

# CHRISTIE & CO

FROM DREAM TO MAINSTREAM

## PRESS RELEASE

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**FRINJ**  
COFFEE

## A California Farmer and Vintner Converts his Wine Acreage to Coffee Crops and Hasn't Looked Back Since

*Similar in its reverence to the craft, fine coffee production rivals that of fine wines with FRINJ, the pioneer of California-grown coffee, leading the way for a new California tasting experience.*

**Santa Barbara, CA (FEBRUARY 2022)** — Steve Doty produced Pinot Noir and Chardonnay onsite at his Rancho Arroyo Alomar ranch in El Capitan, California, just north of Santa Barbara, before making the switch to coffee. A few years ago, after Pierce's disease infected the majority of his wine grapes, Doty contemplated coffee as a new specialty crop that would give a similar return to wine. CEO and Founder of FRINJ Coffee, Jay Ruskey and his farm advisors, who offer farmers a whole systems solution to California Coffee production worked with Doty's farm team, to convert his 4-acres of wine grapes to coffee orchards, encompassing 4,000 coffee trees comprised of Geisha and Catui Rojo varieties. Situated above the Pacific Ocean, Rancho Arroyo Alomar offers the perfect growing conditions for coffee with its mild winters and will welcome its first coffee harvest this summer.

FRINJ Coffee is currently working with more than 70 farms in Central and Southern California, who are currently growing their coffee. Ruskey sees substantial return on investment for the California farmer as the specialty coffee market is valued at \$125 billion and predicted to double in the coming years. Ruskey has been growing fine, craft coffees from his Good Land Organics Farm in Santa Barbara for the past 20 years, and its growers are working with Arabica species, including Geisha, Pacamara, Pacas, Yellow Caturra, Red Caturra, Red Cataui, Puerto Rico, Typica, Laurina, and Bourbon. Ruskey's Caturra 2014 crop was the first California-grown coffee to ever be tested. It was rated 27th in the world with a score of 92, which is considered "exceptional," proving that high-quality coffees can be cultivated in California.



Fine coffee and fine wine production have many similarities. Both are influenced by their local soil and environment over the taste outcome of certain cultivars. Wine and coffee grow in many different regions around the world and the development of the fruit is strongly influenced by its growing conditions. Soil, microbes, water pH, high and low temperatures, and humidity are key elements that impact the mature fruit and finished product. With the right care in processing, storage, and roasting, the coffee's taste profile can be indicative of where it was grown and how it was produced. The tasting experience is also similar as both industries adhere to a defined tasting protocol and are usually rated on a 100-point scale with scores reflecting a unified analysis of the product to guide the consumer in their buying decisions. Then, there is



technique. In fine wine production, the winemaker is tasked with making tough choices during harvest, fruit processing, fermentations, barreling, filtration, and bottling. In fine coffee production, the same focus on craft continues after harvest. The coffee maker considers the following: how to handle the coffee fruit, which type of fermentation method to use, and for how long? Additionally, how to dry the coffee over the course of weeks, and then curing and sampling for quality along the way. There are additional steps that many people do not know about with producing fine coffees. The dry milling of the dried beans is the next part of the process, which is to remove the shell or parchment, that encapsulates the green bean. This is a machine process that is like removing the peanut shell to get only the peanut. Once again with coffee, with green beans exposed, there is more sorting each individual bean by hand. Then, the final and most important part: roasting, which ensures all of the bean's flavors are highlighted. It is said that each coffee gets touched by at least 20 sets of hands. Coffee is rarely machine harvested, and each individual fruit is hand harvested. With wine, grape bunches are cut, which contain hundreds of individual fruits. In contrast, the coffee cherries are not all ripened at the same time, therefore, requiring the fruit to be individually harvested to ensure that each ripe cherry is perfectly ripened to maximize fruit tasting quality. To break it down further, each cup of coffee was finger-picked and it took about 80 fruits, the size of a cranberry, to make your average cup of coffee. The average coffee harvester picks about 160 pounds of coffee cherries per day in a good field. The average wine grape harvester can pick up to 2,000 pounds of grapes per day. There is certainly a great deal of labor, craft, and care that goes into a fine cup of coffee.

“Our goal is to awaken discerning customers to the FRINJ experience, introducing them to the world of fine California-grown coffee. Each FRINJ Coffee showcases the unique characteristics of the farm in which it was grown, nuanced tasting notes shine through in the cup. Fine coffee, like fine wine, is a luxury product and if we truly savor the coffee tasting experience as we do wine, we see the emergence of California-grown coffee as the next NEW tasting experience,” said Ruskey.

### **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](http://www.christieand.co), by phone (818) 621-1897 and/or email [christina@christieand.co](mailto:christina@christieand.co).

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