



**Paradise
Found.**

*Our story, the dream,
the villagers, our com-
mitment and world class
true trade coffee.*

**Taste the World's Most
Sustainable Coffee™**

Our story.

The only Thai coffee farm certified as bird friendly by the Smithsonian.



Muang MK Keaw and villagers in Thailand

Paradise Found.

A legacy project. A labour of love.

Paying it forward

A group of friends living in Vancouver dreamed about giving back by creating a bright future for generations to come. On their journey to pay it forward, the team became fast friends with Muang "M.K." Keaw, a retired agricultural technician in Thailand who along with the Thai Gov't helped free mountain villagers from the drug trade.

M.K. and the Paradise Mountain Team shared a dream of creating an environmentally sustainable coffee farm to help break the cycle of poverty affecting the Hill Tribes. So a farm, nearly invisible from the air was created without cutting a single tree, leaving its lush canopy intact.

Today, Paradise Mountain Organic Coffee spans over 200 acres and supports two communities by employing over 100 villagers during harvest season. We purchase supplies and materials locally whenever possible to support the local community.

Our process.

Love and respect for the land, the people, the animals, the community and coffee.

Our secret?

- 1 PURE MOUNTAIN WATER**
Farm is naturally fed by pure mountain water
- 2 VOLCANIC SOIL**
Rich fertile volcanic soil makes all the difference
- 3 OLD GROWTH SHRUBS**
are used in the shade of existing forest
- 4 ELEVATE THE TASTE**
We grow and roast at the same high elevation
- 5 LOVE AND RESPECT**
For the land, people, animals, community and great coffee



Love and Respect.

We plant our coffee shrubs in the shade of the existing forest and use the foliage and mulch the shrubs produce as a natural fertilizer. Each strain of coffee is planted on GPS coordinated plots so we can identify and separate the different kinds of plants.

Once the beans are ready to harvest, we sort them by hand and leave them in their natural parchment skin, which forms a natural barrier and protects the integrity of the coffee.

We grow at a high elevation, and we roast at high elevation to complete what's called the coffee circle.

When we receive an order, we hull the beans and ship them to the Canadian Rockies where our Roast Master works his magic at a certified organic roasting plant in Calgary, Alberta and Kelowna, British Columbia.

We roast the beans a little longer to reduce scorching and tipping, and to create sharper tones and less bitterness in your cup. All of our blends are roasted individually to capture each bean's optimum roasting point, creating a wider spectrum of taste and distinct, individual flavours.

Taste the World's Most Sustainable Coffee.™

Some might say it's a long, labor-intensive process, but we wouldn't change a thing.



Hand crafted coffee made from the heart

Our expertly crafted coffee has a local, and a global impact. When our beans make the journey home to Canada, they are roasted in a beautiful organic roasting plant nestled in the Foot Hills of the Rocky Mountains.

Throughout the process our beans are happily scrutinized by our experts, right through to the cup, where all of our hard work is validated. We recycle the excess coffee chaff, packaging it in biodegradable bags and using it as fertilizer for local garden stores. Paradise Mountain Organic Coffee - The World's Most Sustainable Coffee.



Angel's Espresso Organic Coffee

A heavenly rich organic espresso, smooth and slightly sweet with winey undertones and a dry, gentle finish. Available in 340g/12oz or 454g/1lb individual bags or packages of six.



Estate Blend Organic Coffee

A medium to dark bodied organic coffee blend with exotic flowery aromas, hints of mocha, citrus and berries. Available in 340g/12oz or 454g/1lb individual bags or packages of six.



Medium Roast Organic Coffee

A sweet organic coffee, slightly dry cup with a pleasant flowery aroma, well balanced with a delicate body. Available in 340g/12oz or 454g/1lb individual bags or packages of six.



For people with great taste who do great things for others

The coffee in your cup or on your shelf is as conscientious as it is satisfying. We make sure that even after our coffee is sipped and savoured that it continues to create more goodness. The packaging that we chose for our coffee is Omni-degradable, a form of biodegradable packaging that safely decomposes, turning into organic nutrients with no harmful by-products. We love that.

Thank you for helping create a better future for everyone.



Dark Roast Organic Coffee

A vibrant, lively bodied organic coffee with bold earthy aromas and hints of chocolate with a slightly dry finish. Available in 340g/12oz or 454g/1lb individual bags or packages of six.



Decaf Blend Organic Coffee

A medium strong bodied decaf organic coffee featuring a combination of Indonesian and South American beans. Available in 340g/12oz or 454g/1lb individual bags or packages of six.

Shop in store or order online!

www.pmoc.ca

All our blends are available in select stores or order online. Visit our website today at www.pmoc.ca



Our Farm.

A huge 200 acre farm you'd never know was there.



Natural.

Nestled under a canopy of thousands of indigenous trees, our farm sits high above sea level in the Northern Chiang Mai region of Thailand. Our young coffee seedlings grow in an undisturbed forest, home to local and migratory birds. It's this level of respect for the natural environment that makes Paradise Mountain the only Smithsonian certified, bird friendly farm in Thailand.

Local.

Our farm is tended by local villagers who are paid above fair-trade wages. These Thai growers and farmers are part of our Paradise Mountain family. We're constantly learning from each other and sharing growing and harvesting practices together – making us not only excellent coffee farmers, but a genuine community.



Organic.

We also use wild crafted methods to grow our beans without chemical fertilizers and pesticides that do more harm than good. This makes our way of farming slower and some would say a little more difficult, but we believe in doing things right – for people, the environment, and your morning coffee.

Our commitment.

For people who have a taste for doing good.



The World's Most Sustainable Coffee™.

We grow coffee for people who think about their actions and their effect on the world around them, who see the earth and its people as resources to be treasured and protected, who live with intention and are moved by their heart. We want those people to drink great coffee. Coffee that is shade grown, certified organic & provides a good living wage to the hard-working people who farm it.

We are proud to brew The World's Most Sustainable Coffee™, a badge of honour we work hard to uphold.

We work hand in hand, and heart to heart with our farmers. Each individual that works on our farm is paid at higher than fair trade wages, honouring their hard work. We spearhead community projects with neighbouring communities, providing medical supplies,

school equipment and vital infrastructure to those who need it most. We value the traditions of the villagers we work with, supporting and engaging in local ceremonies and making lasting connections that sustain us and them. We bask in the shade of the forest and the songs of the birds that call it home.

Growing coffee in the shade and planting seedlings by hand takes time, but it preserves and protects the natural eco-system around it. We're patient folks, willing to wait for extraordinary coffee.

We leave the forest undisturbed, allowing local and migratory birds to make their homes. These ethical farming practices make Paradise Mountain the only Smithsonian Certified, Bird Friendly farm in Asia.

FOREST KARMA: YOU GET BACK WHAT YOU PUT IN.

It's not only what you put into your beans that counts but also what you leave out. So naturally we work without artificial fertilizers, preferring natural compost to strengthen our coffee plants and runoff spring water to nourish our crops. Burlap sacs are used to transport our beans, recycled and used again.



Direct Trade Coffee

Each and every person at Paradise Mountain Organic Farm shares a passion for providing world class coffee while having the utmost respect, care and compassion for both humanity and the environment. In every cup is a promise, a story and a vision to help educate coffee lovers on the ethical, direct true trade, fair wage and sustainable practices of single origin farming and the health and taste benefits of 100% organic coffee. Thank you for being an important part of our story, our family and legacy. To learn more about coffee that never leaves the supply chain call, click, visit or follow us at:

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[Facebook.com/ParadiseMountainOrganicCoffee](https://www.facebook.com/ParadiseMountainOrganicCoffee)

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SINGLE ORGANIC FARM
100% ORGANIC COFFEE

PRODUCED WITH 100% RECYCLED
PAPER, PLEASE RECYCLE

