

CHRISTIE & CO

FROM DREAM TO MAINSTREAM

PRESS RELEASE

FOR IMMEDIATE RELEASE

Christina Madrid
Christie & Co
(818) 621-1897
christina@christieand.co



FRINJ
COFFEE

Experience FRINJ California-Grown Speciality Coffee Pour Overs this Holiday Season and Beyond Hosted by Golden Line Coffee at Villa Wine Bar in Santa Barbara

Taste two specialty FRINJ coffees and enjoy the nuances of each, both incredibly unique, vibrant, and light-roasted, scoring among the highest quality coffees in the world.

Santa Barbara, CA (NOVEMBER 2021) — FRINJ Coffee is pioneering the California-grown coffee movement from its Good Land Organics farm in Goleta, CA, working with more than 70 farmers throughout Southern California, to bring their coffees from seedling to bean to cup. Now, for a limited time only, experience a rotating selection of specialty FRINJ Coffees at the Hand Brewed Pour Over Tastings, hosted by Golden Line Coffee, at Villa Wine Bar in Santa Barbara every Friday, Saturday, and Sunday. Each coffee features unique tasting notes which demonstrate how FRINJ is on the leading edge of innovation, art, science, and taste.

“We are excited to share our California-grown coffees with our local community,” said CEO & Founder of FRINJ Coffee, Jay Ruskey. “Each FRINJ Coffee showcases the unique farming practices and terroir of a different farmer and promises an unparalleled tasting experience, while bringing our farmers a more than 50% return on their product. We are proud to partner with Golden Line. They share our values of honoring the farmer, promoting sustainable farming practices, and bringing local communities together.”

“We are honored to be teaming up with FRINJ,” said the Owner of Golden Line Coffee, Chris Brocco. “The idea of locally sourced, sustainable, equitable coffee is mind-blowing to us. There is a real need to improve coffee supply chain economics and we think FRINJ’s approach can have a hugely positive impact. These coffees are extraordinary, and we are fired up for people to try them!”



Owner of Golden Line Coffee, Chris Brocco



FRINJ Coffee uses a layered agriculture approach, interplanting its coffee trees among avocado trees as a canopy crop, with passion fruit and dragon fruit vines growing up the base and rows of the trees. They also encourage their farmers to incorporate windbreaks, shade trees, and other plants to increase the water holding capacity of the soil. FRINJ is committed to regenerative and resilient farming as a more sustainable way to grow our foods, which promote health, longevity and the wellness of our people and planet.

Freshly roasted, hand brewed FRINJ Coffee, from different FRINJ Coffee farmers in California, will be served at Golden Line's pour over events located inside Villa Wine Bar at 618 Anacapa Street, Santa Barbara, CA 93101. The tastings will run every Friday, Saturday, and Sunday from 7:30 a.m. to 2 p.m.

For media inquiries, please contact Christina Madrida at (818) 621-1897 or christina@christieand.co.

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 over 70 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.

Golden Line Coffee

[Golden Line Coffee](#) is a weekend pop-up coffee and tea bar inside Villa Wine Bar. Our goals are to provide modern, excellent, meticulously prepared coffees, teas and pastries; to improve coffee supply chain economics; to promote environmental sustainability; and to create a unique and inspiring environment that feels as much like a neighborhood bar as a coffee shop.

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