



2022

# IMPACT REPORT

**COFFEE WITH A PURPOSE™**

We are on a mission to connect you with exceptional small-batch specialty coffee that is the best for the planet and for you.







# TABLE OF CONTENTS

- Founder’s Letter ..... **4**
- 2022 Milestones ..... **6**
- Governance ..... **8**
- Customers ..... **10**
- Workers ..... **12**
- Community ..... **14**
- Environment ..... **18**
- Closing Remarks ..... **22**

# FOUNDER'S LETTER

## Celebrating Our Journey and Shaping a Purposeful Future

Dear Friends,

As I reflect on the past year, I am filled with gratitude and a renewed sense of purpose. Our tagline, “Coffee With a Purpose,” was inspired by you, our producers, and the beauty of nature. At Bear Lake Coffee, I believe that a business’s true significance lies in the impact it has on the lives of others.

In February 2022, I had the privilege of traveling to coffee farms in Central America and immersing myself in the farming community’s culture. I left with a better understanding of how we truly are so very interconnected as a global community and how the choices we make for our morning cup make a profound difference in the lives of farmers, your health, and our planet.

In April 2022, we achieved Pending Certified B Corporation status, which is more than just a name and a logo – it signifies our commitment to a global movement of businesses using their business as a force for good. Our B Corp journey has involved adopting strong governance and the legal framework necessary to protect our mission.

Another significant milestone was reached in August 2022 with the acquisition of our first physical location in the quaint town of Barronett, Wisconsin, situated in the northwest part of the state. The community has approximately 100 residents, and our location once served as the bustling general store in the early 20th century. Our vision is to restore and modernize the building with energy-efficient design, solar power integration, and electric vehicle charging facilities. By minimizing our carbon footprint, we are striving to establish an eco-friendly and welcoming “third place” for

the entire community and neighboring towns.

From October to December 2022, Bear Lake Coffee partnered with the University of Wisconsin-Madison so they could help advise us on our strategy and approach to opening our first location in northern Wisconsin in 2023. It was energizing to see our future generation dream about what companies of the future can look like and how they can engage with their communities.

Drinking Bear Lake Coffee supports farmers at origin and local businesses in your community. Our unique charitable giving model allocates 2 percent of our revenues to communities in need, serving the community behind our coffee both locally and globally.

We believe in harnessing the power of business as a force for good, and our Impact Business Model embodies this conviction. This impact report celebrates our collective achievements in 2022 and inspires continued momentum into 2023 and beyond. Our small actions have created lasting ripples that positively impact the world. Let this report inspire us to reflect on our successes and keep pushing towards a better future.

With my deepest thanks and gratitude,

A handwritten signature in black ink that reads "Gabe". The signature is written in a cursive, flowing style.

Gabe  
Founder  
Bear Lake Coffee Co.

# MILESTONES

Brewing Success, One Cup At A Time.

## FEBRUARY 2022

Completed first origin trip to El Salvador

This was our first direct trade partnership, and we completed a documentary about our first producer. We connected with the local culture to understand how we can give back to the community behind our coffee at origin.

## APRIL 2022

Online store opens

We started roasting coffee and fulfilling online orders through an Atlanta-based partnership.

[bearlakecoffee.com](https://bearlakecoffee.com) goes live! Shared our 6 Step Journey to a Perfect Cup of Coffee with the world.

## APRIL 2022

Achieved Pending B Corporation Certification

We joined the global B Corp movement by achieving our Pending B Corporation status. This status was specifically designed to give start-ups that are less than a year old time to prepare for the rigorous process of Full B Corp Certification.

## AUGUST 2022

Purchased our first location

This state of the art location in the state of Wisconsin will include a coffee roastery, lab, and cafe, solar power, EV charging, and a "third place" for everyone to enjoy.

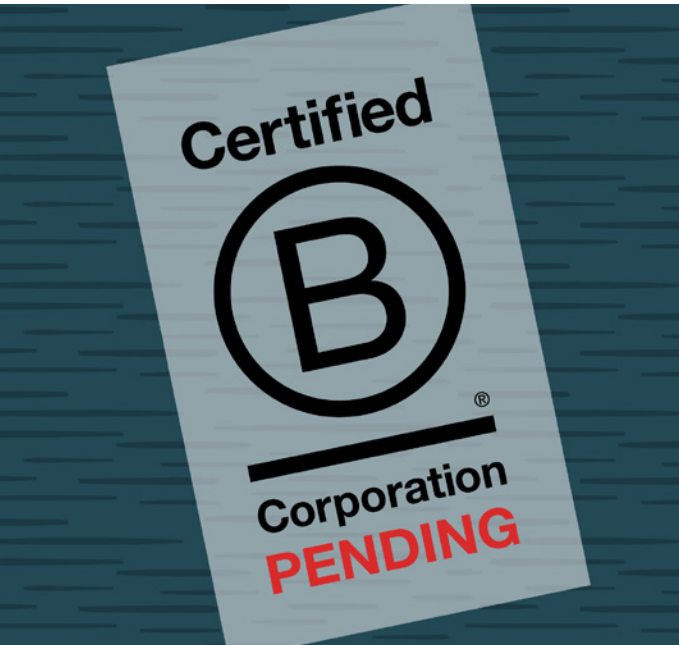
## SEPTEMBER-DECEMBER 2022

Partnered with University of Wisconsin-Madison

Completed study with a group of students at the University of Wisconsin-Madison to plan our strategy around clean energy and our approach to our "third-place" culture!







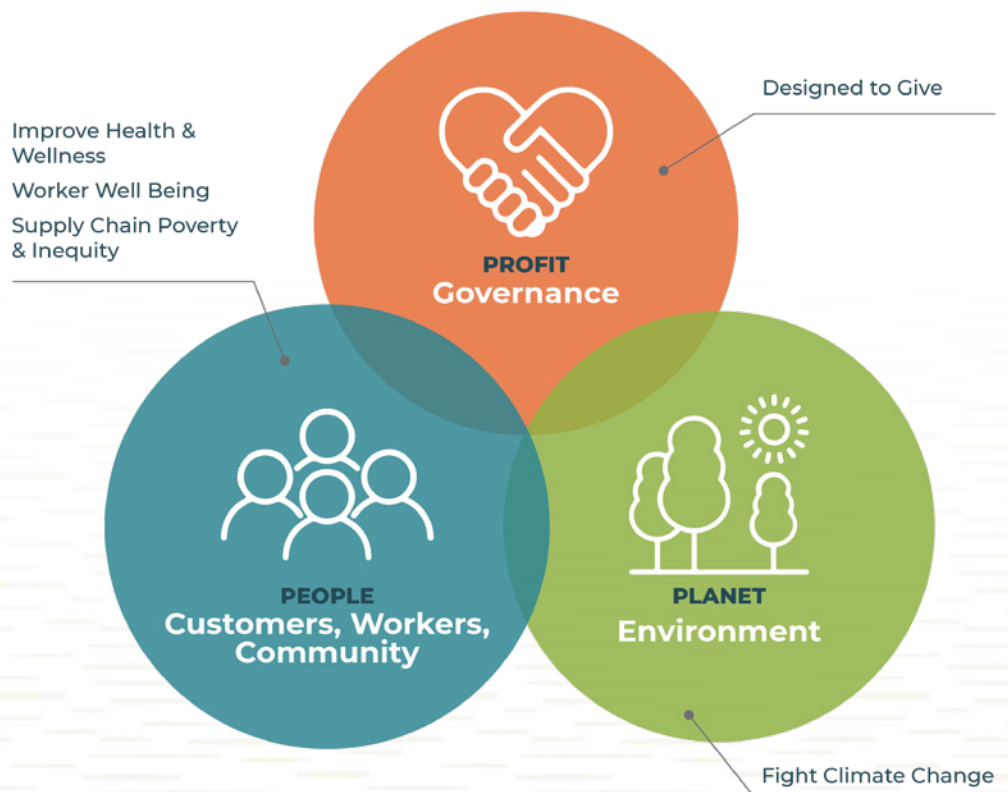


# GOVERNANCE

## Evaluating the Company's Mission, Ethics, and Governance.

In 2022, we established a board of advisors and developed our first Impact Business Model. Our Impact Business Model is centered around managing a threefold bottom line focused on people (customers, workers and community), planet (environment), and profit (governance).

## IMPACT BUSINESS MODEL







## PEOPLE

**“It boils down to the difference between feeling valuable and being valued.”**

-Tynesia Boyea-Robinson of CapEQ (November 2022, B Corp Champions Retreat, Philadelphia)

Tynesia beautifully summed up in one sentence the essence of how we should approach our efforts to make sure that everyone is valued and appreciated. We strive to promote the idea that each individual is worth more than any amount of money—because we all make a difference in some way. That’s why, at our company, we focus on three crucial areas: customers’ health and wellness, workers’ well-being, and community support by means of poverty reduction initiatives incorporated into our supply chain and by giving back to nonprofit organizations in the communities we serve or serve us.



## PLANET

**“The Earth is now our only shareholder.”**

-Yvon Chouinard, founder of the clothing company Patagonia (2022)

Yvon Chouinard, a reluctant businessman, has set the bar high for all entrepreneurs. He is so right—it’s time to become the Earth’s guardians and ensure its well-being for future generations. By uniting together, we can create a lasting legacy of sustainability that will benefit our planet—and humanity as a whole—for years to come. Now is the moment when all people need to play their part and treat the Earth as if it is our only shareholder!



## PROFIT

**“If capitalism is good, it should be good for the poor.”**

-Hal Taussig, founder of UnTours, the very first B Corp (certified in 2007)(2022)

Hal’s vision and generosity began an amazing movement to reimagine a for-profit capitalism that works for everyone in an inclusive, equitable, and regenerative way. Capitalism is crucial to reducing poverty and driving innovations to improve lives. However, we believe that it is not enough to trust the system and hope for its success; at Bear Lake Coffee, we are actively taking steps to ensure that those who need assistance can access it by dedicating 2 percent of all our revenues to supporting communities in need.

# CUSTOMERS

## Ensuring Customer Satisfaction Through Product and Service Quality

### What our customers are saying about our coffee!



***Love the coffee and love the purpose! It's great knowing where my coffee actually comes from, and that the farmers who grow it are compensated fairly.***

-Online Customer



***Smoooooth...My morning coffee is important to me. Like, really important. I drink it black to get close to the raw, honest flavor and complexity of the bean and roast. Although we drink a variety of coffees, I particularly look forward to my Midnight Stargazer mornings. The clarity, purity, and depth of that cup is remarkable.***

-Coffee Club Member



***Fantastic morning coffee for aficionados. For those who like their morning coffee for more than just a caffeine kick, the Midnight Stargazer makes a fantastic cup (or three). It's a little bit lighter than French or Italian roasts, which works perfectly to start the day. Making a single cup with a pour-over results in a velvety smooth texture and a very balanced flavor... I was really pleased with the end result.***

-Coffee Club Member



## What is special about our coffee? It is the Best for the Planet and the Best for You!

At Bear Lake Coffee Co., we're proud of our "verified-clean" and amazing-tasting coffee. From the farm to your cup, here is what sets our coffee apart:



**Single-origin:** We begin with high altitude, single-origin, hand-picked, specialty grade, and regeneratively grown arabica specialty coffee beans sourced from sustainable farms.



**Verified-clean:** We thoroughly test every batch of coffee for Ochratoxin A, Aflatoxin, Acrylamide, fungus, yeast, and 150-plus different types of pesticides. [Read our Morning Light Verified Clean report.](#)



**Storage:** Our coffee beans are stored in temperature-controlled warehouses to prevent mold growth.



**Optimal Roast:** Our coffee is roasted with love and perfection to a roast level that minimizes the presence of harmful compounds while encouraging healthy antioxidant levels.



**Packaging:** Finally, our roasted coffee is timely packaged in a compostable, sustainable bag and sealed. This helps ensure that you experience a fresh aroma and taste with every cup.

We work exclusively with farmers who follow regenerative agriculture practices and we third-party verify green coffee beans before we deliver them to our customer's doorstep. Everything we do is with the ultimate goal of producing the best coffee possible for our customers.

Transparency is key to all that we do. Our customers have access to information about suppliers that are being sourced from, including their location.

# WORKERS

## Prioritizing Employee Well-being and Professional Development

In 2022, we worked hard to create a comprehensive Employee Handbook that provides a robust platform of benefits and perks for workers who want to join our movement and thrive! Moving into 2023 we will be hiring a full team leveraging this platform of benefits and perks and the career pathway framework we developed in 2022.

Our Benefits and Perks include:

- Accreditation/training programs to grow your career
- The opportunity to be part of an entrepreneurial team and the B Corp movement
- The potential for origin trips after one year of employment
- The possibility of managing a store after three years
- Flexible time
- Paid time off
- Work from home stipend (remote employees ONLY)
- Parental leave
- Medical plan
- Dental plan
- Basic life insurance
- Supplemental life insurance
- Dependent life insurance
- Short-term disability
- Long-term disability
- Health Savings Accounts (HSAs)
  - Flexible Savings Accounts (FSAs)
  - Health Care FSA
  - Dependent Care FSA
- Voluntary Benefits
  - Legal service
  - ID theft protection
  - Accident insurance
  - Critical Illness coverage
  - Hospital indemnity
  - Pet insurance
  - Automobile/Homeowner's/Renter's insurance
  - Commuter benefit
- 401(k) - employer match and additional contribution
- EAP – Corporate counseling



# Career Pathway

A “Career Pathway” includes a combination of formal education, on-the-job training and mentorship. It provides a structured roadmap for individuals to follow, ensuring a smooth transition from one stage to the next, ultimately leading to a successful and fulfilling career at Bear Lake.



# COMMUNITY

## Creating Positive Impact in Communities: Corporate Social Responsibility Assessment



***Specialty Coffee has evolved into a world coffee community that is improving the lives of everyone across the supply chain ... as well as providing an eco friendly product for the final consumer.***

-Carlos Pola, Pola Coffee, El Salvador. Founding producer @ Bear Lake Coffee Co.



***Specialty coffee has had a great impact on our lives. It is very challenging to grow specialty coffee. But we are aware that many families depend on us and that is the main reason to become better, to sell at better prices, and to keep making improvements in our farms.***

-Patty Pola, Pola Coffee, El Salvador. Founding producer @ Bear Lake Coffee Co.

## Our impact and approach to community giving in 2022

For 2022, our focus was to improve health and wellness in our local community by supporting the Triumph Over Tragedy Foundation. Additionally, we focused on improving supply chain poverty and inequity in El Salvador, our first coffee origin supporting Cuidando A Las Que Nos Cuidan and paying higher than market prices for our green coffee from both El Salvador and Brazil.

**In 2022, we gave over 25 percent of our revenues back to community charities that are behind our coffee.**





***Triumph Over Tragedy Foundation serves families affected by spinal cord and brain injuries. We could not be happier for the generous support of Bear Lake Coffee. So many families and friends build their fellowship around a great cup of coffee. Bear Lake Coffee is building something great and we are honored that they choose to support the families we serve.***

-Reggie Jones, Co-Founder, Triumph Over Tragedy Foundation

[www.givetotriumph.org](http://www.givetotriumph.org)

When tragedy strikes a family there are many emotions and challenges that consume the members of that family. In addition to the individual directly affected by the trauma, the entire family is emotionally and financially impacted by this life-changing event. There are numerous foundations that have touched people's lives. Most focus on either the victim or the victim's family, but not both at the same time. This is one of the many things that sets the Triumph Over Tragedy Foundation apart from other organizations. The foundation realizes the importance of helping and rebuilding the entire family. The Triumph Over Tragedy Foundation is there to lend its help from the initial onset of illness or injury.



***Thank you for choosing to support our efforts to uplift women in El Salvador who are keeping our Indigenous cultural practices alive. This donation was used to support the ongoing work of the native Náhuat speakers in Santo Domingo de Gúzman and midwives in Suchitoto. These women are keepers of sacred Indigenous wisdom and are working to teach new generations so that this knowledge is not lost.***

-Noemi and Luz, Founders of Cuidandoalas

[www.cuidandoalas.org](http://www.cuidandoalas.org)

Cuidando A Las Que Nos Cuidan is a non-profit powered by the descendants of the indigenous people displaced by "La Matanza" in 1932 which resulted in the deaths of approximately 30,000 El Salvadorians. Today this organization focuses on building awareness and solidarity and preserving ancestral practices, including midwifery, and the protection of the natives' language (Nahuat), history, and culture. We believe that coffee can become "the seed of harmony" that builds a more regenerative economy for tomorrow.



## Supply Chain Poverty Alleviation

Bear Lake Coffee Co. made significant strides in 2022 towards supporting farmers by developing a Supply Chain Poverty Alleviation Policy that specifically targets the farmers. In addition, we paid double the Fair-Trade Minimum price for our green coffee, which reflects our commitment to making a positive impact on the lives of farmers and their community.



We believe in treating our farmers and suppliers as family, and for this reason we have taken intentional steps to ensure that the local farmers are treated well. We have spoken with the farmers at origin who are focused on growing more sustainable (both environmentally and financially) coffee, and they continue to move toward establishing direct trade relationships with companies like Bear Lake Coffee and away from local cooperatives for the following reasons:

- **Quality Concerns:** Our farmers know that their coffee is of a higher quality than that of most of the local cooperatives.
- **Higher Prices:** Our farmers can get a much higher price for their quality coffee by going direct, which allows them to be more financially sustainable.
- **People and Purpose:** Our farmers love connecting with a higher purpose and their customers.

	N	Total Pounds (Million)	Median Price	Median Quality Score	Median Lot Size
Bolivia	407	3.24	\$4.32	85.3	1,323
Brazil	5,830	219.09	\$2.01	83.0	40,659
Burundi	458	3.86	\$3.10	86.0	3,572
Colombia	12,351	200.28	\$3.30	85.5	3,499
Costa Rica	2,974	57.74	\$3.65	84.6	3,347
DR Congo	119	1.94	\$3.14	86.0	8,466
East Timor	284	7.93	\$2.33	83.9	39,684
Ecuador	748	2.59	\$5.00	86.8	772
El Salvador	2,080	16.96	\$3.60	85.5	1,521
Ethiopia	4,364	81.57	\$3.35	86.3	10,582
Guatemala	5,198	116.36	\$3.00	85.0	7,322
Honduras	5,021	91.52	\$3.10	84.0	3,651
India	246	4.67	\$2.58	83.5	8,102
Indonesia	1,490	41.52	\$2.79	84.0	26,456
Kenya	2,223	10.23	\$4.48	87.0	1,984
Mexico	2,322	37.38	\$2.85	84.8	4,564
Nicaragua	3,267	95.32	\$2.48	82.0	41,832
PNG	600	18.84	\$2.25	84.0	40,918
Panama	329	0.79	\$8.00	87.0	450
Peru	5,188	107.84	\$2.65	84.0	9,260
Rwanda	1,239	11.50	\$3.20	86.0	3,439
Tanzania	443	5.13	\$2.55	85.0	4,233
Uganda	394	8.30	\$2.75	84.0	11,906

\* All prices are reported in USD per green pound

\* These values do not necessarily apply to all coffees produced in each country; only to those observed in the current sample.

We pay a premium beyond median market prices to provide better support to the families at origin. We baseline this data using the “Specialty Coffee Transaction Guide,” a collaboration between Emory University and a growing roster of specialty coffee producers, cooperatives, exporters, importers, and roasters. In 2022, we sourced coffee primarily from Brazil, paying \$4.00/lb or **99 percent more than the median price** and from El Salvador, paying \$5.50/lb or **52 percent more than the median price**. The impact for the farmers is that they can cover their costs and prosper at this price level.



# ENVIRONMENT

## Evaluating the Company’s Environmental Impact and Sustainability Efforts

### Clean Coffee Approach in 2022

Conventional coffee is often exposed to harmful chemicals, including fertilizers, herbicides, and even pesticides, which can be damaging to your health and the environment. Bear Lake Coffee thoroughly tests every batch of coffee, to ensure it is “verified-clean.”

We worked extremely hard in 2022 to source great coffee and to put all of these processes in place so that every cup of coffee we sell tastes good and is good for the environment. We plan to build on that foundation in 2023 with our new Wisconsin facility.







## Investing in Rural America

Rural Wisconsin, like many rural areas across the United States, has experienced a decline in recent years. This decline can be attributed to several factors, including population loss, economic downturns, and the erosion of community infrastructure. To counteract these trends and revitalize these rural areas, it is essential to invest in the restoration of old buildings and other elements of small-town life. This not only preserves the cultural and historical heritage of the region but also offers numerous economic, social, and environmental benefits.



**THE 3<sup>RD</sup> PLACE**



**LOCAL PARTNERSHIPS**



**ROASTERY & LAB**



**CAFE & KITCHEN**



**EV CHARGING**



**SOLAR PERGOLA & GARDEN**



## **We expect our doors to open in the second half of 2023.**

### **Coffee Roastery and Lab**

We will maintain a sustainable coffee roaster and offer a collaborative space in which to learn and connect. Here we will be able to pursue our passion for roasting the world's best ethical and sustainable coffee, which can be enjoyed at the coffeehouse or in your home, local café, or business.

### **Local Business Partnerships**

We aim host events, partner with local/regional artists, support local charities, and have food offerings from local purveyors.

### **Café and Kitchen**

We'll have a café and kitchen that will operate seasonally, serving up coffee drinks and delicious treats made with local ingredients.

### **Solar Pergola and Garden**

In the lot next to the building, we will have an outdoor space with a solar-powered pergola that will provide energy for year-round use. The goal is that the store will be a net producer of energy, meaning we will produce and return more electricity to the power grid than we use. We plan to enjoy this space in the warmer months, planting a garden and enjoying good times outside!

### **EV Charging**

We will have Level 2 electric vehicle (EV) chargers that will be available to founding coffee subscribers at no charge. We will be exploring the feasibility of installing level 3 fast chargers in the coming years, but this will require more research and planning and the development of additional partnerships. The vision is that patrons can come from near and far to charge their electric vehicles and relax in the coffeehouse.

### **A Third Place for Everyone**

Everyone deserves a third place! We all spend so much time at home and work. A "third place" is a term coined by sociologist Ray Oldenburg that refers to places where people spend time between home (the "first" place) and work (the "second" place). They are locales that promote social equity through the exchange of ideas, having a good time, and building relationships. Our coffeehouses will be a "third place" for everyone—whether you're passing through town or live nearby.

# CLOSING REMARKS

## Brewing a Bright Future: Reflecting on the Company's Accomplishments and Goals

### **One word to describe 2022 is “Gratitude”**

It's been an amazing first year filled with making new connections and learning. I want to give a special thanks to our advisory board and strategy consulting team, which included Tony Riffel, Ben Damiani, and the ERBN @ UW Madison. Next, I want to thank our partners who helped us operationalize our online storefront and achieve our Pending B Corp certification! These include Pola Coffee, Impact Growth Partners, Rockridge Venture Law, Biscuit Studios, Tekwani Design Co., Roam Bravely, Firelight Coffee, Firedancer Coffee Consultants, Eurofins Environment Testing (USA), Moccamaster (USA), and many more. And finally to our very first corporate customer, KLDiscovery, and all of our coffee club subscribers for taking the step and believing in us in our early days! Without you our movement would not be possible! Thank you for your support.









# BEAR LAKE

COFFEE CO.

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