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PRESS RELEASE

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FRINJ
COFFEE

FRINJ Launches the 2020 “Laurina”: A Rare and Exquisite Coffee Varietal Grown in California for Today’s Coffee Culture

Introduce the California craft coffee experience to your guests, or as a gift, this holiday season with FRINJ Coffee’s newest varietal, Laurina, boasting a nuanced flavor profile, smooth finish, and naturally low caffeine content.

Santa Barbara, CA (SEPTEMBER 2020) — [FRINJ Coffee](#) has announced the launch of Laurina, a rare and exquisite coffee, which promises a heightened “coffee experience,” with taste notes of sweet, juicy, maple syrup, spice cookie, chamomile flower, and unique, naturally-low caffeine content.

Laurina, aka Pointed Bourbon, was first grown in Reunion, a French island in the Indian Ocean, just east of Madagascar. While it’s typically hard to grow in its native environment, because of the plant’s delicate nature, Laurina thrives in California’s coastal pockets in full sun and pest-free settings, as demonstrated with FRINJ’s latest release. The Laurina plant produces an arabica bean with only 0.5% caffeine, whereas regular Arabica beans typically contain 1.4% caffeine or more. Visit the [FRINJ website](#) to purchase.



Knowing how rare and delicious the Laurina varietal is, FRINJ is working with farmers across California to create more future supply. Laurina is the ideal choice for the coffee aficionado that considers the origin of their coffee, wants to know about the farmer who cultivated it, and expects roast freshness. FRINJ provides California farmers with its signature coffee plants and teaches them how to grow them at their farms, for coffees that showcase the distinctive character of their locations and a nuanced tasting experience that shines through in each cup.

“Laurina generally has a low yield in most environments, but thrives particularly well in California,” says FRINJ Farmer and CEO, Jay Ruskey. “The beauty of Laurina is evident in its naturally low caffeine content, which means that roasters do not have to alter it in any way. Whereas decaffeination processes change the coffee’s chemical composition and flavor, FRINJ can roast Laurina as is for a pure, balanced profile.”



Laurina is the ideal gift for those seeking a new, out-of-the-ordinary coffee experience.

“FRINJ Coffee caters to the coffee aficionado who is always on the hunt for the perfect cup,” says Ruskey. “Similar to a wine collector, this type of coffee consumer desires rareness, a special processing method, or just extremely exceptional and desirable beans. Laurina, and other FRINJ coffees, deliver a tasting experience that can be enjoyed at home with family and friends this holiday season. ”

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! 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 65 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 (805) 617-4143 and/or email christina@christieand.co.

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