

# FRESH CUP

JUNE 2013 • [freshcup.com](http://freshcup.com)



COFFEE ALMANAC

THE MAGAZINE FOR SPECIALTY COFFEE & TEA PROFESSIONALS SINCE 1992

## RETAILER SPOTLIGHTS



58

**MUGGSWIGZ  
COFFEE & TEA CO.**  
Canton, Ohio  
*by Kathy Belden*



62

**KICKING HORSE  
COFFEE**  
Invermere, B.C.  
*by Chris Ryan*



64

**ETERNITY  
COFFEE ROASTERS**  
Miami  
*by Dan Leif*

## RESOURCES



18

**TRENDS**  
Coffee-rust crisis,  
Prop 65 fallout and more  
*by Chris Ryan and Dan Leif*



22

**YEAR IN COFFEE**  
A look at what marked  
the past 12 months  
*by Dan Leif*



26

**BOOKS WITH BUZZ**  
Reviews of recent titles  
about the bean  
*by Dan Leif*

## DEPARTMENTS

12

**FROM THE EDITOR**

16

**CONTRIBUTORS**

70

**EVENTS CALENDAR**

72

**ADVERTISER INDEX**

## ON THE COVER

GETTING SERVED AT BENETTI'S COFFEE EXPERIENCE IN RAYTOWN, MO.

ELANA  
ROSENFELD



by  
CHRIS RYAN



The town of Invermere isn't exactly a specialty-coffee powerhouse. Though its location in eastern British Columbia between the Canadian Rockies and the Purcell Mountains provides plenty of picturesque backdrops, the outpost—with a population of 3,000 that swells to about 10,000 when tourists descend in the summer—boasts only a handful of coffee shops.

But one of those is a behemoth. The flagship café for Kicking Horse Coffee serves as home base for the well-established roaster that distributes throughout Canada and much of the Western United States. The unique, high-ceilinged shop is part of the 60,000-square-foot roasting facility Kicking Horse launched in 2003. A retail store wasn't always the plan, but public demand spurred its 2008 opening. "With so many people knocking at our door wanting to have a tour, we decided we had to do a café," says Elana Rosenfeld, Kicking Horse's CEO.

Rosenfeld and her partner Leo Johnson started Kicking Horse in 1996, choosing a name inspired by Invermere's surroundings. "I was sitting around the coffee table with friends talking about names, and one of them threw out 'Kicking Horse,'" she says, "which is the name of a pass and a river just north of us." Working on a five-kilo roaster out of Rosenfeld's garage, Kicking Horse started out targeting B.C.'s Columbia Valley, and Rosenfeld soon nudged the company toward quality and sustainability. "We immediately discovered that there was

a huge gap in the grocery store aisles," Rosenfeld says. "There was no whole-bean coffee, no organic coffee—there was no specialty coffee."

Rosenfeld says her interest in organic produce led her to incorporate that ideal into the company. "I wasn't going to put herbicides and pesticides in my garden, so why would I buy coffee for my business that wasn't organic?" she says. As Kicking Horse began moving more into the specifics of its supply chain, Rosenfeld also became interested in the fair-trade movement, and when TransFair Canada (now known as Fairtrade Canada) launched in 1997, Kicking Horse became the first licensed roaster in Western Canada. "When we started, a lot of our brokers didn't know what fair trade or organic were," Rosenfeld says. "We had to introduce them to the idea. But I'm happy that huge brands like Starbucks and Kraft now are getting into organic and fair trade because it just contributes to the whole movement."

Kicking Horse's growth has largely been through grocery-store sales throughout Canada, and last year the roaster made the jump to the United States—first through online retailer Amazon, and then to grocery chains like Fred Meyer. "The grocery store business in the U.S. is certainly challenging," Rosenfeld says. "There are a lot more competitors in the marketplace than in Canada."

Though its coffee is now available in many markets, Kicking Horse's roots are still in Invermere—and in the company's retail



space. Rosenfeld says she wanted to create an awe-inspiring shop, and though the café is not unusually large at 1,300 square feet, being housed in a 60,000-square-foot space adds some oomph. “We wanted to make our café a ‘wow’ experience when people walked in the door,” she says. “You’re in the middle of this small town and it’s a completely different setting than you would expect.” Patrons enter into a spacious café with circular tables—each a different color of the rainbow and branded with logos from Kicking Horse’s various blends. Customers walking up to the bar are faced with a 20-foot-high, backlit image of roasted coffee. “This is our primary contact with the consumer,” Rosenfeld says, “so we wanted to make it special.”

The coffeehouse received national recognition last year when the Canadian Fairtrade Awards named Kicking Horse the Best Independent Café—another positive development from Kicking Horse’s 16-year relationship with Fairtrade Canada. The fair-trade system in America has seen some fracturing in recent years that has resulted in two major U.S. fair-trade organizations and some parties wondering if the fair-trade message has been diluted. In Canada, Rosenfeld says, the fair-trade voice is still a unified, meaningful one—and she theorizes that one of the reasons is cultural differences. “We probably have a lot more faith in the system than Americans do,” she says. “I’ve talked to many American roasters over the last number of years that don’t like the idea of

licensing and being told what to do. I joke around that because Canada is a bit more of a socialist country in comparison to the U.S., we have an easier time with people telling us what to do.” However, she’s quick to add that Kicking Horse doesn’t base its marketing program entirely around certification labels. “We know we can’t depend on that for our identity,” she says. “We have to depend on our brand and our quality.”

Rosenfeld says Kicking Horse pays close attention to quality “from green bean to the grocery store shelf.” Before the coffee reaches those shelves, it’s branded with accessible names. Some monikers, like Bugaboo and Three Sisters, continue the theme of honoring the surrounding scenery. “We wanted to make our branding fun and accessible to people,” she says. “We didn’t want to be coffee snobs.” However, Rosenfeld says that those who want details can find them at Kicking Horse’s Web site. “We get into what region it’s from, how it’s roasted and all that great information.”

Those seeking deeper information can also ask for it in person at Kicking Horse’s café, the coffee-centric space in small-town Canada that in many ways symbolizes the company’s slow-but-steady growth. “It was really just step by step to get where we are now,” Rosenfeld says. “We’re 17 years old, almost young adults. We’re continuing to grow, and who knows what we’re going to look like in another 17 years.” ☪