



HOMESTEAD
— COFFEE ROASTERS —



MEDIA KIT

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Located on the scenic Delaware Canal towpath in Upper Black Eddy, PA, our family-run General Store and Coffee Roastery are popular destinations for bicyclists, hikers, locals and tourists, alike.

WHO WE ARE

Homestead Coffee Roasters is a family-owned and operated, Certified Organic coffee roastery with a big love for quality, community, and sustainability.

As brothers, we grew up living above the Homestead General Store in Upper Black Eddy, PA and adopted the Coffee Roasting business from our father in 2008.

Over the years, we've come to understand that the creation of an expertly crafted cup of coffee is a holistic process, with many factors contributing to the final product. We take pride in meticulously curating this process, from choosing to work exclusively with small farms and cooperatives, to continually tasting and refining our roasting of the beans, to helping train inspired and knowledgeable baristas.

Growing up these past 40 years in a café of our own, we know the strength and beauty of a family-owned, community-oriented business. It simply cannot be replicated by businesses with a string of shops. With that knowledge, we have always focused on working with other locally owned cafés, restaurants, and grocers in meaningful partnership, to provide freshly roasted, incredible coffees to our communities and beyond.

OUR MISSION

At Homestead Coffee Roasters, our mission is to continually craft superior coffee, with the understanding that each day provides the opportunity to do it even better.

We work to cultivate a thriving, sustainable coffee culture by building strong relationships with all of our partners, maintaining a Certified Organic facility, and by utilizing environmentally friendly packaging.

Our care for the craft of coffee spans the entire life of the bean, and we aim to positively impact farmers, businesses, consumers, and the earth.



Brothers in and outside of business: Michael and Trevor Lewis

HOW WE GOT HERE

Founded in 2006 by our father, Rick Lewis (pictured right), Homestead Coffee Roasters

Our parents purchased the historic Homestead General Store (erected in 1831) in 1980, and have been living above and tending to it, ever since.

Then, in 2010, Trevor, the eldest son and a wood craftsman by trade, came into the fold and brought with him his years of dedication to detail.

In 2006, Rick found himself frustrated by the lack of good coffee available anywhere in our area. We seemed to lack the awareness that something better was available. It took traveling to Europe for him to find the better coffees of the world.

Over the years, as we've worked to continually develop our mastery of this incredible craft and have had the great fortune to travel to coffee growing regions around the world, a deeper purpose has emerged.

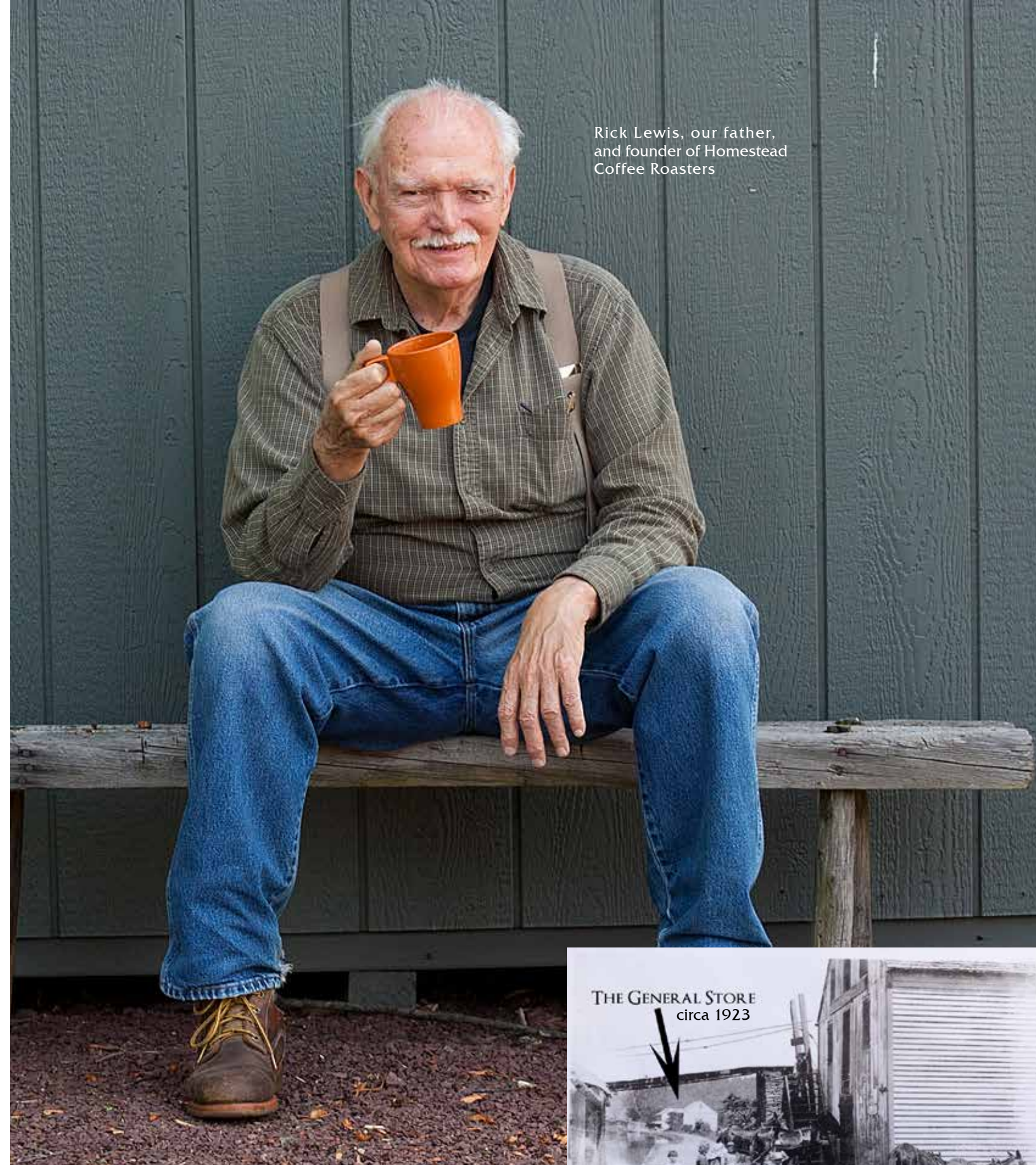
Spurred by the desire to bring good coffee to our family-owned café, he purchased a roaster from Turkey, researched how to acquire coffees from around the world, and introduced them to our local community.

Whether it's conversation over a cup of coffee, teaching baristas proper form, or standing in a coffee field with a farmer, strengthening the ties of community and sharing prosperity has become foundational to us.

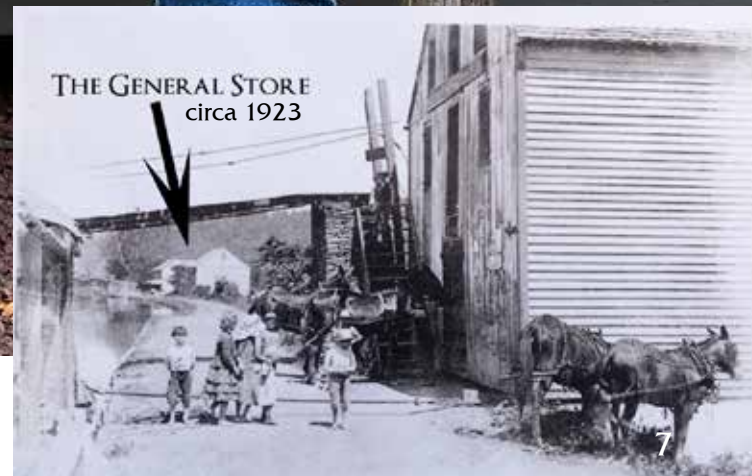
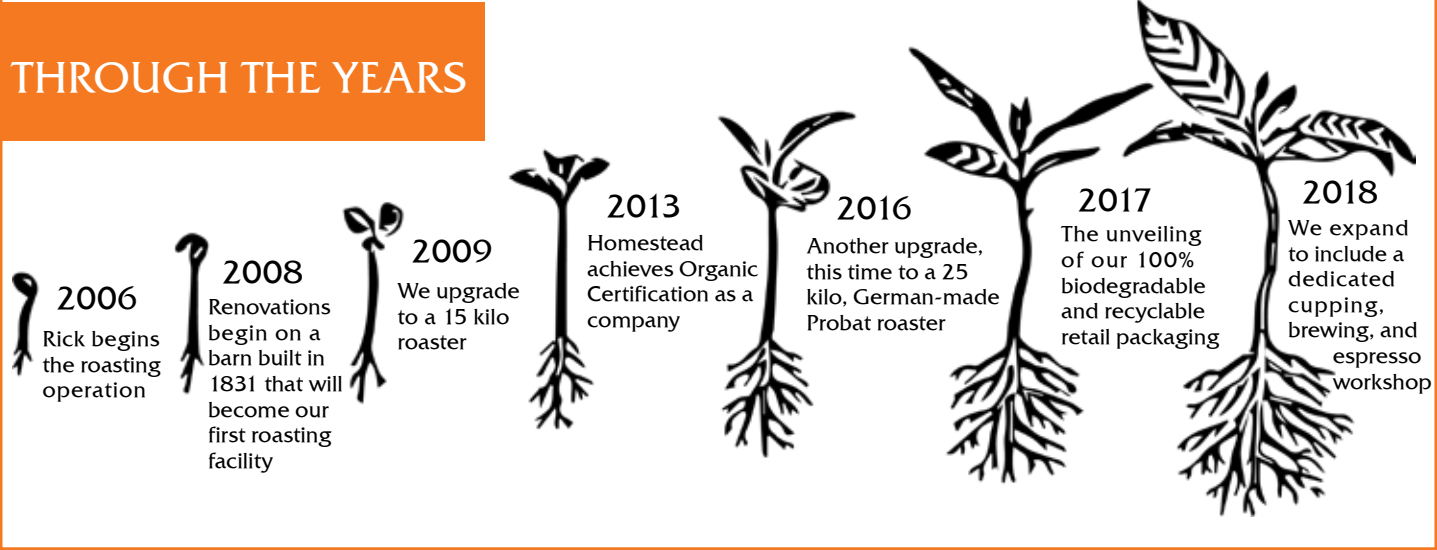
In 2008, son Michael began helping him with the roasting operation, and together we worked to scale up our vision and introduce a better coffee to our region.

We are fortunate to have come from strong, established roots which continue to allow us to grow confidently and look ever toward the future.

Rick Lewis, our father, and founder of Homestead Coffee Roasters



THROUGH THE YEARS



THE ROASTERY



This is where the magic happens.

Situated in a historic, restored barn on the Delaware Canal, our roastery features a 25 kilo Probat Roaster, a packing facility, and a dedicated brewing, cupping, and espresso workshop.

A typical week starts by receiving small samples of coffee beans from dozens of countries, which we roast, taste, and discuss.

We consider things like what kind of roast would lend itself best to the flavors we discover, and if we feel the coffee could find a place in

our specific line up and in the hearts of our customers.

We also look at availability of the crop, and consider if the farm or cooperative is one that we'd be honored to work with.

In addition, we focus weekly on an existing coffee in our current line up to recenter ourselves on its roast profile, and to make sure it's everything we know it should be.

Coffee is a crop, an organic thing, and it constantly needs to be fine-tuned to keep its flavors where we want them.



SPECIALTY COFFEES



A FULL SPECTRUM OF FLAVOR PROFILES

Today, it isn't especially difficult to find and roast specialty coffee. What is far more difficult, is to create a large spectrum of delicious, yet approachable coffees for every palate and keep them freshly roasted and available nearly all of the time. This is what we do here at Homestead.

Everyone's taste is different. One person's favorite coffee is somebody else's least. This is why we deliberately curate a broad selection of expertly roasted coffees with flavor profiles that span the full spectrum.

From light to dark to custom barrel aged roasts, we are roasting anywhere from 11 to 16 different coffees every week, multiple times a week, and delivering them fresh to stores, cafés, and restaurants for our diverse customer base to enjoy.

The most common question we receive is, "Where do your beans come from?" The honest answer is, as many places as necessary.

Every region of the world that grows coffee (Central America, South America, Africa, Indonesia, Asia, and more) harvest their coffees at different times. Therefore, year

round, we are sampling and rotating in different crops and bringing them into the mix. Nearly all of this is done behind the scenes to ensure great and consistent quality in our offerings.



CONSCIENTIOUSLY SOURCED



SMALL FARMS & COOPERATIVES

All of our coffee comes from individual small farm owners. This can either mean small cooperatives of farm owners pooling their coffees to sell together, or single farms that produce a small yield, highlighting their own distinct flavors. Both avenues help farmers feel a special pride in their crop, and allow them to know its value is being appreciated and not lost in a large aggregate.

This allows us to pay a much better premium for each coffee, as the quality level is far above commodity level coffees. We purchase well above Fair Trade prices, so farmers are compensated at the upper tier of free market prices. Year over year, relationships like these help tremendous growth and optimism spread in many areas.



BIODEGRADABLE, COMPOSTABLE, RECYCLABLE

Reducing our environmental footprint has long been a goal for us. Before we made the leap to new, earth friendly packaging in 2017, we wanted to make absolutely sure that it was truly sustainable packaging. That meant no greenwashing (saying it's green when it really isn't) and that every piece of the packaging had to be recyclable or biodegradable.

It also needed to maintain a great barrier protection for the coffee. If the material breathes too much, the beans go stale very quickly. It's no use roasting amazing coffee if it's going to go stale in a matter of days.

Lastly, empowering customers is important to us. We wanted to ensure that conscientious consumers, not just managed facilities, could compost the packaging.

In the end, we're absolutely delighted with the solutions we've found. Due to recent innovations in available green packaging products, we're now able to offer recyclable boxes, labels made from recycled coffee jute bags and fully backyard compostable inner bags that keep the coffee just as fresh as traditional packaging.



Our labels are printed on paper made with recycled coffee jute bags.



The one-way valve, a critical ingredient to packaging fresh coffee, is composed of a sugar-based material and is also 100% biodegradable.

WHERE TO FIND US

OUR PARTNERSHIPS

In addition to the Homestead General Store and our online shop, we partner with restaurants, cafés, coffee shops, grocery stores, and other retail providers.

Since 2006, Homestead Coffee Roasters has continually established a reputation for excellent craftsmanship and outstanding dedication to customer service.

We are deeply invested in the success of every business serving our product and seek to build a passionate community with exceptional coffee and relationships.



CONTACT US

WEBSITE: HomesteadCoffee.com

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TEL: 610.217.4980





HOMESTEAD BY THE NUMBERS



500,000 • lbs
OF CERTIFIED ORGANIC
•• COFFEE ROASTED ••

10,000 • lbs
COFFEE ROASTED
TO SUPPORT
WATERWELL
FUNDING IN
UGANDA

10% ••• ORGANIC COFFEE GROWTH
YEAR OVER YEAR



5,000 • lbs
OF NON-RECYCLABLE PLASTIC
PACKAGING SAVED FROM
LANDFILLS BY USING
COMPOSTABLE PACKAGING



140,000 • lbs
OF COMPOSTED
COFFEE GROUNDS



100%

OF COFFEE PROCURED FROM
SMALL FARMS & COOPERATIVES



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