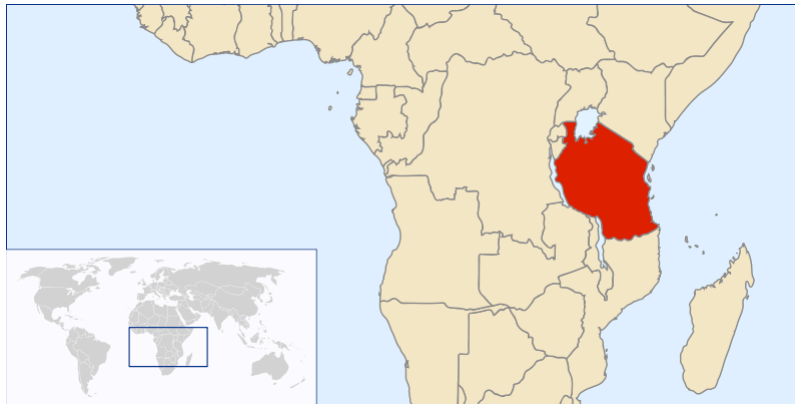




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## African Origin Spotlight - Tanzania



Tanzania is located on the east coast of Africa and grows both arabica (70%) and robusta coffee plants. The majority of the coffee is grown by small farmers, typically as one of several cash and subsistence crops and is often grown under banana trees. Much of the crop is passive organic. The rest comes from nationalized estates that have been rehabilitated in recent years after much neglect.

Most arabicas are grown in the north, near the Kenyan border on the slopes of Mt. Kilimanjaro and nearby Mt. Meru. The fruit of a coffee plant is known as a cherry and has two flat-sided coffee seeds (beans) inside. A peaberry is just a fused bean -- a small, round bean with a cleft down the middle caused by the lack of fertilization of only one of the two ovaries of the coffee flower. Only about 5-10% of coffee cherries produce peaberries making this coffee an exotic delight.

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## Web Specials

Tanzania Peaberry is on sale for only **\$9.95 lb.** Save \$3 per pound for this exotic shade grown coffee in packaged in our new biodegradable bag.

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Sam Brest, Owner and Roast Master