

# GREAT LAKES BLEND



## Great Lakes

The Great Lakes of the world have captured humankind's attention throughout history and never fail to make an impression. When encounter them, we cannot help but be inspired by their profundity and calmed by their presence. They connect countries and peoples, serving as a shared source of freshwater and food as well as a medium for both transit and exchange. Our birth city of Chicago is blessed to exist alongside one of them, the stunning Lake Michigan, fifth-largest in the world by area and fourth-largest by volume.

Across the Atlantic in Africa, many of our Direct Trade partners live and work and grow coffee in the Rift Valley, home to more than a dozen lakes, including the largest on the continent: Lake Victoria, Lake Tanganyika, and Lake Malawi. The African Great Lakes are vital to people living in Kenya, Rwanda, Burundi, the Democratic Republic of Congo, Tanzania, Malawi, and Uganda.

We have created a blend that celebrates the shared connection and the ability of lakes to cut across national borders. Great Lakes is our homage to one of the most important natural resources we have in common, and in recognition of the role of these massive bodies of water in sustaining life, agriculture, and coffee — both the seed and the cup.

## What's in a Blend?

We've been blending coffees for nearly 25 years, for various purposes. Some blends are tailored for use in espresso, like our Black Cat. Others are designed to be universally pleasing, steadfast, and balanced coffee for everyday use, like our House Blend. The Great Lakes blend is cut from a different cloth.

Much like our seasonal blends, which are built anew every few months using the freshest and highest-scoring coffees in our inventory, Great Lakes is meant to stand toe-to-toe with the best of our single-origin offerings and serve as a bridge between the realm of blends and the top-shelf lots that make it into our single-origin bags.

Great Lakes was designed to capture the exciting and highly refreshing flavors of East African coffees and present them in full, high-definition clarity. It is tuned to deliver maximum, high-fidelity pleasure throughout the year. It is built around Kenyan SL-28 coffees — arguably the most intensely flavorful and exhilarating coffees we sell — and complemented with coffees from Rwanda and Burundi. It is the most vibrant blend on our menu, and among the most beautiful. Curated throughout the year to maintain its character, the Great Lakes is your gateway to East Africa rendered with steadfast balance that reflects our midwestern sensibility. Like the Great Lakes themselves, it is at once energizing, breathtaking and endlessly comforting.



Geoff Watts  
Vice President of Coffee

