

CHRISTIE & CO

FROM DREAM TO MAINSTREAM

PRESS RELEASE

FRINJ
COFFEE

FOR IMMEDIATE RELEASE

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San Diego North Coast Farmers are Growing FRINJ Coffee, Furthering the California Coffee Movement and Sharing the “Grow Local” Spirit with the Perfect, Nuanced Cup

Specialty coffee is thriving amongst the flower fields at Quail Haven, just one of the farms in San Diego to grow FRINJ coffee. Don't miss Quail Haven's latest release, Caturra, available now.

ENCINITAS, CA (NOVEMBER 2020) — [FRINJ Coffee](#) is pioneering exquisite craft coffee from California, awakening care with their farmer-first approach. Farmer & CEO of FRINJ Coffee, Jay Ruskey cultivates rare varietals from seed to bean to cup and works with more than 65 farms in the coastal climates of Central and Southern California, to provide coffee plants and consulting services to help farmers diversify their portfolios. FRINJ works with more than 30 farmers in San Diego County. Long known for its blue skies, great surfing, outstanding Mexican cuisine and as an emerging wine-growing region, San Diego residents are now growing premium California coffee, too. This is a new California Dreamin,' featuring fresh roasted, locally-grown California coffee that captures the warm breezes and endless sunshine, sure to deliver a coffee experience impossible to forget.

Along with Flower Fields and Mraz Family Farms (owned by Grammy-Award winning musician Jason Mraz), Quail Haven Farms was one of the first farms in San Diego Country to grow FRINJ Coffee. Quail Haven Farm, located in Encinitas, California, has just introduced its new certified organic, Caturra coffee, featuring taste notes of allspice, candied apple, and nutmeg, available for purchase [here](#). Quail Haven sits 420 feet above sea level at the top of a mesa overlooking the coast. Its orchard is primarily planted with Caturra, with only a handful of Geishas. The cup portrays lasting sweetness with hints of floral and tropical delicacies.



The owners of Quail Haven Farm, Chris and Diane Calkins, began exploring coffee in 2011 when researching specialty crops that would align with Southern California, particularly a coastal area, to take advantage of their community's growing desire to know where their food and beverages come from, to embrace local production, and the rich story behind it.



Quail Haven is part of a historic flower growing area in coastal north county San Diego. In addition to FRINJ Coffee, they produce four olive oil varieties, including Picual, Hojiblanca, Nocellara del Belice, and Arbequina, and dragonfruit. Ruskey began working with Quail Haven Farm Owners' Chris and Diane Calkins in 2014, and they have since planted 500 coffee trees. They have undergone three harvest seasons. The first was a trial run with only light production. The 2019 harvest was significant, and 2020 harvest was spectacular, reflecting aggressive organic feeding protocols and good rains during the growing season. Their coffee is sold exclusively by FRINJ online.

"We believe California, particularly Southern California, is a unique environment that can produce coffee of exceptional quality," said Quail Haven Farm Owner, Chris Calkins. "We believe local production for local consumption is a long-term value for a sustainable society. Bringing quality coffee to our community, grown organically, is a step to accomplishing this objective. Coffee is and has been a key part of our lives and a constant part of our meals."

Quail Haven was the first San Diego commercial coffee farm - ever - to be harvested. The excellence of this farm's coffee can be attributed to many factors: such as the dedication of its owners, and its management company, Mellano & Co. But, not to be overlooked is the performance of the soil itself. This particular property sits in a historic coastal growing area of San Diego, which was once the primary region for producing crops such as avocados and flowers.

"Coffee is a unique crop for California- and while the labor for harvest is significant, the cultural needs have been less than for other crops," said Calkins. "We believe that the demand for premium- and California - product will continue to grow."

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](https://frinjcoffee.com). 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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