



★ KICKING HORSE COFFEE ★

# THE 411

NOW CANADA'S #1 ORGANIC FAIR TRADE COFFEE. KICKING HORSE COFFEE OFFERS A WIDE VARIETY OF DIFFERENT BLENDS OF ORGANIC FAIR TRADE COFFEE, ORGANIC FAIR TRADE INDIAN CHAI AND LOADS OF OTHER GREAT ITEMS. TRY 'EM ALL! THEY'RE DELICIOUS!

## The Story

Elana, a city gal from the hustle and bustle of Toronto, and Leo, a kid from the East Coast, packed up all their respective belongings and headed out west.

The dynamic duo eventually made their way to Invermere, B.C. It was decided, like so many that find themselves in this beautiful valley, that they wanted to put down roots and make a go of it. Necessity led them to their first business venture, a summer fruit stand. Spending those countless hours in the summer sun selling tomatoes and rutabagas gave them plenty of time to think, and the figurative seeds of the future were planted.

Elana and Leo purchased and transformed 'Smoothies', a yogurt joint on the main strip in Invermere. The yogurt paraphernalia was quickly replaced with a cappuccino machine and, in the summer of 1993, the Blue Dog Café first opened its doors. It provided great quality food as well as warm, genuine service. The funky little spot set the tone for both Elana and Leo's ongoing commitment to creating an experience like no other. Although the Blue Dog Café grew incredibly popular, both Elana and Leo became victims of their own success. After two years of very long hours, enormous stress, a complete lack of personal time and an offer on the table, they decided to sell the Blue Dog Café. They then took a year off to go travel and see the world.

"What are you two schmucks going to do with your lives? Sell coffee from your garage?!"

This taunt from Elana's mother in 1996 may well have been the kick-start she and Leo needed to embrace Kicking Horse Coffee

as their livelihood. Because the two young entrepreneurs did, in fact, do just that.

From the beginning, Kicking Horse Coffee focused on roasting small batches of premium specialty coffee and packaging coffee the same day to maintain freshness. By roasting small batches, selling whole beans – rather than ground coffee – and using state-of-the-art packaging, Kicking Horse Coffee ensured quality control and consistency of product. As freshness was (...and still is) the highest priority, customers know that each package of coffee opened will be as fresh as the day it was roasted.

## Why Fair Trade?

It would be naive to believe there isn't a gap between the 'have' and 'have not' countries in our world. Recognizing this imbalance long ago changed our outlook on life and business. We know what can - and should - be done. The Fair Trade model is by no means perfect nor is it the only answer. But it does make a difference.

Coffee is the largest cash crop in the world. It's also the second-largest traded commodity - only oil is traded more. By paying farmers fair prices regardless of the world market, we can have an impact. As a pioneer in the Canadian Fair Trade movement, Kicking Horse Coffee has been there from the start. We are truly proud to be the largest Fair Trade roaster in Canada.

But more than that, we are proud of Canadian coffee fans who choose Fair Trade. Canadians really do Kick Ass! Where there is a will, there is a way. You are the will and Fair Trade is the way. Visit: [www.transfair.ca](http://www.transfair.ca)



## Why Organic?

Our decision to only roast certified organic coffee is not about us – it's about the big picture. Shade-grown coffee, biodiversity and sustainable farming practices offer superior quality and maintain healthy, balanced ecosystems. It's not rocket science. We just think it's doing business the right way. We think organic is all around good; good for you, good for coffee farmers and good for the environment.

## The Kicking Horse Café

In the spring of 2008, Kicking Horse Coffee opened its first prototype café at our location in Invermere. But this isn't your conventional café model. This place is the logical enhancement to the Kicking Horse Coffee brand; the focus of the café is coffee education, celebrating the rituals around drinking coffee and providing patrons with opportunities to taste coffee prepared a variety of ways. From this, we hope the consumer will take away an appreciation for our product that's thicker than water. Looking for an experience with kick in the Canadian Rockies? Then get in to the Kicking Horse Café! We're talking icy, foggy, hot and spicy – tantalizingly delicious for all taste buds. Not to mention fine coffees, great service and an incredibly cool place to simply chill with an exceptional espresso or a Kick Ass cappuccino.

## The Kicking Horse Company

Eleven years since our humble beginnings, we employ over 26 people and occupy a 20,000 square-foot facility (that includes offices, packaging, roasting, warehouse and café). It's a long way from 'schlepping' coffee out of a garage. And we are proud to say that Kicking Horse Coffee remains Canada's number one organic and Fair Trade coffee!

Kicking Horse Coffee is in the business of roasting, blending, packaging, shipping and serving the best specialty coffee in the country. No seriously, it's true. We're not making that up. According to AC Nielsen ratings, for the past three years in a

row (2007), we were the number one specialty coffee (Super Premium Category) being sold in Canadian grocery stores. We even beat out heavyweights like Starbucks. Booyah!

## The Kicking Horse Code

We're dedicated to strong community involvement, both locally and throughout Canada. We are involved with such groups as the Nature Conservancy of Canada and numerous food banks. As well, we support the annual Wings over the Rockies festival and a number of other charitable and sports related events. We are committed to sustainability – through both community and environmental initiatives.

### Achievements we're proud of:

- Our Jumbo Wild Blend is a BOLD medium roast blend of protest. The Jumbo Pass is prime Grizzly Bear habitat threatened by development. Our blend was created specifically to raise awareness regarding its significance, and enables our customers to please their palate, cleanse their souls and stick it to the man all at the same time!
- As a result of our staunch belief in the value of fair trade, Kicking Horse Coffee was recognized by World Vision as one of the Top 5 Canadians to Watch.
- Recipients of the BDC Young Entrepreneur Award
- Recipients of the BDC Ongoing Achievement Award
- Recognized as one of Profit's Top Women Entrepreneurs



For photos, interview requests, and additional information, please contact

KICKING HORSE COFFEE  
491 Arrow Road, Invermere, BC, Canada V0A 1K2  
1.888.287.5282  
[www.kickinghorsecoffee.com](http://www.kickinghorsecoffee.com)  
[mail@kickinghorsecoffee.com](mailto:mail@kickinghorsecoffee.com)