

# AMAZING COFFEE!



## Win-Win Fundraiser!

Want a little “present” just for YOU in your kid’s backpack next week??? You get the coffee you love at a comparable price, and help the school raise money at the same time! What could be better?

Last week was the start of the 2007-2008 Coffee Fund Raiser. We will send home order forms with your children approximately every two weeks. Orders are due back every other Thursday unless there is a pending holiday (see schedule on order form.) Coffee is fresh roasted and sent home in your student’s backpack on the following Monday.

**All coffees offered are “Fair Trade” and “Organic”. These terms mean:**

**Fair Trade:** Internationally used, this label guarantees that prices, working conditions and wages meet a strict set of standards that ensure farmers and farm workers in developing nations receive a fair price for their product. ...grown by small-scale producers who are democratically organized in cooperatives or unions, and farmers must have direct trade relations with buyers, access to credit and a say in how their products are created and sold. This program helps farmers lift themselves out of poverty.

**Organic:** The US Dept of Agriculture developed standards that must be met by producers using this label in the United States. Organic food is produced without the use of synthetic and petroleum derived pesticides and fertilizers, antibiotics, genetic engineering or irradiation.

**Mexican Decaf:** Roast: Dark. (French)  
This is a Swiss-water decaffeinated coffee. This is the preferred method of decaffeination.

**Peru:** Roast: Dark. (French)  
This is an easy drinking and very smooth coffee.

**Golden Blend:** Roast: Dark (French)  
This is a White Rock Coffee proprietary blend of three different beans. It is smooth, complex yet balanced and earthy.

**Sumatra:** Roast: Medium (Vienna)  
Earthy, heavy bodied, exotic. Lots of sophisticated flavors here.

**Guatemala:** Roast: Light (American)

**TIP:** The coffee is packaged in special, airtight bags that let the coffee “breathe” while preventing new air from entering the bag. This makes it feasible to order a full month’s supply and keep half in the freezer until you are ready to use it. According to the experts at White Rock Coffee, as long as moisture is not entering the bag it is o.k. to freeze for up to 2-3 weeks without affecting quality. However, it is best to do this with whole bean, rather than ground coffee, for maximum freshness.



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*A small learning community where every teacher knows every child.*