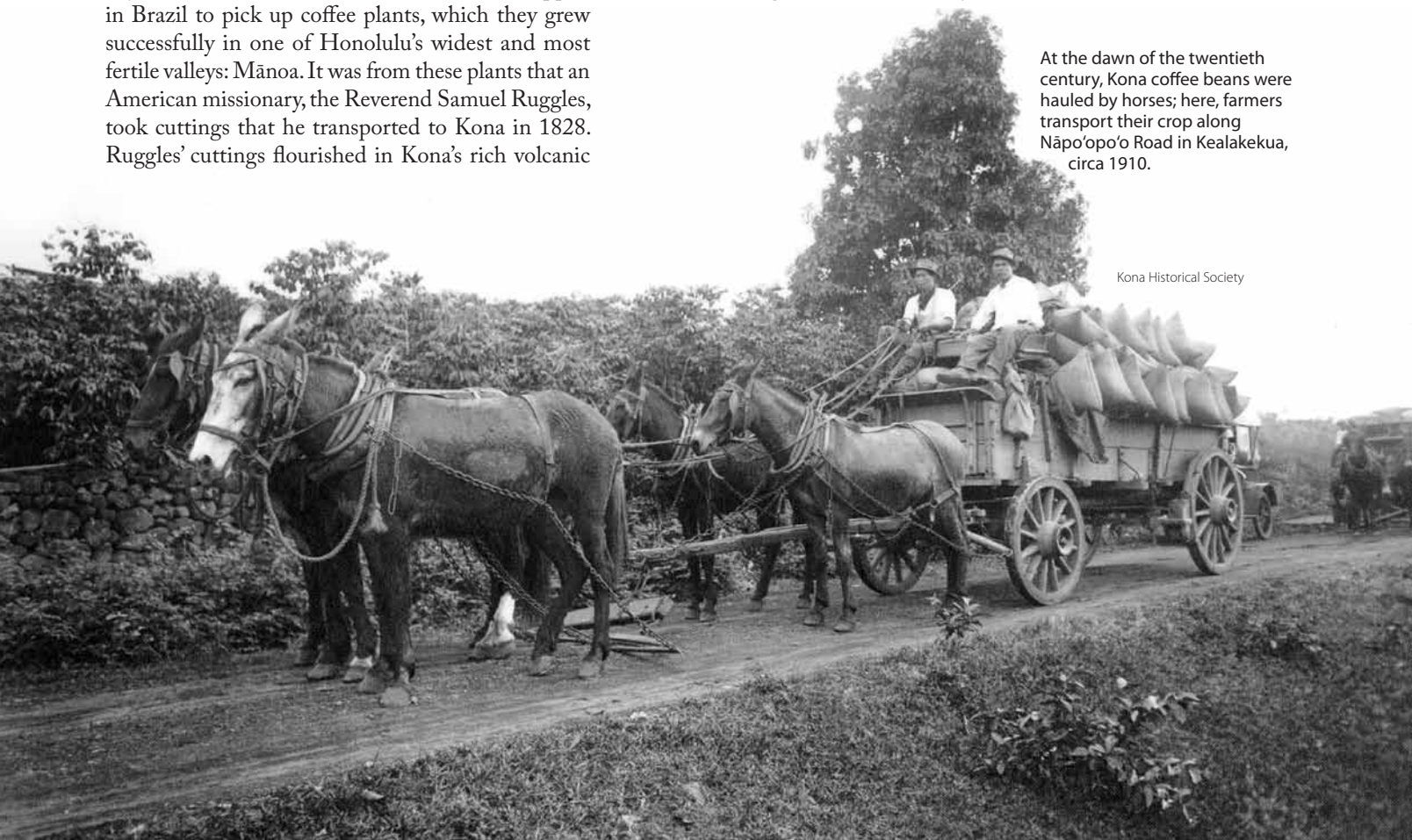
In fact, it was less than two centuries ago that the celebrated bean arrived in the Islands. The first coffee was planted in Hawaiian soil in 1817 by an adventurous Spanish physician with a deep love for all things botanical: Don Francisco de Paula Marin, who set out to grow coffee on the island of O'ahu. Marin's plants didn't take, but his experiment inspired the Governor of O'ahu, Boki, to give coffee a try. In 1825 Boki traveled to England as part of a delegation of the Hawaiian monarchy; there he hired an English farmer named John Wilkinson to return with him to the Islands to grow sugar and coffee. On the journey back to Hawai'i, Boki and Wilkinson stopped in Brazil to pick up coffee plants, which they grew successfully in one of Honolulu's widest and most fertile valleys: Mānoa. It was from these plants that an American missionary, the Reverend Samuel Ruggles, took cuttings that he transported to Kona in 1828. Ruggles' cuttings flourished in Kona's rich volcanic

soil, nourished by the region's afternoon rainfall, fed by its abundance of sun and protected from strong winds by the sheltering volcanoes of Mauna Loa and Mauna Kea.

But as promising a spot as Kona was, in the early years of coffee it looked as if Kaua'i might prove to be the crop's headquarters. The first substantive coffee plantation in Hawai'i was established on the Garden Isle in Hanalei valley in 1842, and three years later, from this very plantation, Hawai'i exported its first-ever coffee crop: 245 pounds. But the Kaua'i plantation was not to last: It was done in by drought, blight and a labor shortage and was eventually sold off in 1858.

At the dawn of the twentieth century, Kona coffee beans were hauled by horses; here, farmers transport their crop along Nāpo'opo'o Road in Kealahou, circa 1910.

Kona Historical Society



“

Kona coffee has a richer flavor than any other, be it grown where it may and call it by what name you please.”

-Mark Twain, *Sacramento Daily Union*, August 18, 1866



Coffee planters were not deterred. They grew coffee on the Big Island and on Maui. Exports rose. And yet despite coffee's genuine growth in production, it proved no match for the juggernaut that was emerging on the Hawaiian agricultural scene: sugar. In 1871, 20,000 tons of sugar was exported—nearly 200 times as much sugar as coffee. As more and more land was poured into sugar production in the latter part of the nineteenth century, coffee began to fall off and many plants were abandoned to grow wild.

But coffee was not entirely forgotten. As the years passed, growers learned more about which Hawaiian regions were best for the bean—and Kona emerged as the clear winner. In 1873, a Kona farmer by the name of Henry Greenwell took Kona coffee to the World's Fair in Vienna, where it was honored for its excellence. Two years later, Henry Whitney, editor of the *Hawaiian Gazette*, wrote: "Respecting coffee we may say that there is no more delicious coffee in the world than that grown in Kona, Hawai'i, when properly cured. ... Travelers who come here from coffee growing

countries are surprised at the quality and excellence of our coffee." One of those travelers was none other than Mark Twain, who wrote, in 1866: "Kona coffee has a richer flavor than any other, be it grown where it may and call it by what name you please."

At the end of the nineteenth century, bolstered by a rise in world prices and the release of land, coffee production surged again. There were new plantings on O'ahu, Kaua'i, Maui and Moloka'i. A new coffee variety from Guatemala was introduced to Kona and it proved to be an ideal match for the region's climate. Coffee processing mills opened in the area. And then, in 1899, the market once again went bust, this time almost overnight. A glut of coffee on the world market caused prices to plummet and Hawai'i's coffee plantation owners began looking around for a way out.

THE DAWN OF THE TWENTIETH CENTURY witnessed a revolution in the way that coffee was grown in Kona, a revolution that transformed the Kona coffee industry and gave it a new vitality. It began



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As the Kona coffee industry developed, so too did the skills of the people working within it. Above, a woman sorts green coffee beans looking for defects, circa the 1920s; at right, a picker selects the best beans, circa the 1930s; below, a Hawaiian family pulps coffee very early on in the development of the industry; this picture is from the 1890s.



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with a planter named W. W. Brunner, who broke up his hundred-acre plantation into five-acre parcels that he leased to tenant farmers. Brunner provided the land and very rough housing and in return received one-third of the crop in rent. Other plantation owners followed suit, and before long all of Kona's large plantations had been broken up into small family-run farms.

Virtually all of these farms were run by Japanese immigrants who had left Hawai'i's sugar plantations in search of a better, more independent life. These newcomers to the coffee fields were accustomed to backbreaking work and they employed that fortitude to grow what would become famous as the best coffee on the planet. By the end of the new century's first decade, eighty percent of the coffee growers in Kona were Japanese.

It was a hard life. Harvesting, often done up and down steep slopes, lasted from dawn to dusk. Everyone in the family toiled in the fields and processed the crop—large families were the norm and every child was expected to work. After the crop was finished for the year and the last hundred-pound bag had been transported to the mill on the back of a donkey, coffee trees next needed pruning, fertilizing and weeding. The work never stopped.

In the 1930s the Great Depression hit the coffee market hard and Kona's farmers suffered; by 1940 their numbers had dropped to 600. Those who remained reorganized the industry, creating a credit union and offering small farmers a way to gain access to funds and buy their farms. Farms modernized, new immigrants moved in and the industry diversified. There were more good times, followed by bad times. In the 1970s Kona coffee was declared dead. But it

was, of course, not even close to that. Innovations continued. World coffee prices rose. Farmers began telling the world about their beans in greater detail, and more and more people across the world began to realize that this mountain-grown specialty coffee was something to prize.

At our company Coffee Times, it is our mission to preserve and continue the Kona legacy and to protect its name.

THE KONA COFFEE INDUSTRY has never been without its challenges: Since the beginning, it has had to deal with boom-or-bust economic cycles and insect predators that wreaked havoc with the crops. Toward the end of the twentieth century, as Kona's reputation as one of the world's finest coffees became established across the globe, a new threat emerged: false labeling. Charlatans in the coffee world began buying beans from Central and South America or Africa, tossing in a bean or two from Kona (if that), and labeling the whole package "Kona coffee" to capitalize on the



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The rich Hawaiian sun in which Kona beans are laid out to dry helps to make Kona coffee the best in the world. In these images from the 1930s, farmers are raking and sorting the drying beans—known at this stage as "parchment coffee."

Hawaiian coffee's popularity. Legitimate Kona coffee growers cried foul. Fights ensued in the courts and the Legislature and eventually a law was passed that no coffee could be labeled and sold as Kona coffee unless at least ten percent of the beans it contained were grown in Kona. But the truth is that even with that law in place, the majority of people buying Kona coffee today are getting a bag of coffee in which nine out of every ten beans have been grown outside of Hawai'i. All those looking for truly authentic Kona coffee should look for products certified one hundred percent Kona. At our company Coffee Times, it is our mission to preserve and continue the Kona

We also created the Blair Estate, a small boutique coffee farm, the only certified one hundred percent organic coffee farm on Kaua'i.

legacy and to protect its name. We have been roasting and selling only one hundred percent certified Kona coffee for over two decades. We sell only beans that are prime grade and above, and we only source our beans from farms that participate in the state of Hawai'i coffee certification program. Our company started in Kona in 1993—at the end of that decade, we moved to Kaua'i, inspired by an extraordinary cup of wild Kaua'i coffee we tasted on the Garden Isle. Here we built a state-of-the-art roasting facility and

continued to roast the best beans Kona had to offer. We also created the Blair Estate, a small boutique coffee farm, the only certified one hundred percent organic coffee farm on Kaua'i. At Coffee Times and the Blair Estate, we take great care to ensure that our customers always receive excellent coffee. We only roast our beans when an order is placed and we have a zero-shelf life policy: Everything is done on demand and only when the customer is ready. We offer multiple roast temperatures, and the roasting is accomplished in a top-tier Diedrich roaster and afterburner, which creates a more even roast since the beans are not exposed to a direct flame.

Today the Kona coffee belt continues to be one of the most celebrated coffee regions on the planet. In the last few years Kona coffee growers have had to deal with a challenge that has been confronting coffee farmers around the world: the coffee borer beetle. This tiny yet ferociously destructive beetle originated in Africa and was first discovered in Kona in 2010. In the last years as much as thirty-five percent of the crop yield in Kona has been lost to the coffee borer beetle. Yet the farmers soldier on, looking for inventive ways to combat and defeat the pest. They remember back to the nineteenth century when the Hawai'i coffee industry was all but decimated by an insect known as white scale. In 1893 the ladybird beetle was introduced from Australia to combat white scale—a great success that eradicated white scale. No one



At our coffee farm on Kaua'i, the Blair Estate, the sweet-smelling coffee flowers draw the bees; our organic farm is a healthy, vital place for all, including our children who love to pitch in.



yet knows exactly what will happen with the coffee borer beetle in Hawai'i. Farmers are experimenting with *Beauveria bassiana*, a naturally occurring soil fungus that kills the beetle. They are setting traps and stripping their trees of all beans each season to further eradicate beetles. One thing is certain: They are looking hard for a solution—and in the wake of reduced crop yields, Kona coffee has become more valuable than ever. At Coffee Times we are proud to meet the challenges and to continue to bring you the best Kona coffee on the market today. We sell the screen grades of Kona Peaberry, one of the rarest and most exclusive coffee beans in the world; Kona Extra Fancy, the largest screen grade of one hundred percent Kona coffee available; and Kona Private Select, a select blend of Kona estate beans.

AS IT TRAVELS ON ITS JOURNEY from tiny fragrant white flower to rich aromatic robust brew, Kona's coffee is given a great deal of love by both the land and the farmers. Speaking of her 102-year-old husband Kazo in 1995, 93-year-old Kona coffee farmer Fuji Tanima described his way with the plants: "He talks to the coffee just like he's talking to children. 'Why you no grow? Something wrong? You want water?'" Here at Coffee Times and the Blair Estate, we feel that same love for our coffee. We are intimately familiar with the journey from blossom to brew: Flowers produce fruits that ripen into bright red cherries, which are



We pick coffee cherries at the Blair Estate only when they are a deep burgundy red and perfectly ripe; the beans above will need a little more time in the sun to mature. At left: Flowering coffee bushes on the farm.

then harvested and immediately wet-milled, a process also known as pulping. Next comes fermentation for a day or two, which breaks down the mucilage that surrounds the coffee bean; it also allows for the skimming off of low-density “floaters,” or sub-quality beans. Next, beans are washed and placed in the sun to dry, a process that lasts days to weeks and calls for constant raking. Once the bean is dry, it will be hulled to remove its outer layer of parchment, then graded and finally—and this last step is a key art form—it will be roasted.

One hundred percent Kona coffee assures a great cup, especially when it is roasted by our experts here at Coffee Times. All of our coffee is available through our website www.coffeetimes.com, and we guarantee that all of the coffee that we sell is fresh roasted. We also offer our customers two priority shipping options so that they can be confident that their coffee will arrive promptly.

These freshly picked beans are about to be pulped, a process that releases the enzymes that help to make coffee so rich and flavorful.



At the Blair Estate, we have stepped our coffee up to yet another level. On our farm our coffee trees grow in the rich soil of the oldest island in the main Hawaiian chain. Our trees are nurtured by sun, rain and organic nutrition only, and each coffee cherry is picked only when it has reached peak ripeness and is a beautiful dark burgundy red. To ensure that our picking is done with expert care, all of our coffee cherries are picked by hand and we pay our pickers twice the current Hawai'i industry standard. We ferment our beans for a full forty-eight hours to maximize the release of their enzymes. We age them in parchment for a minimum of six months, to allow them to mature to their full glory before we roast them. Throughout, we are committed to growing coffee in the most healthy, traditional way possible. We are a small, family-run farm yet every year we are happy to host thousands of visitors at the Blair Estate to experience the entire coffee process firsthand and to drink a bottomless cup of our organic Blair Estate coffee. Those who learn about our farm soon recognize the exceptional quality of what we are creating. We are grateful that there is such a demand for our Blair Estate coffee that we sell out every year.

Here at Coffee Times and the Blair Estate, we are, above all, farmers and producers. We use modern technology only to the extent that it makes the coffee that we sell that much better. Otherwise, we embrace the methods developed during Hawai'i's storied and innovative coffee-growing past. After all, why wouldn't we? That past has led to the best coffee on the planet.



Our Colombian coffee mill, seen at right, is used to process the coffee that we sell; all beans ordered from Blair Estate and Coffee Times are roasted fresh to order (seen above).



COFFEE OFFERING

WWW.COFFEETIMES.COM | 1-800-750-5662



① 100% PURE KONA COFFEES

KONA EXTRA FANCY

The highest grade of 100% Kona coffee available. The large size and high density of these beans all contribute to an exceptional taste in the cup. This is a highly sought after bean among the world's coffee connoisseurs. All coffee is fresh roasted and packed in individual 1 pound bags.

\$35/lb. \$170/5 lbs. \$330/10 lbs.

100% KONA PRIVATE SELECT

Our Kona Private Select is a blend of two of our most popular 100% Kona coffees. We found that by blending 100% Kona estate grade (which we have exclusively roasted for coffee shops on Kauai until now) with 100% Kona Extra fancy, it unlocks flavors that truly represents the Kona region. All coffee is fresh roasted and packed in individual 1 pound bags.

\$33/lb. \$160/5 lbs. \$310/10 lbs.

KONA SWISS WATER PROCESSED DECAFFEINATED

A tough find indeed! We are now selling Swiss water processed 100% Kona decaffeinated coffee. A great alternative for those seeking the taste of true Kona without the caffeine.

\$31/lb. \$150/5 lbs. \$290/10 lbs.



BLAIR ESTATE COFFEES

② BLAIR ESTATE ORGANIC KAUAI COFFEE

Searching for the perfect cup of coffee has been an ongoing adventure in our lives, and this ultimately led us to the oldest island in the Hawaiian chain. Kauai's natural environment makes it ideal for growing premium coffee, so we decided to establish our Blair Estate farm at the foot of Makaleha Mountain. In an attempt to utilize what nature has provided, we opted to grow organically, and believe it has led to an exceptional cup of coffee that rivals the world's best. Our 100% Blair Estate Kauai Coffee is certified organic, hand picked, fermented, and fresh roasted to order on Kauai.

③ BLAIR ESTATE RESERVE WORLD BLEND

We've been roasting and blending international coffee for coffee houses throughout Kauai for many years. While you can probably imagine the number of international combinations we've experimented with over that time, we have chosen our favorite, and it includes Blair Estate coffee. This blend recipe is held in secret by our roast master, and uses premium beans from as far away as the Arabian Peninsula to the high slopes of Central and South America.

For current pricing and availability please call 1-800-750-5662, or visit blairestatecoffee.com.

ALL COFFEE IS FRESH ROASTED TO ORDER ONLY.

Please specify medium, or dark roast with each coffee ordered.

100% HAWAIIAN FOOD & GIFT

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1



2



1 CHOCOLATE COVERED KONA MACADAMIA NUTS

100% Kona Macadamia nuts draped in rich gourmet dark chocolate. \$9/½lb. \$17/1lbs. \$80/5lbs.

2 CHOCOLATE COVERED KONA PEABERRY COFFEE BEANS

Medium roasted 100% Kona Peaberry coffee beans draped in rich gourmet dark chocolate. \$9/½lb. \$17/1lbs. \$80/5lbs.

3 HAWAIIAN WILD FLOWER HONEY

Our 100% Hawaiian honey is raw and unprocessed and some of the cleanest on earth and is collected from hive locations around the island of Kauai. \$7.00 /lb. \$18.00 /3 lbs. \$33.00 /6 lbs.

3



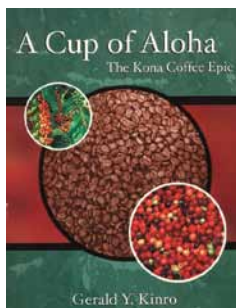
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4 WASHED 100% HAWAIIAN SUGAR

Our sugar is 100% pure Hawaiian and will compliment your coffee or baked goods like no other. It is the best and most natural sweetener in the world. \$5/lb. \$22.50/5lbs. \$40/10lbs.

5



6



5 A CUP OF ALOHA BY GERALD KINRO

A wonderfully written portrayal of the history behind Kona coffee. Born and raised on a coffee farm in Kona, Kinro paints a vivid picture of what life was and continues to be like on a coffee plantation in Hawaii. Kings, Queens, affairs and pirates the author captures it all within this book. The book is filled with many great photos and even a reference to Coffee Times! \$20.00

6 STAINLESS STEEL TRAVEL MUG BY COFFEE TIMES

Coffee Times Stainless Steel Travel Mug with Logo and "Kauai, Hawaii" printed in black. \$16.00

7 KAUAI CIGAR COMPANY LOGO STITCHED BASEBALL CAP

Black/Gold Thread, Green/Gold Thread, Orange/Black Thread, Blue/Gold Thread, Tan/Black Thread
\$20.00 Shipping weight is 1 pound per cap.

7



8 KAUAI CIGAR COMPANY KOKOLEKA (CHOCOLATE) CIGARS

The Kokoleka (chocolate) cigar was inspired by Bob and Pam Cooper, who own Original Hawaiian Chocolate in Keauhou, Hawaii. Made with 100% Hawaiian grown, and made chocolate, they are a sweet pleasure to compliment your coffee, or cigar!
Kokoleka 44 x 4 \$99.00 (18ct. box)

8



9



9 KAUAI CIGAR COMPANY TEE SHIRT

Green, Black
Small/Medium/Large/Extra Large/Extra, Extra Large
\$20.00 Shipping weight is 1 pound per shirt.

CIGAR OFFERING

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KAUAI CIGAR COMPANY ISLAND PRINCE CIGARS

These Kauai cigars are the result of growing, curing, fermenting, aging, and hand rolling some of the finest tobacco in the world. Our cigars contain premium, all natural, Sun Grown 100% Kauai Filler Tobacco, and contain no synthetic additives for flavor.

① Light: Our Kauai tobacco is wrapped in a Connecticut shade leaf grown in Ecuador. This silky, and cream like cigar has a medium to full bodied taste.

② Dark: Our Kauai tobacco is wrapped in a maduro leaf originating from Habano 2000 seed grown in Nicaragua. It is a full bodied smoke, and is filled with deep, and complexing flavors. Please specify light or dark. Momona 6ct. box is available in a mix of 3 light and 3 dark cigars.

Kohala	43	x	6 1/2	\$190.00 (18ct. box)
Bumboocho	52	x	6 1/8	\$200.00 (18ct. box)
Nui Loa	60	x	6	\$213.00 (18ct. box)
Momona	50	x	5 3/4	\$190.00 (18ct. box)
				\$70.00 (6ct. box)
				\$37.00 (3ct. box)
				\$14.00 (1ct. box)
Laka	42	x	5	\$180.00 (18ct. box)
Luana Iki	46	x	4 1/2	\$180.00 (18ct. box)
Iki	32	x	4 3/16	\$25.00 (6ct. tin, 3 light/3 dark)



③ KAUAI CIGAR COMPANY MAKALEHA CIGARS

This custom crafted cigar blend is named after the birth place of our tobacco farm that lies at the foot of Makaleha mountain in Hawaii. Containing tobacco from Kauai, this leaf is fermented for no less than 12 months, and aged to perfection. The Makaleha cigar contains a complex blend of cuban seed tobacco that will tantalize the senses.

Nui Loa	60	x	6	\$170.00 (20ct. box)
Momona	50	x	5 3/4	\$160.00 (20ct. box)
				\$70.00 (6ct. box)
				\$37.00 (3ct. box)
				\$14.00 (1ct. box)
Waikiki	54	x	5 1/2	\$160.00 (20ct. box)



④ KAUAI CIGAR COMPANY HAWAIIAN VINTAGE SERIES CIGARS

Through the passage of time, and careful selection of tobacco leaf from Kauai and beyond, a great cigar comes of age.

Like a clock without hands, time is defined only by taste.

The Hawaiian Vintage Series made by the Kauai Cigar Company, and blended by tobacco farmer, Les Drent, celebrates the days, months, and the years that go into making a premium cigar.

We invite you to join us for this remarkable journey.

Wailua	54	x	6 1/4	\$237.00 (25ct. box)
No Ka Oi	59	x	6	\$250.00 (25ct. box)
Momona	50	x	5 3/4	\$225.00 (25ct. box)

Shipping weight: 1-18 is 1 lb.
No mail order sales within the State of Hawaii. Call us for ordering information or to find a Hawaii retailer.



SURGEON GENERAL'S WARNING: Cigars are not a safe alternative to cigarettes.