

PRESS RELEASE

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FRINJ
COFFEE

Santa Barbara Farmer Introduces Premium, California-Grown FRINJ Geisha Coffee with the Most Impressive Cupping Score Yet

Rancho Delfino, perched above the ocean in Carpinteria, debuts a beautiful craft coffee boasting tasting notes of honeycomb, bergamot, and vanilla cola.

Santa Barbara, CA (MAY 2021) — Although coffee farms are scattered throughout coastal Southern California, there have been several cropping up in Santa Barbara County over the past few years. With its rugged beaches, hilly ranchland, and mountain and ocean vistas, Santa Barbara is America's Riviera and now, its gaining popularity as the home of premium, California-grown Coffee. FRINJ Coffee has been successfully growing craft coffee, outside of the tropics, at its headquarters in Goleta, CA for decades and they are teaching local farmers to do the same. One of these farmers is Mike Masino, owner of Rancho Delfino perched above the ocean in Gobernador Canyon over Carpinteria in Santa Barbara County. Masino's newly-launched FRINJ Geisha Coffee received an impressive 93 cupping score. Local farmers, like Masino, are a growing breed of estate owners, passionate about farming and the possibility of California becoming the next big coffee capital of the world.

Masino, whose background is in construction, purchased Rancho Delfino in 2013. He became immersed in renovating the neglected property, devising plans for a new house, and working on the avocado orchards which were covered in vines. He had read about the Founder of FRINJ Coffee, Jay Ruskey in Grove Magazine and went to see him at the local farmers market one Tuesday.



“After talking with Jay, I was so impressed with his knowledge that I knew I wanted to participate in this,” said Masino. Masino visited FRINJ Coffee, tried their Geisha and felt it elevated coffee to a whole new level. His first planting consisted of 500 trees. He lost half to the cold and other variables, but kept at it, reading all he could and trying his hand at roasting coffee from his home. After getting his plants established, protecting them from the winter with baskets, and experiencing the learning curve of erosion, his coffee beans got bigger and he saw the fruits of his labor.



"I love that people don't think it grows here. They're shocked when I tell them I'm growing coffee and it will probably be the best coffee they will ever experience."

The Rancho Delfino Geisha by FRINJ Coffee displays tasting notes of honeycomb, bergamot, and vanilla cola, this is the first coffee produced by Rancho Delfino. The rich soil at this farm has borne avocados since the 1940s', which gives a great opportunity to grow coffee in the soil that it loves.





FRINJ Coffee

FRINJ Coffee is a late-stage growth company, coffee breeder, and luxury coffee producer. In 2002, Farmer & Agronomist Jay Ruskey planted a trial crop of coffee at his family-owned and operated farm in the hills of Santa Barbara, California called Good Land Organics. Ruskey proved that coffee could be grown successfully outside of tropical regions and put California coffee on the map! FRINJ has amassed 3,000 mature coffee trees, and grows the motherstock for all California Coffee Trees. The farm takes the coffee experience full circle, from seed to harvest to roast to cup. FRINJ Coffee was incorporated in 2017, setting out 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, by phone (818) 621-1897 and/or email christina@christieand.co.

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