# Farmer Brothers®



CULTIVATING CONNECTIONS
THROUGH THE LOVE OF COFFEE





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# Introduction from DEVERL MASERANG

110 years in business. That's a milestone that encourages us to contemplate where we've been, where we are, and where we're going. Since the earliest days of Farmer Brothers, personal relationships have been at the heart of our business and they're even more important now. We hear from our customers regularly that what sets us apart from other vendors is the depth of personal service our team provides. That's something we're extremely proud of.

Today, when we think about personal connections and our impact, it's across the global village. Continuous improvement is our focus as we do the everyday work to nurture a company that is both profitable and responsible to the needs of society and the planet.

Having just completed our 110th year in business, we're confident that our foundation of sustainability programs, goals, and initiatives combined with the rock-solid relationships we've built over the decades have set us up to thrive for the next 110 years.

Thank you for being part of our journey and we look forward to the next 110 years.

Sincerely,

**Deverl Maserang** *President & CEO* 





# Out 110 YEAR HISTORY

It all started in the back of a bicycle shop. When you think of iconic, successful businesses growing from humble beginnings, you might think of the garage in Palo Alto where Bill Hewlett and David Packard built their first product. You can add Roy E. Farmer to that list. His coffee business started small, in the back of his brother's bicycle shop. In 1912, Farmer saw an opportunity: restaurants in Los Angeles were serving great food and not-so-great coffee. So he decided to open a business providing high touch service and high-quality coffee to local eateries.

It turned out, there was a need for what they had to offer. Within three years, long before the rise of Starbucks, the brothers had made enough money to invest in a new coffee roaster and some delivery vehicles. Before long, they were also selling tea and culinary products. They began serving customers throughout Southern California, and the team grew to eight employees. At this point, coffee was selling for a whopping \$0.46 per pound.

**The Great Depression** posed its challenges for the company, but they managed to grow their business to states outside of California and expand their manufacturing business with innovative new brewing machines. By 1939, they were selling more than 3 million pounds of coffee annually.

In 1942, the Farmer Brothers plant was retooled to support the WWII war effort. With so many male employees off to war, female machinists were in charge, producing highly technical parts and equipment to supply the military.

By 1949, the business was booming and had grown enough to merit construction of a new 20-acre headquarters and state-of-the-art production facility in Torrance, California. Most importantly, it had two enormous roasters that increased production capacity significantly and the company was roasting and selling more than 14 million pounds a year.

**Just two years later,** Roy E. Farmer died at age 59 and his son, Roy F. Farmer assumed leadership of the business, building out the fleet of trucks and beginning to acquire other coffee operations from Seattle to Panama. This transformed the company from a relatively small family business into one of the West's largest coffee roasters and in 1952, he took the company public with the stock symbol FARM.

**In 1963,** spices joined the Farmer Brothers line-up as The Spice Products Company, offered the highest quality spices, herbs, and seasonings to the foodservice and industrial food production sectors.



Began with Roy E. Farmer providing high-quality coffee in local eateries



In 1963, spices joined the Farmer Brothers family



Today our spice portfolio meets our customers' needs across a variety of cuisines



Boyd's Coffee was founded in Portland in the early 1900s





Delivery truck in front of Dallas, TX headquarters

# Farmer Brothers introduced The Brewmatic automatic coffee machine in 1965 — designed to produce the perfect cup of coffee at the right temperature.

**In 1972,** Farmer Brothers launched the Custom Coffee Plan offering offices the same high-quality coffee service they had been providing to restaurants since founding.

# **Significant growth continued through the decades.** During the 1980s, the business expanded so widely that they were covering 75% of the United States. And all that little operation in the back of the bike shop!

In the new millennium, the world was changing and so was coffee consumption. Just as the company had done in the very beginning, we positioned ourselves to offer our customers the ability to brew the best cup of coffee their customers wanted. That meant expanding into specialty coffee. So we went to the spiritual center of great coffee, the Pacific Northwest, and acquired Portland, Oregon based Coffee Bean International, opened Public Domain, our very own Third Wave coffee house, launched the Artisan Collection of specialty coffees and acquired two venerated Portland coffee brands, Boyd's and West Coast Coffee.

**Today**, the world has changed and expectations about coffee have changed, so Farmer Brothers has risen to meet the moment. And through it all, the thing that has distinguished us from our competitors and many other companies is our unwavering dedication to providing high-touch service to our customers and to nurturing relationships (with customers, producers, and employees) rather than simply seeking the transaction.

## This is how Roy E. Farmer built this business and it's the lifeblood of our business today.

Thank you for your partnership as we close our 110th year in business. We can't know for certain what the next 110 years will bring. But if our history is any indication, there will be many new challenges and opportunities, and we'll continue to invest in our all-important relationships to grow this great business.

#### 1912

Roy E. Farmer starts Farmer Brothers Coffee in Southern California to provide high quality coffee to restaurants

#### 1939

The company is roasting and selling more than 3 million pounds of coffee as well as coffee equipment and other culinary products

#### 1949

Opens a headquarters in Torrance, CA

#### 1952

Roy F. Farmer takes the company public

#### 1951

koy r. rarmer assumes leadership of the business after his father's passing

#### 1963

Spices are added to the portfolio

#### 1972

Office Coffee division opens

#### 1980s

Business expands nationwide



A sampling of Farmer Brothers products, late 1930s



Torrance headquarters, 1951

#### 2007

Coffee Bean International of Portland, OR is acquired, including the Panache brand, and Farmer Brothers moves into the specialty coffee business

#### 2010

Established our first Direct Trade Partnerships and opened Public Domain Coffee House in Portland, OR

#### 2013

Launched Project D.I.R.E.C.T. in Colombia

#### 2016

China Mist Tea is acquired

#### 2018

Launched Project D.I.R.E.C.T. in Brazil

### 2022

Farmer Brothers 110
Year Anniversary

#### 2009

Sara Lee's DSD coffee division, including Superior and Cain's brands is acquired

#### 2012

Artisan Collection specialty coffee is launched. Published our first Sustainability Report.

#### 2015

to Dallas, TX
Launched Project D.I.R.E.C

#### 2017

Boyd's Coffee and West Coast Coffee of Portland, OR are acquired. We are the first coffee-focused company to adopt Science Based Targets (SBTs) to reduce Greenhouse Gases (GHGs).

#### 2021

Revive Equipment Service & Restoration Division is launched



CBI Team in front of Portland, OR building



Grower Carlos Gonzalez (center), has been part of Project D.I.R.E.C.T. since 2013

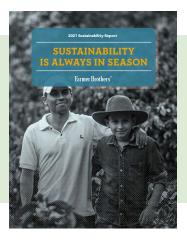
# Planting a SUSTAINABLE FUTURE

Sustainability is not something we do. It's who we are. The first Farmer Brothers Sustainability Report was published back in 2012, but sustainability has been woven into the way we approach business for much longer than that. We're proud of our progress — taking great care with our world's precious resources and working toward mutually beneficial relationships with our suppliers. But every day we see so much more to be done to achieve balance between natural capital, human capital, and economic capital. Through Farmer Brothers sustainability, stewardship, and environmental efforts, and leadership we not only commit to serving the finest products available, but also insist on their sustainable cultivation, manufacture and distribution whenever possible.

#### **Direct Trade: Ensuring a Brighter Future at Origin**

We established Direct Trade relationships back in 2010 to help improve the standard of living for the producers we work with around the world. The initiatives and programs we put in place over the years are already bearing fruit, fostering a more sustainable, equitable environment for producers to thrive in.

The producer group we work with in Rwanda used their Direct Trade premium to fund the establishment of a seamstress school in the village. Franzine, the teacher, works with young people, who were orphaned by the country's civil war, to develop a marketable trade. The school also helps the students find work in Kigali, the capital.





Read more about how our Direct Trade programs benefit producer communities in our 2021 Sustainability Report.

#### **Science-Based Targets Explained**

In 2017, Farmer Brothers was the first coffee-focused company to adopt SBTs to reduce Greenhouse Gases (GHGs). In 2018 we committed to an even more ambitious goal of limiting warming to 1.5°C, and we're working hard to meet those goals by 2025. With each passing year, addressing the climate crisis is becoming more and more urgent. The most effective way to limit global warm-ing is to drastically reduce greenhouse gas (GHG) emissions across the world. Along with nearly 1,200 companies all making a public commitment, Farmer Brothers uses a science-based framework to measure and reduce our GHG emissions. Based on a global goal of limiting warming to 1.5°C, we are actively reducing our emissions across three "Scopes."



Franzine (right) with a student at the training center funded by the Direct Trade premium in Rwanda



Scope 1: Emissions produced from burning fuel from owned or controlled buildings, vehicles, and equipment

Scope 2: Electricity used in our own operations

# Scope 3: Every emission created up and down our supply line — from harvest to delivery — that we do not directly control

No company can reduce global greenhouse gas emissions alone. It takes a collaborative effort across the supply chain to influence sustainable decisions. That's why we're building relationships focused on shared goals and responsibilities because we know that one company's Scope 3 emissions are another's Scope 1 and 2. Because Farmer Brothers has already invested years of work into a transparent, traceable supply chain, we're able to collaborate with our partners to make a big impact on reducing our Scope 3 emissions.



Grower Deisy Moreno (third from right) sharing practices at her food garden to other growers of the Project D.I.R.E.C.T. program in Colombia

### **OUR SUSTAINABILITY INITIATIVES**

real, measurable change



100% responsibly sourced coffee by 2025

to help safeguard a long-lasting supply of high quality coffee



## REVITALIZING EQUIPMENT

a key component of building a circular economy that aims to eliminate waste

that aims to eliminate waste and prolong the life-cycle of everything we use



### FIRST

coffee-focused company

to adopt SBTs with a 1.5°C scenario to reduce Greenhouse Gases (GHGs), and among only 10 food & beverage companies in the United States to do so



2 LEED Silver certified facilities

Northlake, TX headquarters and Portland, OR roasting facility are designed to be energy and resource efficient



90% or more waste diverted from the landfill companywide by 2025



10

consecutive years of sustainability reporting

a vital component of shareholder, employee, and stakeholder relations

# THE GROWERS we work with

Without coffee producers, where would we be? That's an easy answer. We established our first Direct Trade relationships in 2010. Since then, we've also launched our own Project D.I.R.E.C.T.® These programs ensure we establish a direct relationship with coffee producers in key regions. Through our investment in these direct relationships, local coffee-producing communities benefit from local projects that they choose and implement, with support if needed.

Meet just a handful of the dedicated and talented coffee producers with whom we have direct relationships. We are extremely grateful for their partnership.



Oscar Restrepo, Grower Salgar, Antioquia, Colombia

Coffee grower Oscar Restrepo and his family have been part of Farmer Brothers' Project D.I.R.E.C.T. since 2013. He is part of the group of promoters and he has made many improvements on his farm as a result of being part of Project D.I.R.E.C.T.



**Selma Corol, Grower** Sitio Boa Esperança, Ouro Fino, Minas Gerais, Brazil

Selma is a leader in the community as a member of a women's group from the association ASSOPRO. Selma encourages other women to take active roles in coffee production and join the group. Her sons, Diego and Igor, are both eager to see their children grow up and carry on the coffee tradition.



**Deisy Moreno, Grower** Betulia, Antioquia, Colombia

Along with her siblings, Deisy took over stewardship of a coffee lot on the family farm. She embraced the challenge immediately, and today Deisy has 1,300 coffee trees and her son, Juan Angel, has 250 coffee trees. She makes decisions with her dad regarding the family coffee — they decide jointly about the future of the lots, the renovation, the work, the sales, and the future of their coffee. Outside her home, she has become a leader in the community, dispensing advice to other women looking to grow their own roles in coffee production.



**Javier Lopez, Grower** Jinotega, Nicaragua Javier is a leader within his community, working for Aldea Global, our partner cooperative, where he serves as the Coordinator of the Aldea Global's Credit Committee. Aldea Global provides a variety of supportive services to help members of the co-op improve their operations, from elevating women coffee producers to providing loans to small producers who require working capital.



Elizabeth Agudelo, Grower & Promoter El Aguila, Valle, Colombia

Coffee grower Elizabeth Agudelo is also a promoter (which means she adopts new practices and then promotes them among her peers). Her farm, El Jazmin, is part of Farmer Brothers' Project D.I.R.E.C.T. "As a woman, they've made me very involved. It's like a door has been opened wider for us as women...The program brings a lot to my family."



Carlota Ruiz, Grower Las Mercedes, Jinotega, Nicaragua

Carlota is a head of household, and she has been part of the Direct Trade Las Mercedes in Nicaragua since the beginning when it was established back in 2010. She infuses the love for coffee to her daughters, and tends to her farm by making improvements to her coffee plots and wet-mill using the premiums paid through Direct Trade.



Hector Jaramillo, Grower El Cairo, Valle del Cauca, Colombia Hector is a leader in his municipality. Group trainings are frequently held at his farm so other local producers can learn from the good agronomic practices he uses. As a participant in Project D.I.R.E.C.T. he received a solar dryer, making his operation more sustainable than when he used a mechanical dryer run by electricity, Hector now only uses 100% of energy from the sun.



Lorenzo Cruz, Manager & Alex Garcia, Grower San Ignacio, Cajamarca, Peru Lorenzo Cruz and Alex Garcia are part of our Direct Trade Peru program. Lorenzo is the manager of the coop Cooperativa Agraria Unión y Fe La Coipa and Alex is one of its growers. Our Direct Trade program means that price premiums are added on to the value of the local growers' beans, and these premiums are used to make meaningful local improvements.



Reyna Centeno, Grower
Jinotega, Nicaragua

Reyna Centeno farms in Los Mangos with her mother and one of her daughters. She is part of our Project D.I.R.E.C.T. program and accessed the revolving credit line to purchase a piglet which she nurtured to maturity. When the sow gave birth to eight piglets, she sold seven, paid back the loan, contributed to her other daughter's university tuition, stocked up on inputs for the farm, and purchased some much-needed household goods. She continues managing this profitable cycle to supplement the income from her coffee harvest.



Carlos Escobar, Grower El Cairo, Valle del Cauca, Colombia

Carlos and his family are a very good example of how implementing good agricultural practices combined with the advice from the agronomists can pay off. In 2014, 65% of their farm was planted with leaf-rust resistant varieties, increasing to 100% in 2019, because of that change he does not use any agrochemicals to fight leaf rust, reducing the production costs.

# TEAM MEMBER Veterans

Farmer Brothers is proud to employ a number of military veterans, whose service and quality mindset are high-value assets on their respective teams.

Pictured on the opposite page are 16 of the Farmer Brothers team members who served America in various branches of the military.

On the following pages are portraits of those who were able to join us and be honored at the NASCAR All-Star Race and Welcome Home Patriots event at Texas Motor Speedway in the summer of 2022.



ERIC ALEXANDER
NAVY



ANDREW BENNETT
ARMY



TIM BRYANT AIR FORCE



KIM CARTER AIR FORCE



BRANDON DAVIS MARINE CORP



BRANDON DUNBAR ARMY



SCOTT ENNIS AIR FORCE



TREY HAMILTON
ARMY



BRADLEY HENDERSON AIR FORCE



JOHN HUFFMAN ARMY



STEVE LACHER
ARMY



**DEVERL MASERANG**AIR FORCE



CHET MCGRAW AIR FORCE



JOSEPH PEREIRA NAVY



CRAIG WRIGHT
ARMY



EARNEST YOUNG ARMY













Farmer Brothers team member veterans and spouses at the NASCAR Welcome Home Patriots event (left to right):
Carina Henderson, Bradley Henderson, Andrew Bennett, Steve Lacher, Shelene Lacher, Kim Carter, Teresa Alting, Betty Hamilton, Trey Hamilton

Farmer Brothers

Farmer Brothers

RESTAURANT SERVICE

## Our CUSTOMERS

To celebrate our 110th anniversary, we went out to some of the customers with whom we have the longest relationships to get their stories and honor them for their roles in Farmer Brothers reaching 110 years in business.

They all have a compelling story and history of their own and we've done our best to elevate that here. We hope you enjoy reading about these wonderful small businesses and their own success stories.

# CELEBRATING 110 YEARS IN BUSINESS what our customers say

110 years says a lot about the company, but the customer service I get every day is what means the world to me."

#### **Robert Giddeon**

Daylight Donuts, Cushing, Oklahoma

Longevity has something to do with quality."

#### **Jay Sjolander**

Lil Jon's Restaurant, Bellevue, Washington

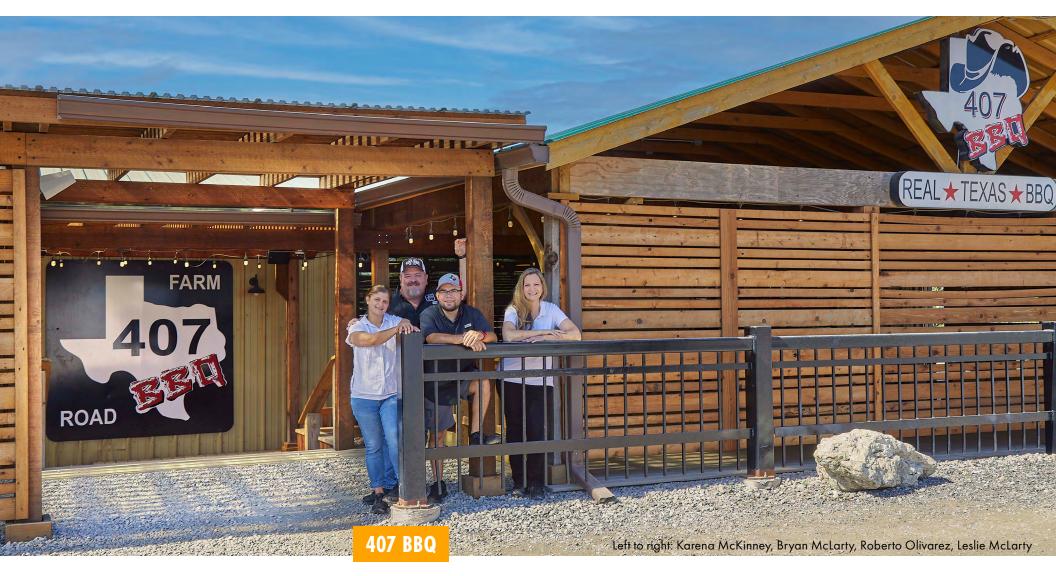
They've been around and they know their beans. You can't stay in business for 110 years and not know what you're doing."

#### **Mukesh Ahluwalia**

Rose & Fifth 76 Station, Oxnard, California







Bryan McLarty, Owner Argyle, TX Five years ago, Bryan McLarty started 407 BBQ with great food, a trailer, and five picnic tables. Their hard work and award-winning food have propelled them into the successful business they are today. They have been buying Farmer Brothers coffee and tea for three years. Bryan's favorite Farmer Brothers product is the peach tea, which is a perfect complement to their menu. "It's the best tasting tea around," says Bryan. "We go through three cases a week!"



#### **ALL AMERICAN DRIVE IN**

#### Rich Vultaggio, General Manager Massapequa, NY

Phillip Vultaggio was an Italian immigrant who opened the All American Hamburger Drive In on Long Island in 1963 and it's been in the family ever since. Today, Rich is the third generation of Vultaggios to run the business. Rich values the immediate service, reliability in delivery and delicious coffee he gets from Farmer Brothers. Even with a classic 1960s drive in menu of burger, fries, and shakes, Farmer Brothers' Superior 100% Colombian coffee still plays a key role. "It runs the staff! You might take it for granted, but when it breaks, you find out how important it is."





Coy Ramsey, Owner Houston, TX Avalon Diner has been around since 1938 and family owned since its inception. Coy started his restaurant career working his way through college and has owned the historic diner since 1992. He has served Cain's Coffee at the dinner ever since. "Working with you guys, you have always made it a priority to ensure we have the consistency and quality we've always had despite changes on both ends. It's extremely important the customer who comes in for their morning coffee has the same taste year in year out and you've done that. We have great relationships with our reps."





Bueno & Marty Ketelsen, Tracy Phelan, Owners South Lake Tahoe, CA Bueno and Marty Ketelsen bought Bert's Café in South Lake Tahoe 20 years ago, after spending their entire careers working in restaurants. It has always been a family business, with their sons and daughter Tracy working alongside them. Today, Tracy is taking over the family business. "At Bert's, we believe and are constantly striving to be great — the best that we can be," says Tracy. "I really see the same standards in Farmer Brothers. The fact that we have used their products for twenty years shows the obvious: their products and value are unbeatable. And in a day and age where the world moves so fast, they have not lost their touch in customer service and satisfaction. They are consistent and do not deviate from a great product."





Pam Oates & Dannielle Knutson, Owners Olympia, WA

A classic Pacific Northwest fish house on Olympia's waterfront, Budd Bay Café has been an iconic Percival Landing restaurant since 1988. Their menu is brimming with fresh ingredients complemented by friendly service and beautiful waterfront location. For Pam, it's all about the consistency of quality and service. "We own three restaurants and we have Farmer Brothers at all three."



**Betty Boyd, Owner** Springfield, OR Busy Bee Café has been operating in the same location since the early 70s, but Betty and her husband Gene took ownership 16 years ago. It was the fulfillment of Gene's lifelong dream and they've been with Farmer Brothers the entire time. Sadly, Gene passed away four years ago, but Betty and the Busy Bee Cafe are still going. They get coffee, spices, soup bases, gravy mix and more. "I appreciate the products and I really appreciate the service. They have absolutely bent over backward for us. They value the relationship. They care"

I appreciate a company that's been in business that long and has survived with such a positive reputation."

Busy Bee Café Springfield, Oregon





Carol Holliday, Owner Vancouver, WA Carol Holliday opened Carol's Corner Café in 1996, taking over a restaurant where she had been working. The café is known for generous portions of their home-style cooking and especially her World-Famous Cinnamon Rolls. What goes with cinnamon rolls? "People love our coffee, so I stay with it. You have great products. Coffees, bases, biscuit and pancake mix. I wouldn't switch to anyone else...and I have plenty of sales people bugging me!"



Thomas Towning, Director of Food & Beverage
Commerce, CA

Food & Beverage Director Thomas Towning has worked in foodservice since 1983, when he started work as a dishwasher at the Happiest Place on Earth — Disneyland in Anaheim. They count on Farmer Brothers for their iced tea and French Roast coffee. "We have a great relationship with our rep. I can call him in the middle of the night and he'll pick up. He's always willing to help us serve our guests. He understands our business. That relationship is so important."



Cynthia & Michael Bertolone, Owners

Montevallo, AL

Before moving to Alabama, Cynthia's husband's family ran a restaurant in California and they were dedicated Farmer Brothers customers. As they were working to open their café, they saw a Farmer Brothers truck drive by. "They have Farmer Brothers in Alabama!" They opened their shop with Artisan Collection coffees. "Our customers tell us this is the best coffee they've every had."





Robert & Yavonn Giddeon, Owners
Cushing, OK

This donut shop has been around for 38 years, relying on Cain's Coffee from Farmer Brothers. But Robert and Yavonn purchased the shop just four years ago when Robert retired from a career in the oil fields. "I always wanted to own a business and making donuts seemed like fun," said Robert. The Giddeons appreciate the high quality products and, most of all, the top notch customer service. "When I call, someone shows up today."



**Phil Bird, Owner** Overland Park, ID Phil and his brother bought the 1950s-inspired Boise restaurant form their father 23 years ago. "I went to college not to do this," chuckles Phil. "But here I am." Farmer Brothers supplies Eddie's with many products, from whole bean coffee to spices, jams, and jellies. "I think the personal touch of having a salesperson come to the store once or twice a week, take inventory, stock, rotate. It's so special and meaningful. The fact that they have kept that personal touch from the store to the CEO? Wow. They look out for their customers. It's reflection on the highest level of the company."





Priscilla & Cassandra Caballero, Owners San Antonio, TX

Eddie's Taco House was established in 1976 by Edward Caballero, Priscilla and Cassandra's uncle. The sisters were born into the restaurant business since their mother Magda and grandmother Guadalupe took over the restaurant after Edward's untimely death in 1980. All these years, they have worked hard to keep Eddie's commitment to quality food, reasonable prices, and great customer service alive to this day. Farmer Brothers coffee and tea "...have allowed Eddie's to grow our business far beyond what I believe my uncle could have imagined."

110 years shows a commitment to excellence not only in the products they serve, but how they treat their customers."

Priscilla Caballero
Eddie's Taco House, San Antonio, Texas



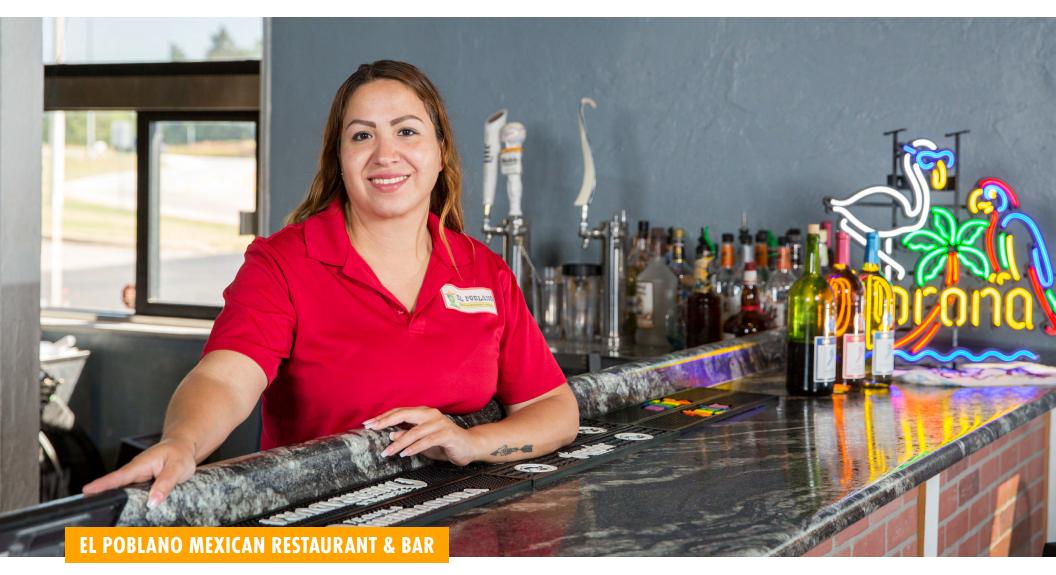
#### **EGGS-N-THINGS**

#### **Ed McCarthy, Owner** Camarillo, CA

"Who has the best coffee? The guy that sells the most coffee. Farmer Brothers." Ed McCarthy goes a long way back with Farmer Brothers. In fact, he knew the Farmer family and always respected their approach to business. Ed insists on having the best of everything and that means Farmer Brothers. "Farmer Brothers is unique. They're knowledge of coffee is excellent. There's a science behind it these days."



Mariel Rascón, Marketing Coordinator Houston, TX El Bolillo Bakery started out in 1998 as a small Mexican bakery in the Greater Heights area of Houston. As the popularity of their delicious Mexican pastries soared, they outgrew their first location and built a bigger one. They now have three locations and are working on opening more. "Farmer Brothers Cinnamon and Colombian Coffees are top sellers and our personal favorites! The flavors are well-balanced and work well with or without milk and sugar. Perfect for pan dulce and coffee."

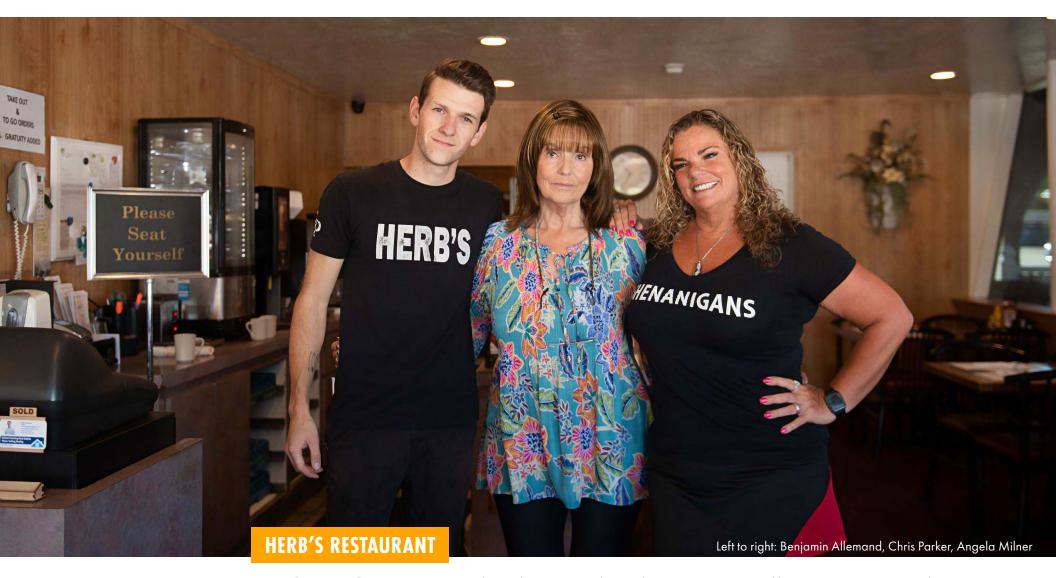


Nataly Echavarria, Owner Hollister, MO After working in other Mexican restaurants for years, Nataly and her husband realized their dream of opening their own restaurant  $1\frac{1}{2}$  years ago. The name of the restaurant honors her husband's hometown of Puebla, which is famous for its peppers. They love Farmer Brothers' coffee and spices, especially the paprika and garlic. "The quality of Farmer Brothers products is excellent. Without these spices we wouldn't be able to cook for our customers."



**Kevin Cielo, Owner**Punxsutawney, PA

This popular family restaurant is a hot spot for regulars and large groups. They depend on Farmer Brothers' coffees, teas, hot chocolate, dressings, and more, with special emphasis on the coffee. The consistent quality of Farmer Brothers' products keeps them coming back year after year.



Chris Parker, Owner Grants Pass, OR Chris Parker went to work at Herb's La Casita in 1974 and became its owner in 1992. She counts on the country gravy. "I talked Herb into trying the country gravy mix and we never went back to making our own." And of course their famous coffee, which is known as the best in town. "Farmer Brothers has the best products and the best service. During COVID, most other suppliers dropped their service. But not Farmer Brothers. They kept us going."



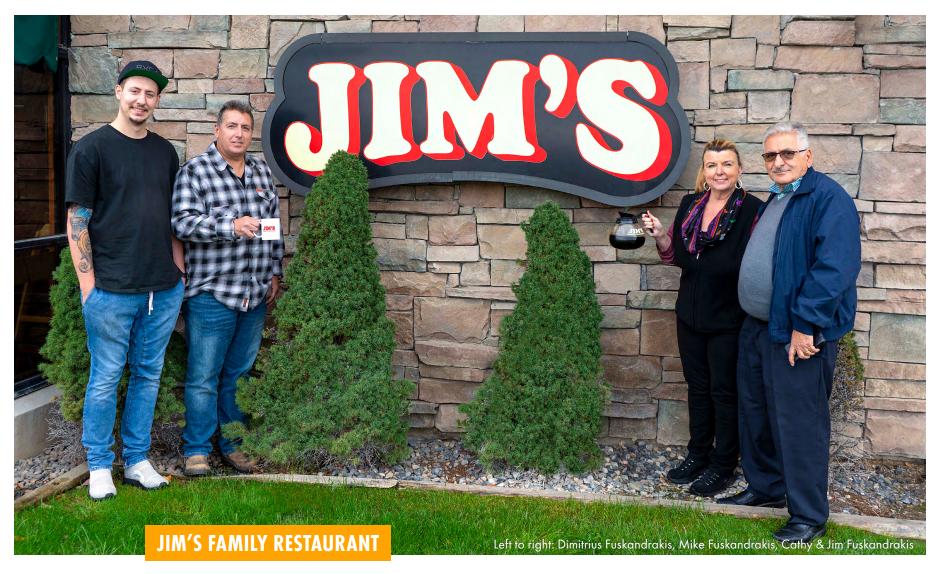


Lyle Hicks, Owner Bend, OR Jake's Diner was originally a truck stop down the road from its current location. Lyle started working at Jake's in 1981 and bought the restaurant from Jake's family in 2004. Lyle has been a Farmer Brothers customer for 40 years. Now, his son Casey is taking over the restaurant from him. Jake's feels as much like a community gathering place as it does a restaurant. Every day, Lyle's Band of Brothers from his time serving in Vietnam join him for coffee and all the customers seem right at home. Right along with the great coffee, Jake's depends on Farmer Brothers gravy base and Lyle says, "We are considered the best biscuits and gravy in town."



Nick Winkler, General Manager San Juan Bautista, CA

In 1977, Manuel and Alice Santana opened Jardines de San Juan as a small indoor restaurant. Today, it has expanded into a large, inviting garden patio/event space. It is still family run — by their grandchildren. Jardines has always been about sharing time over great food and Farmer Brothers coffee is an important part of the experience. "We get a lot of compliments regarding its robust flavor. We serve it every single day."



Cathy & Jim Fuskandrakis, Owners
West Valley, UT

Jim Fuskandrakis opened Jim's Family Restaurant 39 years ago and has been a Farmer Brothers customer since the beginning. Today, with three family-owned locations and three franchised locations, it's truly a family business: Jim's son Mike is now the business's General Manager and grandson Dimitrius is Location Manager. They all depend on our Sierra Blend coffee and pancake mix. As you would expect, the atmosphere is warm and welcoming and families have been regulars for two and three generations. That's testament to the quality and freshness of their food.





#### JOE'S BARBEQUE COMPANY

### **Joey Saladino, Owner** Alvin, TX

Joey Saladino's great grandfather opened Joe's Barbeque back in 1947 as a drive-in with car hop service and just 12 seats. Today, Joey is the fourth generation of his family to fun the popular restaurant, along with his father. Iced tea and lemonade are classic BBQ beverages and Farmer Brothers delivers. "We could not be happier with the service and quality. If we run short on a product or need service for one of the ten machines we have, they are always ready to serve the needs of Joe's Barbeque."





**Erol Zeren, Owner** New York, NY and Fort Lauderdale, FL

Foodservice is in Erol's blood: he grew up in the restaurant business and remembers trying to wait tables in his father's restaurant when he was eight years old. He's been in love with the business ever since. Erol's cafes are modern and artistic, reflecting his commitment to the LGBTQ community. He appreciates Farmer Brothers because "They really care about their customers, more than just the business relationship. It's not like talking to Walmart. It feels like a family."

It's great working with a company that's been around for so long because they're really good at what they do. Companies don't last if they're not good."

**Erol Zeren** 

Kahve Coffee, Ft. Lauderdale, Florida and New York, New York



Lorena Valdez & Benito Arteaga, Owners
Borrego Springs, CA

Lorena Valdez worked at Kendall's as a bus girl when she was 18. Her husband, Benito Arteaga was a cook at Kendall's. When the previous owners decided to sell, Benito wanted to realize his dream of having his own restaurant. After spending 28 years in banking and surviving cancer, Lorena was ready, too. "Farmer Brothers coffee is a little more expensive but it's worth it. The customers always compliment us on our coffee. They come back just for that."





**Jay, Gina & Parker Sjolander, Owners**Bellevue, WA

Founded in 1967 by Judy & Al Sjolander, Lil Jon's is now run by Parker, the third generation to get into the family business. He is taking over the restaurant from mom and dad, Jay & Gina. Lil Jon's is a classic American diner and a true haven for generations of regulars. People come here to sit in the same booth they sat in with their grandparents. "Other people have been trying to get our coffee business for years, but we won't change. This coffee goes with our food."



**Gus Handjis, Owner** Oscoda, MI Gus Handjis has spent his entire career in the restaurant business, ever since he was 15. In 1997, he decided to scale back from running multiple restaurants and left Detroit for northern Michigan. Gus has always judged a restaurant by its coffee and knows that others do the same. "If I go to a restaurant and they don't have quality coffee, I lose my appetite. I'm very picky about coffee. We grind the beans — I love the way it smells when it's being ground."



Claudio Herrera, Manager Fernley, NV The Wigwam, aka "The Wig," is a classic roadside diner, but with a casino and a museum of local Paiute artifacts. The menu that brims with breakfast dishes served all day, along with fresh burgers, sandwiches and wraps, juicy steaks, towering pasta entrees, and decadent homemade pies and milkshakes. "Good coffee, good gravy, good spices, good quality, and good service is what I get from Farmer Brothers."



Adolph & Angela Rivas, Owners Mount Vernon, WA Adolph Rivas comes from a family of 13, many of whom worked in the local fields to help his parents save enough to open Mexico Café back in 1965. Back then, it was the only local Mexican restaurant. Today Adolph and Angela run the restaurant and purchase all of their spices (as well as coffee and tea) from Farmer Brothers. "The Chile Blend and Chile Powder are the anchors of our enchilada sauce!"



Bill Morrissey, Owner Denton, TX Established in 1997, the Old West Café serves breakfast and lunch at four locations in the Dallas/Fort Worth area. Bill has been a Farmer Brothers customer for over a decade and they buy quite a few key items from us including coffee, syrups, and more. But Bill's favorite product is the Farmer Brothers' Buttermilk Pancake Mix. "I oversee recipe development," says Bill. "I love the taste and quality of the mix. It cooks up well and you can tell it is a higher quality than other mixes." The Old West Café cooks up 10 different pancake varieties based on this mix.



Jerry & Ana Finkelstein, Owners Aliso Viejo, CA The Original Pancake House franchise was born in Portland, just like the Boyd's Coffee they serve, which is a blend roasted specifically to meet the high standards of their franchise. "Of all the wonderful vendors that we have had over the decades, I can honestly say that Farmer Brothers employees have treated us the best consistently over the years with kindness and professionalism. Always above and beyond their peers in the industry."





# PAPPA YOLK'S GRILL

## **Neel McGovern, Owner** Pasadena, TX

Neel McGovern grew up in Mississippi, helping out with his aunt and uncle's little restaurant. It made a big impression on him. He noticed that people from all stations in life would eat there, enjoying the fun and friendly atmosphere. Even though he didn't have any real experience, he wanted to open a place like theirs, where the community could gather. "They just get our concept. The team has worked really hard. The quality of the product is outstanding and so is the service. Farmer Brothers has been a big part of our success."





Paul Tinaj, Owner Rochester, MI Since 1997, Paul's on Main has been a locally loved restaurant serving fresh food in a family atmosphere. Proprietor Paul Tinaj has been a Farmer Brothers customer for 20 years and depends on our coffee, Chubby's pancake mix, dressing, teas, and more. "Product quality is #1 for me," says Paul. "And Farmer Brothers always delivers great quality...! always recommend Farmer Brothers."



Charles Ammer, General Manager Fife, WA The Poodle Dog opened in 1933, named after the world-famous Poodle Dog at the Ritz in San Francisco. From its less-than-glamorous beginnings, the Poodle Dog is now one of Washington State's most iconic restaurants – a true landmark of mid-Century American diner delights, and celebrated for its butterhorns. Charles, a restaurant lifer, came on as general manager in 2013 alongside a much needed renovation. "Our customers trust in the quality and consistency of our product and I trust in the quality of Farmer Brothers products. Plus my route driver always comes to the table to support whatever we need."



Diane Helal, Owner Pittsburgh, PA

Punxatawney, PA is Ground Zero for Groundhog Day and our favorite place to eat there on February 2 — or any day — is Punxy Phil's Family Restaurant. Diane Helal is the proprietor of this warm and welcoming all-American diner featuring plenty of groundhog décor. She opened the restaurant in 1997 and has been a Farmer Brothers customer ever since day one. "We could never change the coffee because we can't beat the quality," said Diane. "The first thing our customers want when they walk through the door is our coffee."



**Duke & Jonell Maples, Owners**Rainbow, CA

Duke Maples grew up in the food & beverage business, but thought he'd left it behind when he became a commercial pilot. No so fast. The restaurant business gets in your blood. Duke and his wife Jonell bought the nearly 60 year old restaurant 14 years ago and they brought Farmer Brothers in right away. "We get all kinds of compliments on our coffee and the service is excellent."



# RICHARD WALKER'S PANCAKE HOUSE

## Richard Walker, Owner La Jolla, CA

The Walker family has been in the restaurant business since 1948. They opened their first restaurant in the San Diego area in 2004, then opened three more in the area: La Jolla in 2014, Carlsbad in 2019, and Del Mar in 2020. "Farmer Brothers supplies our patented coffee and our customers absolutely love it. Don't change a thing!"





Mukesh Ahluwalia, General Manager Oxnard, CA Mukesh knows a thing or two about what his customers want in coffee. "The coffee is great — I drink it myself. We get good service and the point of sale material is really nice. They do a great job with the displays." He is regularly approached by people trying to get him to switch coffee, "But I'm not changing."



Nicholas Kacha, Owner San Diego, CA Rudford's Restaurant has been serving up breakfast to San Diegans since 1949. The Kachas hail from a long line of restaurateurs, beginning with his Italian family who immigrated here many years ago. They have been Farmer Brothers customers since taking over the restaurant more than 25 years ago, with Nick at the helm for the last 10. "The coffee is the star for us," says Nick. "Combined with all the fabulous brewing equipment it makes the coffee the best it can be. I personally have a cup a day and choose it over any coffee shop around me!"



Robert Mejia, Director of Food & Beverage
San Jacinto, CA

Soboba Casino Resort opened in 1995 with a new casino opening in March 2018. Robert has turned to Farmer Brothers through assignments at a variety of properties. Why? "One word: service." Of course the products themselves are good quality and meet his need, but what Robert values most of all is the service. "It really is that special, personalized service. I can rely on Farmer Brothers to meet any and all expectations."

Sustainability for that many years goes back to the core values on which it was founded: personalized service. By understanding that, Farmer Brothers has withstood the test of time because business partners become loyal."

Richard Mejia
Saboba Casino Resort, Palm Springs, California



# **SCHAT'S BAKKERY**

## Marianne Schat, Owner Bishop, CA

Judging by the crowd, you'd never guess that the bakkery is in the remote town of Bishop. In 1938, Erick Schat opened his Bakkery and it became the home of the Original Sheepherder Bread®, brought to the region during the Gold Rush by Basque sheepherders. Today, Erick's daughter Marianne runs the iconic business. "Our customers love the coffee. We hear it constantly. And the reps are extremely friendly and actually talk to you like a human being. They do whatever they can to get us what we need. This makes our jobs easier and everyone here feel like a team."







**Stefani Shirley, General Manager** Salem, OR

Founded by Dr. Wolfram Gottschalk in 1982, the restaurant is still owned by the Gottschalk family. Sybil's customers have always appreciated a great cup of coffee and they can choose from medium roast, dark roast, and decaf. This level of choice helps sets Sybil's apart from other restaurants in the area. "We value our relationship with Farmer Brothers a lot because we know that we will be taken care of by our rep. He is so responsive and so are the equipment technicians. It is a relief to know that we are never in this alone."

Knowing that Farmer Brothers
has been in business for 110 years
is not only remarkable but is
also a sense of comfort to know
that we can count on our continued
support of each other."

**Stefani Shirley**Sybil's Omelettes, Salem, Oregon



Teodoro "Ted" Rodriguez, Owner Renton, WA The restaurant business is in Ted's blood: his father and extended family all worked in the business since the 1950s. Ted followed and has worked in foodservice since moving to the San Francisco Bay Area from Mexico. After moving to Washington state, Ted opened Torero's in 1973 and has been building the business ever since. Today, three generations of the Rodriguez family are working in the business. "Farmer Brothers coffee and spices are what we have always found to be consistent and have great flavor and quality. And we get customized, dependable service."



Kathy & Tommy Pappas, Founders
Columbus, OH

Tommy and Kathy Pappas founded Tommy's Diner 32 years ago and have been a Farmer Brothers customer for the last 30 years. Today, their sons are running the family business: Michael manages the diner and Louie runs Milo's Catering — both extremely popular. Tommy's favorite product is Café Royal. This successful family attributes their longevity with Farmer Brothers to consistency — a combination of good quality products and responsive service — both in sales and equipment service. "It's really about the people," says Tommy. "They've always been there for me, like a great partner."





Nikola Nikolic, UCLA Student Westwood, CA UCLA's coffee houses (Bruin Buzz, Music Café, Kerckhoff Coffee House, and Northern Lights Café) have been Farmer Brothers customers for 15 years and the campus convenience store just recently came on board. At the coffee houses, Public Domain's specialty coffees rule the roost. At the c-store, they serve up Metropolitan coffee for the fast but satisfying cup. Nikola Nikolic is a UCLA student majoring in Bio Chem who works at the Music Café. His favorite drink is an iced Americano with oat milk, made with Public Domain's Prometheus Espresso, of course.



# UPTOWN CONEY ISLAND

## **Gus Boutsikakis, Owner** Ann Arbor, MI

Gus Boutsikakis opened Uptown Coney Island in 1990, distinguished by a welcoming atmosphere and great tasting food with unique, 1950s-era decor. Gus values the high quality and consistency of Farmer Brothers products. "But my rep is the reason we stick with Farmer Brothers. He's the best at what he does and gives us the best service." An an example, on a recent busy Sunday when a coffee machine broke, Gus made a call and, "Within one hour I had coffee. This not something you see anywhere else."







# **VILLA BASQUE CAFÉ**

## Pete Coscarart, Owner Carson City, NV

Villa Basque Café has been a Farmer Brothers customer since they first opened their doors. Pete came to Nevada at 16 to work as a sheep herder. He made his first impact on the Nevada food scene with his famous chorizo, later opening the restaurant to much acclaim and they depend on Farmer Brothers for spices and coffee. "Farmer Brothers has consistently high quality and good people who really take care of us."



Brian & Siobhan Smart, Owners
Truckee, CA

The Wagon Train Station Coffee Shop has been rolling since 1947, when Brian's father purchased Good Fellow's in downtown Truckee. It became the Wagon Train when they moved the restaurant a couple doors down. Farmer Brothers is their longest running vendor and we have been serving them for more than 60 years. "Farmer Brothers has been our partner for over sixty years," says Siobhan "from building a batter, creating a soup stock, canning house-made jams and making the roux for the best damn gumbo this side of the Mississippi. Farmer Brothers coffee has helped us to be a staple in our community for almost 70 years."





# **WESTWOOD HIGH SCHOOL**

# **Tyler-Jean Hebert, Teacher** Palestine, TX

The student store at Westwood High School is a place where students can purchase food and beverages, like cold brew iced coffee and coffees with the flavored syrups they get from Farmer Brothers. "The kids love all of our products from Farmer Brothers. And since the students run the store, it's also a place the business students get some business experience. "Our rep is truly the best. He is patient, knowledgeable, and tenacious. It feels like I'm talking to a friend or even family. The care and concern he shows for us when trying to get us the right products is like no other."

# Classic RECIPES

Since this collection of customers, producers and employees celebrates our 110 year history, we wanted to include some of the recipes that have been created with Farmer Brothers products through the years. You'll find the item numbers for specific Farmer Brothers products used in the recipes in parentheses. We hope you enjoy them!



#### Ingredients

1- 5 LB bag Farmer Brothers Buttermilk Pancake Mix (153007)

12 <sup>1</sup>/<sub>2</sub> cups cold water

#### Preparation

Make pancakes according to the instructions on the Buttermilk Pancake Mix bag.

Serve with Farmer Brothers Thick & Rich Pancake Syrup (7800148) and butter.

#### Optional additions:

- · sweet: blueberries, chopped apples, or mashed bananas
- · savory: creamed chicken, chopped cooked ham, or seasoned mashed potatoes

### **CHICKEN FAJITAS**

Servings: 4 | Prep time: 15 minutes | Cook time: 30 minutes

#### Ingredients

1 LB chicken breast or skinless thighs, or beef steak

2 Tbsps Farmer Brothers Fajita Seasoning (140591)

1 Tbsp vegetable oil

1 red bell pepper, thinly sliced

1 green bell pepper, thinly sliced

1 large onion, thinly sliced

12 small corn or flour tortillas, warmed

Salsa and sour cream to serve

#### **Preparation**

Preheat frying pan over medium heat and half of the oil.

Fry the onions and peppers until softened, around 7–8 minutes, then season with 1 teaspoon of fajita seasoning.

Wipe frying pan with a paper towel and return to medium-high heat with the remaining oil.

Add the chicken or beef strips and the remaining fajita seasoning. Cook chicken to an internal temperature of 165°F and 145°F for beef.

Serve the fajitas with salsa and sour cream, then enjoy!

Optional: as our fajita seasoning blend is not spicy, you can add chili or hot sauce to taste.





#### Ingredients

1- 5 LB bag Farmer Brothers Buttermilk Biscuit Mix (157058) 42 FL OZ water or milk, or 45 FL OZ buttermilk

1 - 24 OZ bag Farmer Brothers Country Style Gravy Mix (42144)

1 QT warm water, plus 3 QT boiling water

#### **Preparation**

Make biscuits according to the instructions on the Buttermilk Biscuit Mix bag.

Make gravy according to the instructions on the Country Style Gravy Mix bag.

Ladle gravy over biscuits or serve on the side.

# KICK-ASS FARMER BROTHERS CHILI

Servings: 6-8 | Prep time: 5 minutes | Cook time: 25 minutes

#### **Ingredients**

- 1 1/2 LBS ground beef
- 2 12 OZ cans kidney beans, rinsed
- 3 4 OZ cans (hot) green chiles
- 1 large onion, diced
- 1 QT water
- 1 Tbsp Farmer Brothers Special Beef Soup Base (40071)
- 2 Tbsp Farmer Brothers Ground Cumin (143249)
- 1 Tbsp Farmer Brothers Ground Chili Powder (143224)
- 1/2 tsp Farmer Brothers Granulated Garlic (140322)

#### **Preparation**

Sauté onion in a large pot. Add ground beef and cook until brown. Add tomatoes and kidney beans.

Add green chiles, water, beef base and spices. Simmer on medium heat for one hour, stirring occasionally.

Optional: top with cheese, sour cream and toasted whole cumin.





#### Ingredients

2 cups Farmer Brothers Buttermilk Pancake Mix (153007)

4 cans sliced peaches in juice

2 Tbsp cornstarch

1 Tbsp butter

1/3 cup sugar

 $1^{-1}/8$  cup water

Farmer Brothers Ground Nutmeg (140863)

#### **Preparation**

Preheat oven to 350°F.

In a saucepan, heat peaches and 1 cup of the juice with cornstarch until juice thickens. Add butter and stir.

In a bowl, combine pancake  $\mbox{mix}$  , sugar, and water. Mix well.

Pour into lightly greased baking dish. Pour thickend peaches over batter and backe for 30 minutes. Sprinkle with nutmeg and sugar, and bake an additional 10 minutes.

Serve while warm or cold with ice cream.



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