

# ABOUT US

Perk & Brew Corp is a full service manufacturer and distributor of fine coffee and coffee related products. We have been in the business of roasting coffee for more than 25 years. We specialize in all phases of coffee roasting including office coffee, private label and specialty blends.

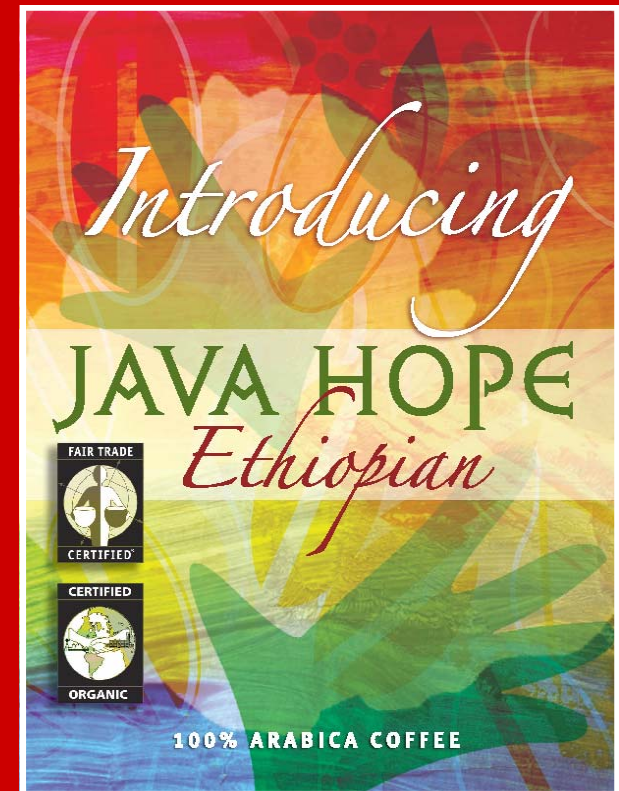
## OUR

## COMMITMENT

- Quality product
- Fresh roasted daily
- Large selection
- Competitive prices
- Real customer assistance
- Exceptional service



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## *Ethiopia— the birthplace of coffee*

More than 1000 years ago, on the young green trees of Kaffa, a province of Ethiopia, coffee was discovered. It still grows wildly throughout the Ethiopian highlands. Today, Ethiopia is a major exporter of Arabica beans, the highest quality coffee.



Some facts:

- 98% of Ethiopian coffee is produced on small farms.
- 35% of Ethiopian coffee produced is consumed in Ethiopia.
- 1 out of every 4 people in Ethiopia is employed in the coffee business.
- Money earned from the coffee farms goes to taxes, food, clothes and schooling. At \$900 per year, it is not enough.

Brenda Moore, the owner of Perk & Brew Corp, went on a coffee excursion to Ethiopia in January 2007. What she discovered was the most amazing coffee and the most amazing people. It was during this trip that she developed the idea of Java Hope. Great coffee that changes lives in Ethiopia and the United States.

## *Bringing Hope to the Nations*

The Java Hope Project is a wealth creation and competitiveness organization. We achieve poverty alleviation and economic inclusion through world trade. Our mission is to eradicate poverty through women programs that create employment through entrepreneurial opportunities and training.

The goal of Java Hope is to give economic empowerment to disenfranchised women. An unemployed, yet actively searching woman is given the opportunity to operate her own coffee cart. She is trained on all aspects of business, from start-up procedures, daily operations, purchasing and bookkeeping. After successful completion of the training, the woman is trained on acquiring funding for her company. Once completed, the cart is purchased and rightfully owned by the woman. She then becomes an asset to her community instead of a burden.



Women in Ethiopia sort through green coffee beans looking for defects.

Debby C., the first Java Hope Project recipient.



## *OUR PARTNERSHIPS*

Oromia Coffee Farmers

Cooperative Union Ethiopia

Formed in 1999, the approximately 102,950 farmers are the growers, processors and exporters of high quality, organic Arabica coffee. Together they make up 115 cooperatives.

Transfair USA

The only independent, third-party certifier of Fair Trade products in the U.S. Their rigorous audit system tracks products from farm to finished product and verifies industry compliance with Fair Trade criteria. Once products have meet criteria, they can proudly display the Fair Trade Certified label.

Global Organic Alliance

Established in 1997, GOA maintains ISO 65 and USDA accreditation and verifies compliance to EEC 2092/91 regulation. Companies must meet strict criteria to become a certified organic company.