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NEW & NOTABLE

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Newly Launched Nobletree Coffee Aims to Redefine Direct Trade

On July 30th, Nobletree Coffee launched in Red Hook, Brooklyn, at the Pulley Collective. Nobletree is pursuing coffee excellence through vertical integration from Brazil to Brooklyn. The company owns and operates two sprawling farms, Santa Isabel and Monte Verde in the Sul de Minas region of Brazil. Six coffee cultivars are planted at Monte Verde, one third of the plants are the sought-after Yellow Bourbon. The two farms will yield an anticipated annual 500,000 lbs of coffee bound directly for Brooklyn.

"We are revolutionizing the coffee chain of custody by taking control of each link leading to the end product. It's a way for us to ensure the quality of what we're offering," said CEO John Moore, Nobletree Coffee. Nobletree is part of the New York-based FAL Coffee family.

Nobletree places equal emphasis on all links in the chain, identifying as farmers, roasters and baristas. "We're redefining direct trade. We're not just selling the coffee; we're farming it too," said onsite director of agribusiness, Byron Holcomb, who is based at the farms in Brazil. Holcomb manages detailed traceability and trials of new processing and cultivation techniques.

"We're doing a lot of experiments at the farm level and working with some of the world's best scientists, like Dr. Flavio Borem, a research scientist based at the Universidade de Lavras in Brazil, and taking careful steps to really create that perfect model farm," said green buyer Matt Swenson.

In addition to its own Brazilian beans, Nobletree's portfolio includes coffees from family farms in Ethiopia, Panama, Rwanda, Kenya and Honduras, representing a world of coffee flavor profiles.

Nobletree's roastmaster, Eric Taylor, worked for several years in eight East African producing countries, focusing on quality and producer education. Nobletree currently roasts at the Pulley Collective in Red Hook, while building its own dedicated roasting space and cupping laboratory nearby.

Nobletree plans to open a retail space in lower Manhattan within the next year. They currently roast under their own brand and for specialty restaurants and cafés like The Elm and El Beit in Williamsburg and are growing their wholesale and private label divisions. Once the cupping lab is operational, they will provide barista trainings for their clients.

Moore is an industry veteran and oversees the process of producing Nobletree coffee from soil-to-sip. "How much of a miracle it is when you get that perfect cup? So many steps have to be executed flawlessly for coffee to truly become extraordinary," said Moore.—*RN*



Nobletree roasted coffee and held single-origin coffee cuppings during its launch party.

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