

**Brazilian**<sup>1</sup> A full bodied, softly flavored coffee with hints of chocolate.

**DECAF Colombian**<sup>1</sup> Full bodied coffee with floral hints and a slight acid snap.

**Classic Italian Espresso Blend**<sup>1,4</sup> A full bodied, full flavored coffee with just a hint of acidity and bitterness.

**Ethiopian Yirgacheffe**<sup>1</sup> A light, spicy coffee with “green” overtones best roasted light and brewed strong.

**Guatemalan Villa Herminia Estate**<sup>1</sup> A full-bodied coffee with an acid snap for people who like coffees that bite back. Hints of chocolate.

**House Blend**<sup>1,2</sup> A great middle of the road coffee with a balanced flavor targeted at everyday drinking.

**Monsooned India Malabar**<sup>4</sup> Named for both the southwest coast the coffee is grown on and the fact the coffee gets rained on during the monsoon season, Malabar is remarkably light with a pleasant nutty flavor.

**Mexican Turqueza Estate**<sup>1</sup> An earthy, smooth, mellow coffee great for everyday drinking. This is the best coffee I've found for adding milk.

**Caracolillo Genuine Mocca-Java Blend**<sup>1</sup> Most likely the oldest coffee blend, Mocca-Java is rich and bold with that flavor centuries of coffee drinkers have associated with what coffee should taste like.

**Peru Fair Trade Organic High Grown**<sup>3</sup> A quintessential South American coffee, strong and earthy.

**Papua New Guinea**<sup>1</sup> Strong and dirty with floral hints.

**Sumatra Mandheling Balige Estate**<sup>1</sup> Light bodied but extremely flavorful with citrus, floral, and earthen hints.

**Tanzania Peaberry Mt. Meru**<sup>1</sup> Peaberry gets its name from the small, tight nature of its beans. It is a high altitude grown coffee with a unique flavor sometimes reminiscent of fruit or flowers.

**Zimbabwe AA Salimba Estate**<sup>1</sup> A classic example of the east African AA coffees, Zimbabwe AA is bold with strong hints of flowers and grass.

<sup>1</sup> Imported by Caracolillo Coffee Mill <http://www.cmccoffee.com/>

<sup>2</sup> Blend by C.J. Pluger

<sup>3</sup> Imported by Our Coffee Barn <http://ourcoffeebarn.com/>

<sup>4</sup> Based on the recipe by Sweet Maria's <http://>

## About my roasts:

Roasted coffee consists of two parts: the coffee (a single-origin or blend) and the roast. The roast refers to how dark the coffee is made by how hot it gets before it is pulled from the roaster.

Most coffees have a specific roasting profile, which means that you get specific kinds of flavors at specific temperatures during the roasting process. For instance, Ethiopian coffees tend to be best roasted light (American) while many Central American coffees do very well roasted dark (Full City and above).

I try to roast each of my coffees to their best flavor profile to get the most out of each variety of bean.

Cinnamon	Lightest roast, flavor like tea, grassy hints
American	Light roast, more acid flavor, floral hints
City	Medium roast, stronger earth tones, smoothness
Full City	Medium roast, most common roast, adds body, balanced flavors
Vienna	Medium-dark roast, adds bitterness, heavier body
Espresso	Dark roast, balance for espresso making
French	Dark roast, bitter, oily, good for moka pots
Italian	Dark roast, bitter and carbony, good for Turkish style

## Want to help my business grow?

### Consider one of the following:

**Coffee subscription:** Select a variety, and amount, and a frequency, and you will receive that coffee at the interval you selected at a 20% discount.

**Private Reserve:** Buy 50 pounds of your favorite variety and have it roasted as often as you like for a dollar off the 25 pound cost (example: House Blend for \$12/lb x 50lbs = \$500)

**Founder's Reserve:** 20 pounds of each of my regular varieties (200 pounds total), roasted as often as you like for \$10 per pound (\$10/lb x 200lbs = \$2000)

**A Coffee Lover's Loan:** I am looking for small, direct microloans from coffee lovers to me of \$500 each. I will pay 5% interest for at least a year up to 5 years against this loan. This is not stock, and the entire amount will be paid from me to you at the end of the term we agree to. Local businesses thrive on local money.

**Bulk orders:** Looking to order over 100 pounds? I offer special pricing for bulk orders. Contact me for more information.

**Frequent orders:** I offer special discounts for large volume frequent orders. Contact me for more details.

**Special discounts for non-profit organizations:** I offer special discounts for non-profit organizations like churches, clubs, and schools. Contact me for more information.

## My Regular Stock

1/4 lb	1/2 lb	1 lb	5+ lbs	25+ lbs
<b>House Blend<sup>1,2</sup> Full City Roast</b>				
\$4	\$7	\$14	\$13	\$12
<b>Brazilian<sup>1</sup> Full City Roast</b>				
\$4	\$7	\$13	\$12	\$11
<b>DECAF Colombian<sup>1</sup> Full City Roast</b>				
\$4	\$8	\$15	\$14	\$13
<b>Classic Italian Espresso Blend<sup>1,4</sup> Espresso Roast</b>				
\$4	\$7	\$14	\$13	\$12
<b>Ethiopian Yirgacheffe<sup>1</sup> American Roast</b>				
\$4	\$7	\$14	\$13	\$12
<b>Guatemalan Villa Herminia Region<sup>1</sup> Full City Roast</b>				
\$4	\$7	\$14	\$13	\$12
<b>Mexican Turqueza Estate<sup>1</sup> Vienna Roast</b>				
\$4	\$7	\$13	\$12	\$11
<b>Papua New Guinea<sup>1</sup> Full City Roast</b>				
\$4	\$7	\$14	\$13	\$12
<b>Sumatra Mandheling Balige Estate<sup>1</sup> Full City Roast</b>				
\$4	\$8	\$16	\$15	\$14
<b>Tanzania Peaberry Mt. Meru<sup>1</sup> Full City Roast</b>				
\$4	\$7	\$14	\$13	\$12
<b>Monsooned Indian Malabar<sup>3</sup> City Roast</b>				
\$4	\$8	\$15	\$14	\$13
<b>Zimbabwe AA Salimba Estate<sup>1</sup> Full City Roast</b>				
\$4	\$8	\$15	\$14	\$13
<b>Peru Fair Trade Organic High Grown<sup>3</sup> Vienna Roast</b>				
\$4	\$8	\$15	\$14	\$13
<b>Caracolillo Genuine Mocca-Java Blend<sup>1</sup> Full City Roast</b>				
\$5	\$9	\$17	\$16	\$15

**More about coffee:** Coffee is a liquid extract created by suspending several ounces of the ground, roasted pit of the berry of the evergreen bush *Coffea Arabica* in water heated to around 200 degrees Fahrenheit for several minutes.

Legend holds that coffee was first discovered by Ethiopian shepherds as far back as the thirteenth century AD, with some evidence suggesting it was first cultivated as early as the first century BC. The first coffee plantations were established in Yemen in the early 1600s.

Coffee is one of the most widely consumed, legal stimulants in the world. It is one of the top agricultural commodities in the world and represents substantial portions of the Gross Domestic product in nearly every country where it is grown. Growers produce green beans in almost every tropical and near tropical country in the world, more than 70 to date.

Coffee processing also represents one of the most extended agricultural commodity industries in the world. Few other commodities can boast entire businesses dedicated only to selling its product.

Americans have the advantage of buying their coffee from many different sources, but it is with coffee more than any other food commodity that many people realize that they can make a social and political as well as an economic statement by the coffee they choose to buy and drink.

I roast coffee as a farm-based, self-sufficient, sustainable business. If you want to get your java from a source that avoids corporate interests and excessive middlemen, you've found someone to buy your coffee from.

## Coffee Custom Roasted

by Dennis L Hitzeman

Single origin coffees and coffee blends roasted in small batches when you order in Pleasant Hill, Ohio.

## 2014 Variety and Price Guide

Free personal delivery to addresses within 25 miles of Pleasant Hill, Ohio. Delivery for a fee within 50 miles.

<http://dennis.hitzeman.com/coffee>  
[coffee@hitzeman.com](mailto:coffee@hitzeman.com) or 937-573-4421  
<http://www.facebook.com/coffeebydlh>

Prices good through 31 December 2014

Cash, Check, PayPal  
 or In-kind Bartering Accepted