



BIRCH COFFEE WHOLE- SALE

CATALOGUE



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This could be the first step towards a beautiful relationship.

Maybe you're a restaurant looking to serve specialty coffee or a coffee shop ready for a partnership and more support. Perhaps you're a grocery store looking to offer some more options or you're something awesome we just haven't thought of yet. Whoever you are, let's be friends.

We'd love to hear your vision, but since we've got the floor at the moment, let us tell you ours. We've spent years cultivating relationships with people dedicated to excellence; from coffee growers, to distributors, to the people who make the equipment we roast our coffee with... and it's those relationships that help us make it all happen.

Since Birch Coffee came to be in 2009 our ethos has been, "People first, coffee a close second." Still today our focus is on developing both the experience and the product we've become known for.

When the Birch Guys (co-founders Paul and Jeremy) started focusing on our wholesale program, they agreed they wanted to keep it simple. So here it is:

Our Partnership:

We work from experience and want to share that to cultivate ongoing, sustainable, and symbiotic relationships. So, tell us what you need. Do you need barista training? We've got you covered. Do your customers want to learn more about coffee? We'll come in and do a cupping. Feeling disorganized on your admin side? We've explored all the most inconvenient ways to run a coffee shop and are willing to share what works best and what to clearly avoid! We can help you gain access to the tools that have helped us get to where we are today.

Our Coffees:

We use a *relationship* model for sourcing our coffee. What does this mean for you? You'll know the exact area and farm your coffee came from since we've been there ourselves.

Our co-founder Paul Schlader is very dialed into the entire sourcing and roasting process.

First, as one of only a few hundred licensed Q graders in the country, he is licensed to evaluate and determine which coffees can be classified as specialty. Think of it as being a coffee "sommelier" that actually determines the rating of the coffee.

Paul literally sources our coffees, meaning he gets on a plane every few months to meet the farmers and get his feet muddy in the same soils our coffees are grown in.

Because he knows intimately what's in each coffee, he's able to pull all those qualities out in the roast to do justice to each coffee (and all the farmers who work hard to grow them.)

The Equipment:

We'll work with you to get the best espresso machines, brewers, etc. to fit in your space and match your sales volume. We can even customize your equipment to be a beautiful focal point in your shop.

Pricing:

We'll help you select the best coffee for your business. And if you're selling coffee drinks to customers we can help you price your drinks accordingly.

The Hard Sell:

So that's a little about us. Now, we want to know all about you! Have your people call our people and we can take the next step

Let's be friends.

Birch Loves You (regardless)

Paul, Jeremy, and the Birch Family

OUR OFFERINGS

Bb

Birch Blend

Our house specialty designed to please all palates. We blend coffees from Central America, South America, and East Africa to complement each other and bring out the goodness of each region.

PROCESS
Washed

ALTITUDE
1000-1400m

TASTING NOTES
Raspberries, Chocolate, Caramel, Full-bodied, Well-balanced, Clean finish.

Ee

Emma's Espresso

Our espresso is a blend of fresh crop coffees that we change seasonally. By blending specific coffees with distinct characteristics we're able to maintain a consistent flavor year round.

PROCESS
Washed

ALTITUDE
1000-1400m

TASTING NOTES
Hints of Citrus, Cocoa, Toffee, Full bodied, Syrupy, Butterscotch finish.

SINGLE ORIGINS



GUATEMALA

Cold Brew

This is what put us on the specialty coffee map. Raisin, chocolate, and caramel are the flavors we're looking for in a cold brew & the volcanic soil of Antigua, Guatemala delivers in a big way.

ALTITUDE
1400-1700m

VARIETALS
Caturra, Catuai, & Bourbon

TASTING NOTES
Chocolate with a Caramel finish



MEXICO

Chiapas

For those of you looking for a nutty, heavy, and deeply roasted coffee, this is for you!

PROCESS
Washed

ALTITUDE
1400m

VARIETALS
Mundo Novo, Typica, Bourbon

TASTING NOTES
Bakers Chocolate, Almond

ROAST
Dark



BRAZIL

Santa Ines

Coming from an area known for rich coffees that carry a heavy body and dark chocolate flavors. This is your ideal morning cup with a lively acidity and a creamy body.

PROCESS
Pulped Natural

ALTITUDE
1016-1290 m

VARIETALS
Yellow Bourbon

TASTING NOTES
Cherry, Vanilla, Toffee



GUATEMALA

El Tempixque

This is grown in a volcanic region that experiences large temperature swings between day and night, causing the coffee to expand & contract. This leads to a denser, heavier coffee and more complexity in the cup.

PROCESS
Washed

ALTITUDE
1800m

VARIETALS
Caturra & Catuai

TASTING NOTES
Caramel, Cherry, Cocoa



COLOMBIA

Sugarcane Decaf

A natural sugarcane process is used to decaffeinate this coffee. You won't miss the caffeine though with the taste of pomegranate & brown sugar up front with hazelnut & nutmeg finish. Red grape acidity with a heavy body round out this fabulous coffee.

PROCESS
Washed then sugarcane decaffeinated

ALTITUDE
1200-1600 m

TASTING NOTES
Pomegranate, Hazelnut, Brown Sugar



COLOMBIA

Huila

We immediately fell in love with this coffee on our most recent sourcing trip (& think you will too!) With the taste of black currant up front, crisp acidity with a milk chocolate finish & creamy body, we're so excited to bring you some of Colombia's finest.

ALTITUDE
1200 - 1600m

VARIETALS
Caturra, Colombia, Castillo

TASTING NOTES
Black Currant, Clove, Molasses



ETHIOPIA

Yirgacheffe

We love East African Coffees. If we could scream through this newspaper we would. We like to think of this as the perfect pick me up for your afternoon cup. Floral, fruity and a bright acidity.

PROCESS
Dry

VARIETALS
Ethiopia Heirloom

TASTING NOTES
Strawberry, Raspberry, Dark Chocolate, Nice Acidity

/ CENTRAL AMERICA

/ SOUTH AMERICA

/ EAST AFRICA



New! Boxed Cold Brew

We've done something special this year that we're so excited to share with you. Our new coffee bag-in-box is ready for all your spring, summer, well, really anytime of year. This fits neatly in your lowboy fridge or you can stack multiple boxes of three in your walk-in fridge. The easy-to-use spout

makes this process effortless. It's a perfect delivery for our famous cold brew. Kept refrigerated this will hold for 90 days. Three liters not enough for you? For those that need a larger delivery for service we have ten liter boxes as well.

Available in 3L
and 10 Liter



Ethiopia / YIRGACHEFFE 8 OZ GROUND FOR FRENCH PRESS

This coffee is the perfect match for your customers who are looking for something bright, floral and fruity. Did we mention the ease of use! Because we print ideal brewing parameters as well as grinding the coffee specifically for French Press. You can't go wrong with this coffee!



Ethiopia / YIRGACHEFFE 12 OZ WHOLE BEAN

This east African gem is floral, fruity, brightly acidic, and unlike anything else we've ever tasted. If you're a fan of the fresh fruit liveliness that is acidity, this is your your perfect afternoon pick-me-up!



So, you've read to here, now what? Let's take our relationship to the next level. Have your people call our people, and by call, we mean email us, and we'll get things rolling!

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BIRCH
coffee

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