



FACTS AT A GLANCE

MAUIGROWN COFFEE DISTRIBUTORS, LLC • GROWERS OF 100% MAUI ORIGIN ESTATE COFFEE AT KA'ANAPALI

ESTABLISHED:

- MauiGrown Coffee, Inc.™ established in 2003.
- MauiGrown Coffee Distributors, LLC established in 2008.

LOCATION:

- Coffee estate and operations are located on the island of Maui, a destination consistently hailed by the readers of Condé Nast Traveler as the “best island in the world.”
- 500-acre estate - three miles “mauka” (on the mountain side) at the Kaanapali Beach Resort™.
- Coffee processing plant - in Lahaina town on the site of the old Pioneer Mill Company yard.
- Retail store - at 277 Lahainaluna Road next to the old Pioneer Mill Smokestack.

HIGHLIGHTS:

- We are the largest individually operated coffee grower in the U.S. and the original and only major producer of 100% MAUI Origin Coffee in the world.
- We grow and harvest several varieties of Arabica coffees - Maui Mokka™, Yellow Caturra, Red Catuai and Guatemalan Typica - on our beautiful estate with spectacular views of the Pacific Ocean.
- Our exceptional coffee varieties are field tested for superior quality specific to this region.
- The theory of “quality from seed to cup” best describes the planning and operation of MauiGrown Coffee™.
- Crops are nurtured year-round in an ideal climate for growing outstanding coffee.
- Our coffee has earned many top accolades from coffee connoisseurs around the globe.
- We sell both green coffee in bulk (minimum order 100 lbs) and roasted coffees either at our MauiGrown Coffee™ Company Store in Lahaina or online at www.MauiGrownGreenCoffee.com.

PRESIDENT:

James “Kimo” Falconer

AFFILIATIONS:

Secretary - Hawai'i Coffee Growers Association
Director - West Maui Soil and Water Conservation District
Charter Member - West Maui Mountains Watershed Partnership
Board President - Friends of Moku'ula
Founding member - Maui Coffee Association

HARVEST SEASON: September to February annually

ACCOLADES:

- Yellow Caturra scores a 90 in Ken David's Coffee Review in March 2010
- Maui Mokka™ included as part of the signature coffee that won Peter Licata of Honolulu Coffee Co. the coveted #1 spot in the Western Region Barista Competition, February 2010
- 2009 County of Maui Mayor's Small Business Award
- “One of the Top 10 Estate Coffees in the world” - Ken Davids' www.coffeereview.com
- “Baristas Favorite for Espresso Blends” - Hawai'i Coffee Association's Annual Barista Jam, Kona, 2005

CONTACTS:

MauiGrown Coffee Distributors, LLC

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MauiGrown Coffee Company Store

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Lahaina, Maui, HI 96761
Phone: 808-661-2728
Email: info@MauiGrownCoffee.com

WEBSITE:

www.MauiGrownGreenCoffee.com