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Good Earth Coffeehouse & Bakery Serves Up Award Winning Coffee!

Costa Rican Tarrazú, 2011 "Cup of Excellence"

CALGARY, ALBERTA--(Marketwire - Nov. 22, 2011) - [Good Earth Coffeehouse and Bakery](#) is pleased to announce that it will be serving a 20th Anniversary Edition Costa Rican Tarrazú light roast coffee which is a winner of the renowned "Cup of Excellence" designation for 2011. It will be available throughout the holiday season as a feature brewed coffee as well as available for sale in individual retail bags and as a part of holiday gift bags.

"We want to provide our clientele with a world class [premium cup of coffee](#) that is rare and has limited availability", says Gerry Docherty, Chief Operating Officer. The Single Estate Costa Rican Tarrazú, grown by Roger Calderon Fallas, comes from a very small 3 hectare micro lot on a 12 hectare farm, La Montaña. It has aromas and flavours of strawberry, kiwi, milk chocolate, pear, caramel, passion fruit, cocoa, baked apple and muskat. It is sweet and well-balanced with a lemon acidity and buttery, silky mouth feel.

The Cup of Excellence® is a strict competition that selects the very best coffee produced in that country for that particular year. These winning coffees are chosen by a select group of national and international cuppers and are cupped at least five different times during the competition process. The final winners are awarded the prestigious Cup of Excellence® and sold to the highest bidder.

The Cup of Excellence® allows Good Earth to discover the unique flavour profiles that can be present with different varieties, from different micro climates, from individual farmers.

The farmers whose coffee is chosen as award winning through the COE program see monetary rewards that often change the lives of their family, their farm and their communities. The Cup of Excellence® builds the bridge between the high quality farmer, the high quality trade and the consumer who finds coffees he truly loves and at the same time knows that the farmer has been well compensated.

About Good Earth Coffeehouse and Bakery

Good Earth is a chain of authentic coffeehouses with over 35 locations throughout Western Canada. The company sources the highest quality coffee and espresso through direct trade relationships with coffee farmers, purchasing Organic and Rainforest Alliance certified coffees where possible to ensure the best quality and environmentally responsible coffees are chosen. The coffee is carefully roasted... slowly in small batches to bring out the very best in every bean so customers will experience the unique taste and aroma that comes from each farmer's commitment to their coffee. Good Earth

continually searches for extremely high quality coffees that are limited in availability for their feature coffee program. A new feature coffee program is offered four times per year. This program gives their customers the opportunity to taste some of the best coffees in the world.

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