

Noble Coffee Roasting recognized as most awarded coffee company in Northwest

ASHLAND, Ore. (January 21, 2016) — Noble Coffee Roasting announced today that two of their coffees have been named winners in The 7th Annual Good Food Awards ceremony that took place last night at the Herbst Theater in San Francisco. This is the fourth year that Noble Coffee Roasting has had winning coffee in the Good Food Awards, bringing their total to five Good Food Awards. The Good Food Awards is an awards program celebrating expertly crafted food that is responsibly produced across the United States—showcasing the best America has to offer. In addition to the Good Food Awards, Noble Coffee Roasting has been recently recognized by various coffee blogs and businesses, making them the most highly awarded coffee company in the Northwest.

In order to become a Good Food Awards winner, producers have to shine under blind tasting, and undergo a rigorous vetting process ensuring that they meet specific Good Food Awards standards around environmentally sound agricultural practices, good animal husbandry, sourcing transparency, and responsible relationships throughout the supply chain. The Good Food Awards announced three winners from 14 different categories each from five different regions of the US. This means that Noble Coffee won two of the three awards for coffee from their region, which includes Oregon, Washington, Idaho, Montana, Wyoming, North Dakota, South Dakota, and Minnesota. A full list of categories and winners can be found at www.goodfoodawards.org.

This year, Noble Coffee Roasting submitted two of their coffees to the Good Food Awards, Ethiopian ‘Shilcho’ and Ethiopian ‘Addisu Kidane.’ The ‘Shilcho’ and ‘Addisu Kidane’ each highlight the unique qualities of Ethiopian coffees and the two main methods of processing the coffee bean, the washed and natural processes. Both coffees rose to the top and took their place as two of the top three coffees in the Northwest region. CEO Jared Rennie says of the event, “We are overjoyed to be recognized for what we set out to do by an awards program that shares our values of quality and responsibility.”

Noble Coffee has received a multitude of accolades in the past few months. In November and December, their coffees Guatemalan ‘Palo Blanco’ and Panamanian ‘Duncan Estate’ were each reviewed and highly scored, 92 and 94 points respectively, by the well-known coffee blog, Coffee Review. At Coffee Review, professional tasters blindly taste and score specialty coffees that have been submitted, usually in a particular category. In early January, the coffee subscription service MistoBox awarded Noble Coffee Roasting’s World Tour blend with their 2nd Annual Golden Mug for the Best Espresso of 2016. At MistoBox, they based their awards off of customer reviews, and World Tour was the most highly reviewed espresso of the year out of more than 60 espressos from across the country.

Noble Coffee Roasting is a coffee roasting company based out of Ashland, Oregon. Now in their 10th year, their continued mission is to improve lives through coffee from seed to cup. Noble Coffee Roasting works closely with producers, regularly paying 3-4x the Fair Trade price for

coffee. To emphasize their dedication to quality and sustainability, they believe to fairly compensate these farmers, the higher price is what their product justifies. For more information, please visit www.noblecoffee.roasting.com, or follow Noble Coffee Roasting on social media @noblecoffee.

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