

## **Wellington & Strauss Coffee Roasters**

Wellington & Strauss Coffee Roasters has been handcrafting its unique brand of extraordinary coffees from around the globe since 2011. Our standards are among the highest in the specialty coffee industry. We put immense effort into sourcing and roasting fresh beans for coffee and espresso enthusiasts who crave quality and consistency. We seek out special, limited edition coffees for fans of unique, complex flavors and aroma.

Our pursuit of excellence extends to the way we conduct business. We strive to meet the challenge of sustainability with every decision we make. We offer Certified Organic, Fair Trade Certified, Bird-Friendly and Shade Grown coffees. We continuously work to lighten our environmental footprint through recycling and the purchase of 100% renewable energy.

All of the roasting has been done in house since day one. We are also famous for our hand brewed chai, also made in house by our own Chai Master.

We have many varieties of specialty coffees, as well as our premium teas. We also sell them in bulk, so be sure to pick some up next time you stop in!

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## **Our Coffees**

### **Capitol Blend**

This all-day coffee is a tribute to the beautiful capitol in Washington DC.

Coffees representing each main growing region of the world give this blend great acidity, lingering sweetness, and perfect balance. Hearty and eminently drinkable, Capitol continues to be an every-day choice among our customers.

**Starting at \$10.95 per 12oz**

### **Wellington & Strauss ® Blend**

Our signature blend!

Dark, smooth and sweet with a beautiful floral aroma, exceptionally clean acidity and a heavy, nutty body. Flavor nuances include fresh citrus fruits and fine chocolate. Wellington & Strauss ® Blend's complexity makes for both a flavorful espresso with rich, rusty reddish-brown color as well as an excellent drip coffee. This

fabled blend is featured in coffee bars, cafes and restaurants across the United States that strive to create the "perfect cup".

**Starting at \$12.95 per 12oz**

## **Mocha Java Blend**

Our bright and spicy take on a vintage blend

The first coffees blended together were likely wild Ethiopian beans and Dutch-cultivated Javanese coffee. Wellington & Strauss pays homage with this blend. Mocha Java Blend transports you to a busy market in the ancient port of Moka where you're sure to encounter a dry acidity, softly textured body, and scents and flavors of dried fruits and exotic spices.

**Starting at \$14.95 per 12oz**

## **Organic French Roast**

Toasty flavors of dark chocolate and caramel.

Our French roast process mellows the acidity without compromising it, creating a balanced and sweet cup. You'll find chocolate and toasty flavors mixed with sugary sweetness.

**Starting at \$12.95 per 12oz**

## **Bohemian Blend**

Dark, smoky and bittersweet.

A fulfilling cup for dark-roast lovers, our Italian roast is full-bodied but subtle, featuring a honeysuckle sweetness adds intrigue to an already engaging blend. In the right hands, coffee can be dark roasted so the sweetness blossoms.

**Starting at \$10.95 per 12oz**

## **Java Estate**

The island of Java is one of the oldest coffee producing regions in the world.

From the carefully attended government-owned estates in Eastern Java comes this distinctive Indonesian coffee. A light floral acidity complements a viscous body, and

supports flavors that include hazelnut, cashew, and almond. A mild, yet full and rewarding cup.

**Starting at \$10.95 per 12oz**

## **W & H Mountain Blend**

Reminiscent of a vintage port.

Our customers have been enjoying WHMB since 2011, when we developed this blend with inspiration from the majestic mountains of the Pacific Northwest. We've fine-tuned the ingredients from time to time, but the spirit remains intact. The year's most exquisite coffees from East Africa provide luxurious notes of spicy black currant. French roast contributes depth and character, while Sumatra adds weight and complexity.

**Starting at \$15.95 per 12oz**

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## **Choosing the Right Grind**

In order to make a delicious coffee beverage whole bean coffee must be ground into smaller particles to unlock flavor potential. Choosing the proper grind size can be confusing. So how do you determine which grind setting to use? The answer to that question can be found by considering the following four factors:

### **Extraction rate of flavor**

Larger (coarse) grind sizes need more contact time with water to extract optimum flavor. Smaller (finer) grind sizes need less contact time to extract optimum flavor.

### **Flow rate of water**

A coarse grind lets water pass through quickly. A fine grind slows the flow of water.

### **What does it feel like?**

One effective way to communicate and evaluate grind size is how it feels to the touch. Take a sample of ground coffee and rub it between the thumb and fingers. Coffee is ground into particle sizes ranging from something resembling kosher sea salt for coarse, sand for a medium grind, and powdered sugar for a fine grind.

### **How does it taste?**

Ultimately, it all comes down to taste. Taste is very subjective. Assuming all the other essential brewing variables are in line simply ask: Does the brew taste weak, watery, flat or sour? Adjust the grind finer next time. Small adjustments make big differences. Keep the adjustments small at first then continue adjusting to find the sweet spot.

Now you should be able 'dial' in the grind and enjoy some seriously tasty coffee. Enjoy!

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## **Wellington & Strauss Coffee Roasters**

### **Collaboration: The strength of a promise.**

Meaningful relationships and the pursuit of excellence are the heart of everything we do at Wellington & Strauss Coffee Roasters. Our collaborations with coffee farmers and our partnerships with customers are often measured in strong partnerships. Such is the power of our promise to deliver the highest quality coffee, training and service.

### **Experience, Education & Equipment**

Years of sourcing and roasting extraordinary coffees

On-going training for all staff to achieve specialty coffee expertise

A sales and outreach team with deep coffee knowledge and the keys to retail success

Training courses that range from Espresso 101 to Barista Certification

One-on-one and customized trainings to fit your business and schedule

Strong ties with our equipment distributors who share our commitment to quality

Customized equipment programs and pricing designed to fit your business needs

For all these reasons and more, a partnership with Wellington & Strauss Coffee Roasters is a partnership with success.

1-800-555-8365 to speak with a specialty coffee expert.

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## **Customer Service**

Our customer service team is here to answer your questions  
Monday -Thursday from 8:00AM to 5:00PM.

If you have a question, send us EMAIL or call 1-800-555-8365

We will respond to your inquiry within 24 hours, or the following business day if you contacted us on a weekend or during a holiday.

## **Returns & Replacements**

We pride ourselves on selecting only the highest quality coffee, equipment and merchandise for Wellington & Strauss Coffee Roasters. However, if you are dissatisfied with any product purchased from us, please contact us within 30 days of purchase.

## **Location/Contact**

Wellington & Strauss Coffee Roasters  
345 Market ST.

Harrisonburg, VA 22801  
1-800-555-8365

For Orders: [orders@ Wellington&StraussCoffee.com](mailto:orders@Wellington&StraussCoffee.com)  
For Information: [info@ Wellington&StraussCoffee.com](mailto:info@Wellington&StraussCoffee.com)  
For Support: [support@ Wellington&StraussCoffee.com](mailto:support@Wellington&StraussCoffee.com)