

# CHRISTIE & CO

FROM DREAM TO MAINSTREAM

## PRESS RELEASE

### FOR IMMEDIATE RELEASE

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**FRINJ**  
COFFEE

## Introducing Summer California-Grown FRINJ Coffee Tastings and Tours at Good Land Organics Farm in Santa Barbara

*Awaken to the fresh, experiential event that is California-grown coffee.*

**Santa Barbara, CA (JUNE 2021)** — [FRINJ Coffee](#) is excited to announce [4 exclusive summer experiences](#) that will take you on a sensory and educational journey introducing you to the one-and-only California-grown coffee, giving you a glimpse of the future of Southern California agriculture. FRINJ has been growing California-grown specialty, craft coffee for decades from their exquisite farm in Santa Barbara, which sits 10 degrees north of the tropics just a short distance from the Santa Ynez Valley and its prestigious vineyards.

You'll join us for a coffee origin and exotic fruit experience from 9:30am-12pm at Good Land Organics, the first commercial coffee farm in the continental US that is turning heads worldwide. You'll learn the history of California-grown coffee, why our coffee is respected the world over and about our dedication to quality standards. You'll enjoy a walk through our sprawling coffee orchards, tasting fresh coffee cherries, caviar limes, and cherimoyas, before we introduce you to the complexity and nuances of the post-harvest process including sorting, roasting, drying, and fermentation, culminating in a signature coffee pour-over demonstration. Learn how to discern the tasting notes inherent in freshly roasted, luxury California coffee.



Along the way, you will gain a deeper understanding of the process of cultivating and producing specialty coffee.

### PLEASE NOTE: SPACE IS LIMITED TO 25 PEOPLE

Dates:

Friday: June 18, 2021

Saturday: July 24, 2021

Friday: August 13, 2021

Friday: September 17, 2021

Ticket price of \$150, includes:

- Guided tastings of FRINJ Coffee's specialty, pour-over





brews

- Local Pastries

Guided educational ranch tour with multiple fruit tastings along the way (**Closed toe footwear for hiking is required**). Water bottles and sun protection is recommended). Walking the farm involves hills and is moderately strenuous. You may participate in the walk, or relax by the pond and enjoy the farm views instead.

- Discounts on Good Land Organics fruit and FRINJ merchandise

- Ticket discounts for students, seniors & military (please email [orders@goodlandorganics.com](mailto:orders@goodlandorganics.com) for discount codes)

\*Please plan on leaving your pets at home, for their safety

\*All events will take place in accordance with CDC and Local Covid-19 Guidelines. FRINJ Coffee Inc. reserves the right to modify or cancel events with reschedules/ refunds if current public health conditions require\*



## 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.

