



“ Authenticity is our DNA, we know the farmers who grow the coffees we source. We eat in their kitchens and play soccer with their kids.

— *Joey Chase*

JOEY CHASE COFFEE ROASTERS' ALLIANCE

Meet Joey Chase, President & CEO of Coffee Roaster' Alliance. Joey is one of the nation's leading coffee experts with over 20 years of deep experience in the specialty coffee industry. And, with his Orlando-based company, Coffee Roasters' Alliance, he is at the forefront of a burgeoning national trend: micro-roasted gourmet coffee.

Known as the "third wave" of coffee, the growing movement appreciates coffee as an artisan beverage, like fine wine or craft beer. It focuses on coffee "from seed to cup," from the origin of the harvested bean to the roasting and brewing processes. It also emphasizes transparency within the coffee industry, enabling consumers to trace the heritage of their favorite coffee to the very farm from which it was grown.

The challenge for the small farmers, roasters, and businesses who are part of this trend is their size. How do they develop a vibrant local presence, how do they grow and expand, in a world where national juggernauts like Peet's Coffee and Starbucks are the competition? Enter Coffee Roasters' Alliance (CRA)...

DELIVERING THE BEST OF THE BEST

High Quality & Freshness

Joey Chase created CRA with the idea that coffee needed to be put back into the hands of the independent producer, whether that be the farmer or the roaster. And, he wanted to help producers compete with national brands in their local regions. The approach he came up with was innovative and incredibly successful.

This is how he does it... Joey canvasses the world for the best-of-the-best coffee beans and selects only the top 1% of small-lot coffee beans grown on quality focused farms from countries all over the world. He then identifies the best local roasters in cities and towns across the nation to bring into the Alliance. For each

Alliance roaster, CRA manages the coffee sourcing, development, roasting, distribution, and brewing. This not only ensures that Alliance roasters get the very best beans, but also that they have the education and expertly designed roasting profiles (recipes) to produce ultra-consistent, super high-quality coffee.

CRA also helps ensure that each roaster's freshly roasted beans reach a multitude of coffee lovers in their region. CRA achieves this through its relationship with Sysco Foods. Sysco supplies locally roasted CRA beans to coffee shops, restaurants, hotels, airports, and offices all over the roaster's region. Consumers get fresh, locally roasted coffee "with a story to tell," and roasters enjoy a broadened client base for their superior quality beans.



**COFFEE PRESENTS AN OPPORTUNITY
TO DISCOVER THE TASTE OF TRAVEL.**

CRA is a “Local Roaster” for Sysco Foods Central Florida with over 20 UPCs (barcoded products) in the Sysco system. CRA was one of the first roasters in the United States to develop a locally roasted distribution system with Sysco Foods and was the first roaster in Florida to establish distribution with Whole Foods Markets. As both a roaster and consultant, Joey has developed distribution systems, customized coffee programs, and matched coffee blends for a wide range of independent restaurants, roasteries, coffee shops and celebrity chefs including such larger chain establishments as Downtown Disney restaurant groups (Oprah Winfrey’s Homecoming & Kevin Dundon’s Ragland Road), Marley Coffee (Bob Marley), Holiday Inn Resorts, On Group International (Mesa 21), Holiday Inn Resorts, Earl of Sandwich, Chamber of Commerce-Armenia, Colombia, Big Time Restaurants, Performance Food Group, Bernie’s Coffee, Volcano’s Coffee, ArtFX Coffee, Dragonfly Coffee, Tutto Caffe Group, Rollins College, Hill of Beans, and Credo Coffee. In the past two years Joey has contributed to the achievement of eight International Golden Bean Awards and multiple 90+ rankings on Coffee Review.

ELEVATING MCO’S COFFEE PROGRAM TO OPTIMIZE SALES & BUILD LOYALTY

We are thrilled to be able to bring Joey’s expertise and business relationships to MCO’s new terminal. Through our partnership, Joey will deliver a variety of resources and capabilities that will truly set MCO’s coffee program apart.

Serving Superior Local Coffee, Benefiting the Local Economy

Delaware North’s partnership with Joey, means that our two MCO coffee locations (Cucina & Co. and Harvest & Grounds) will proudly serve incredibly fresh, superb quality, locally roasted CRA beans. Each venue will feature a menu of rotating and seasonal gourmet coffees. Their coffee selections will include both the familiar and the exotic, with something to please every travelers’ tastes.

Coffees Specially Designed for Orlando

Joey’s genius lies in creating exquisite, yet highly popular coffee profiles. He knows what people are looking for and how to develop recipes that deliver those flavors. Plus, as a resident of Central Florida, he brings additional insights into what is on trend for the area’s locals and



visitors. For MCO's coffee program, he will design a variety of custom profiles that Alliance roasters will use to create highly consistent, incredibly complex and delicious coffees.

Creating Loyalty Through Storytelling and Education

Joey is more than a coffee expert. He's also an accomplished filmmaker with a degree in the field. Indeed, he's produced a very well-received coffee-focused travel series for Lonely Planet, plus a variety of other media outputs.

Storytelling is in Joey's blood, and he knows that stories create connections like nothing else can. When storylines are infused into products, everything changes for consumers. They get engaged, invested, and develop loyalty for the brand. He cares about the stories farmers and roasters have to tell, and he uses his knowhow to help Alliance members convey their stories. He helps them transform what could be a simple commodity into personalized narratives of people, cultures, and experiences. His knowledge and ability to communicate stories and his media content and charismatic personality will attract customers to Cucina & Co. and Harvest & Grounds and will keep them coming back.

Another way to create loyal customers is to break down barriers and make people feel comfortable. Joey believes that the specialized language that's become part of today's coffee culture has had the unintended effect of pushing away potential customers. Whether someone feels intimidated by the atmosphere or ends up with a coffee that doesn't taste as expected, that's not what coffee should be about.

Coffee has always been a conduit for conversation and fun, and Joey's aim is to bring that back to coffee culture. To do that, he's created a language to describe flavor profiles that is understandable and intuitive. We'll use his approach within our MCO coffee locations, knowing it'll ensure people of all kinds feel welcome, are happy with selections (because the descriptions make sense), and return over and over again!

BOTTOM LINE: WITH JOEY ON THE DELAWARE NORTH TEAM, WE'LL BE ABLE TO CREATE A FAR RICHER COFFEE PROGRAM FOR MCO THAN ANYONE ELSE IS OFFERING.

