

# MOCCASIN JOE

COFFEE ROASTERS | TORRÉFACTEUR

# OUR FAMILY



When our Coffee Roaster Walter first started out, it was on his backyard balcony with a 1-pound roaster, and he quickly discovered a profound passion for it. Roasting artisan coffee is about care, attention, and delicate precision; And given the high popularity of coffee, he feels those factors are often overlooked for the sake of profit.



And for Julie, learning the trade of Roaster is more than just transitioning into a new role; as far as she knows, she'll be one of the few, if not the only, Indigenous Woman Roaster and Walter intends to steer her right in embracing the role and elevating the family business.



Bringing a greater vision to the table, Mike is excited to create even more connections and foster relationships that matter, with people who share in our values.



## ABOUT THE COFFEE ROASTERS

We are an Indigenous Family-Owned business that operates on Kanehsatake Mohawk Territory. We pride ourselves in not only roasting coffee, but transforming it into an experience.



Our mission is to bring the best of the Moccasin Joe Coffee Experience™. Our commitment is to optimize the quality of the coffee beans, enhance its taste and reduce our environmental impact while creating an indigenous to indigenous alliance which will allow us to strengthen the links between landowners and coffee farmers.



## WHAT MAKES OUR COFFEE SO UNIQUE AND DELICIOUS



Our coffee beans are carefully selected.



We roast in small batches to ensure that we have the most exceptional quality. Our process allows the freshest and most unique flavors.



We have curated some of the finest, most scrumptious roasts you could find.



## BURUNDI

**Mi-Noir** - Medium-Dark

**Goût prononcé-**

**Petits Fruits-Notes florales**

Long lasting taste-

Sweet berries-Floral Notes

**Filtre/Grains**

Filter/Beans

## COLOMBIE (A) MOHAWK ROAST

**Noir** - Dark

**Acidité vive-Cacao-Caramel-**

**Fruit à noyau**

Bright Acidity-Cocoa-

Caramel-Stone Fruit

**Filtre/Grains**

Filter/Beans

## DÉCAFÉINÉ

DECAF

**Noir** - Dark

**Procédé Eau Suisse**

Swiss water Process

**Cultive bio**

Organically grown

**Filtre/Grains**

Filter/Beans

## ESPRESSO PACHAMAMA

**Mi-Noir** - Medium Dark

**Mélange exceptionnel**

Exceptional Blend

**Saveur riche- sucré -**

**Notes Fruitée**

Rich Flavour- Sweet-

Fruit Notes

**Espresso**

## GUATEMALA ANTIGUA

**Mi-Noir** - Medium-Dark

**Savoureux-Chocolat-Sirop**

Full Body-Chocolate-Syrupy

**Filtre/Grains**

Filter/Beans

## SUMATRA MANDHELING

**Noir** - Dark

**Cultivée bio**

Organically Grown

**Chocolat-Raisin-Tabac**

Chocolate-Raisins-Tobacco

**Filtre/Grains**

Filter/Beans

## TRIBAL

**Brun** - Medium

**Origine Brésil**

Brazil Origin

**Corps riche-Onctueux-**

**Notes d'amandes**

Heavybody-Creamy-

Almond notes

**Filtre/Grains**

Filter/Beans

## MÉLANGE DU LOUP

WOLF BLEND

**Mi-Noir** - Medium-Dark

**Notre Premier Mélange**

Our Original Blend

**Bonne Acidité-**

**Onctueux-Chocolaté**

Good Acidity-

Cream-Chocolate

**Filtre/Grains**

Filter/Beans

### Our grinds

Filter, Espresso, Beans

### Our formats

340g or 6 lb

### Types of roasts

Medium, Medium-Dark, Dark

# OUR ROASTS



# TIPS AND TRICKS FROM OUR FOUNDER, WALTER

- We highly suggest keeping the coffee in its bag, in a cool storage and should be consumed within an ideal 30 days from opening, or a maximum of 60 days.
- For best results use fresh water preferably chlorine-free, and enriched with minerals.
- Optimal water temperature varies from 90C to 96C (195F to 205F).
- The suggested ratio is 1 part coffee for 16 parts water, for example 62 g of coffee per 1 liter of water.
- From filter, espresso to french press, the choice of coffee grinds is very important for your brewing method of choice.



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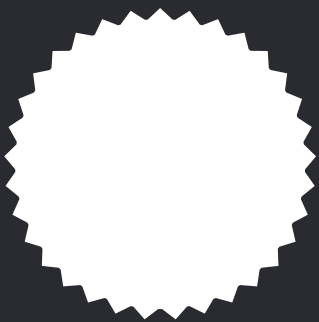
## OUR VALUES



While moving coffee from all around the world in a Canoe would take a long time - we use the Canoe as a metaphor and a philosophy to choose transport methods and routes that minimize environmental impact as much as possible.



Our artisan coffee is a result of constantly learning how to improve our practices, our roasting of the coffee beans is much more of an art as it is science, as it incorporates cutting edge technology and award winning master techniques that Walter has used for 16 years. It's the combination of art and science that transforms the green bean into something extraordinary. When you have a sip of our artisan roasts you also have the delicious results of this know-how.



We are more than proud to say that our very own Roaster, Walter, won the coveted Best Coffee prize from the International SIAL competition. He transmits his passion and know-how so that each cup of coffee demonstrates all the care and attention given to its creations.



**WE DON'T JUST  
ROAST COFFEE,  
WE TRANSFORM  
IT.**

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**KANIEN' KEHÁ:KA ROANOHOHNTSÁ:KE  
WATÉSKONTE NE OSAHE'TÁKERI TSI  
KAHEHTÀ:KON TSI NÍ:IORE NE  
KATSHE'TÀKON**

**ROASTED IN MOHAWK TERRITORY; FROM  
FARM TO CUP**

**TORRÉFIER EN TERRITOIRE MOHAWK; DE LA  
FERME À LA TASSE**

**CONTACT US | CONTACTEZ-NOUS**



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