

# CHRISTIE & CO

FROM DREAM TO MAINSTREAM

## PRESS RELEASE

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**FRINJ**  
COFFEE

### Be Awakened by FRINJ: The California-Coffee Experience

*Farmer & FRINJ Coffee Founder, Jay Ruskey brings you the ultimate coffee adventure- out in the FRINJ, out in the fields, out in your lives. Try the nuanced terroir of more than 65 FRINJ farms, spanning California's magnificent coastline, dancing between each and every cup.*

**Santa Barbara, CA (MARCH 2021)** — [FRINJ](#) is pioneering exquisite single origin craft coffees, teaching local farmers across California how to grow and harvest this specialty crop, and cultivating their own varieties on their Good Land Organics farm in the rolling foothills of Santa Barbara. Known for its sun-soaked beaches, surf culture, redwood forest and national parks, California is also a new geographical option for growing coffee! Imagine the morning coffee ritual transformed into an experience akin to wine tasting, where you can savor the aroma, complexity, intensity, and finish of a rare bean, which when brewed, translates beautifully from seed to cup. FRINJ Coffee is roasted to order ensuring freshness, and comes complete with tasting notes compiled by its very own team of coffee graders. For instance, the Good Land Organics, Laurina from Santa Barbara features notes of sweet, juicy, maple syrup, lemongrass and chamomile flower, whereas the Mraz Family Farms, Estate Blend from San Diego has notes of honeysuckle, pound cake, and dark fruit.

A standard FRINJ cupping involves deeply slurping the coffee from a spoon so it is aerated and spread across the tongue to measure aspects of the coffee's taste: including its mouthfeel, sweetness, acidity, body, flavor, and aftertaste. Each FRINJ Coffee offers a taste of California, and you can explore them all!

Ruskey introduced the FRINJ Coffee brand in 2017 to his family farm Good Land Organics, just north of Santa Barbara, CA by intercropping coffee trees with his exotic fruit orchards. From day one he has worked closely with the University California Farm advisory program, which has developed into an ongoing relationship with the UC Davis Plant Science Department and the Coffee Center. His work focuses on finding new ways to enhance the soil through layered agriculture and regenerative practices. The nuances shine through in each cup.





“Our goal is to make Southern California the next specialty coffee capital of the world,” said FRINJ Founder, Jay Ruskey. “Each FRINJ Coffee debuts an individual farmer’s story, their unique terroir, and diligence to their craft.” Ruskey shares his tips for the perfect pour-over at home, using a Kalita Wave. The pour-over is a simple, yet complex method that allows mastery for every cup you pour.

**Method: Pour Over**

**Brewer: Kalita Wave**

**Warm**

Using Reverse Osmosis water with Third Wave pack or tap water, heat to between 200-204 degrees Fahrenheit.

**Grind**

With a Burr grinder grind 30 grams of coffee to a medium-coarse texture, resembling ground black pepper.

**Rinse**

Place filter in dripper, and dripper on a carafe. Pre-wet your filter and dump excess water. This rinses residual filter flavor and warms your equipment.

**Prepare**

Add grounds to dripper and gently tap to level the surface. Place brewer on scale and get your timer ready by resetting the scale to zero.

**Bloom 30 Seconds**

Start your timer and carefully pour enough water to cover your grounds, stopping just before it starts to pour through them. Jay recommends starting from the center and spiraling out towards the edge. This should be between 30-50g of water. Enjoy the bubbling display and release of aromas as Co2 gas is released from the grounds.

**Pour: 2 Minutes**

Start in the center of the mound. Gently pour water in small concentric circles; staying in the center for the entire pour. It should look like a tiny volcano. This method creates and maintains a “crust” on the grounds, which encourages even saturation in a pressurized system below the surface. Pour just under your desired water weight, in this case: 350 grams of water.

**Final Saturation: Last 10 Seconds**

Follow your concentric circles to the edge of the grounds to break the “crust” and saturate the rest of the grounds to reach the final 400 g. Let the coffee pour completely through and remove filter basket.

**Enjoy**

Discard your grounds, and pour your coffee into your favorite mug. Notice how the flavor changes as the coffee cools to a point where the mouthfeel, brightness, florality, and finish are the most present. If you want more florals and sweetness explore by adding more water during your brew. Conversely, if you want more acidity and heavier mouthfeel, add 30-50 grams less water. FRINJ adjusts each brew slightly to cater to the nuances of the different varietal. They recommend experimenting on your own, to find which you enjoy most!



## FRINJ Coffee

FRINJ Coffee is a late-stage growth company, coffee breeder, and luxury coffee producer. Through science, experience and thoughtful planning, they have proven that coffee could be grown successfully outside of tropical regions and put California coffee on the map! FRINJ has amassed 500 mature coffee trees, which are yielding 350 pounds of green coffee per year. The farm takes the coffee experience full circle, from seed to harvest to roast to cup. FRINJ has continuously strived to provide California farmers an opportunity to diversify their farm portfolios. Today, they support a growing number of farms in the coastal climates of Central and Southern California. Their science-forward services span from production to post-harvest to product marketing, ensuring excellence from the field to the cup.

For more information, visit [FRINJ Coffee online](#). For media inquiries, contact Christina Madrid at Christie & Co, [www.christieand.co](http://www.christieand.co), by phone (818) 621-1897 and/or email [christina@christieand.co](mailto:christina@christieand.co).

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