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RETAIL LOCATIONS

DOWNTOWN SANTA CRUZ

Historic Palomar Arcade
1330 Pacific Avenue
Santa Cruz, CA 95060
(831) 459-0100

APTOS COFFEE ROASTING

Rancho Del Mar Shopping Center
19 A Rancho Del Mar
Aptos, CA 95003
(831) 685-0100

SPECIALTY COFFEES

BLENDS

Steve's Smooth French™

· Light French roast · Medium body ·
· Sweet, well-balanced and smooth ·

AVAILABLE AS SANTA CRUZ® CLASSIC BLEND OR AS
CERTIFIED FAIR TRADE/CERTIFIED ORGANIC BLEND

This is it! The coffee on which we built our reputation. Pacific Rim, South American, and Central American beans are blended and roasted slightly lighter than a traditional French roast to preserve subtleties which can be overshadowed by darker roasting. This coffee boasts sweet currant and brown sugar flavors, velvety body, and a smooth finish.

Sweet Italian™

· Italian roast · Full body ·
· Berry-like sweetness ·

Sweet Italian has remained one of our most popular blends for thirty years. The unique combination of winery acidity, berry-like fruit characteristics and full-bodied, smoky flavor has made this coffee a Santa Cruz favorite for a reason.

Heart of Darkness™

· Dark French roast · Full-bodied ·
· Earthy-tangy ·

AVAILABLE AS SANTA CRUZ® CLASSIC BLEND OR AS
CERTIFIED FAIR TRADE/CERTIFIED ORGANIC BLEND

This extra-dark roast delivers berry and dark chocolate notes in the fragrance followed by a smoky, robust and earthy flavor in the cup. Exceptionally smooth body balances out this heavy, "jungly" coffee.

Bean of the Earth™

· Full City and Italian roasts ·
· Medium body · Fruity and smooth ·

CERTIFIED FAIR TRADE/CERTIFIED ORGANIC BLEND

A delicate and complex breakfast blend with mellow acidity and medium body. Tantalizing notes of apricot and vanilla combine with aromas of lavender and tea leaves, adding layers to this well-rounded and elegant brew.

Zoom™ Brew

· Light and City roasts · Full body ·
· Vibrant and bright ·

Caffeine freaks alert! These distinctly varied light roasts from the far corners of the earth unite to send you to the far corners of the universe.

Tres Americas™

· Three French roasts ·
· Full body · Dark and smooth ·

CERTIFIED FAIR TRADE/CERTIFIED ORGANIC BLEND

A blend of three of the finest high-grown Central and South American organic coffees, this coffee has a mellow, pleasant acidity and full body. An excellent coffee for those who enjoy the fruity profiles of these coffees with the fullness of a darker roast.

Moka Java

· City roast · Full body ·
· "Chocolate-spicy" ·

Some people detect a hint of chocolate in this coffee, which is one of the world's most enduring blends. The exotic characteristics of Ethiopian coffees complement the smooth, full bodied Javas.

Santa Cruz® Full City

· Full City roast · Medium-full
body · Spicy-nutty ·

AVAILABLE AS SANTA CRUZ® CLASSIC BLEND OR AS
CERTIFIED FAIR TRADE/CERTIFIED ORGANIC BLEND

Fragrance notes of sweet vanilla-nut and warm spices unfold in this blend of South American and high-grown Central American coffees from rich volcanic soils. Roasted to the point where the first delicate oils burst to the surface, this coffee has bright acidity, rich mouthfeel, and a fruity finish.

Santa Cruz® Dark

· Dark French roast · Full-bodied ·
Smoky-sweet finish ·

AVAILABLE AS SANTA CRUZ® CLASSIC BLEND OR AS
CERTIFIED FAIR TRADE/CERTIFIED ORGANIC BLEND

A very dark French roast that blends Central American, South American and Indonesian coffees for a tangy, sweet, and full-bodied brew. The earthiness and body of the Indonesian balance against the brightness, and fruity flavors of the Central and South American coffees in this robust, yet luscious blend.

Beethoven's Blend™

· Full City and French roasts · Medium-
full body · Dark complements light ·

CERTIFIED FAIR TRADE/CERTIFIED ORGANIC BLEND

Beethoven counted precisely forty beans to make his morning cup. We bring the same enthusiasm for perfection to this blend, which combines the complex nuttiness and sweetness of an exemplary Central American coffee with a darker roast of the same varietal, adding deeper, toffee-like tones to round out this harmonious blend.

MokaMatra™

· Full City and French roasts ·
· Full body · Rich and spicy ·

CERTIFIED FAIR TRADE/CERTIFIED ORGANIC BLEND

A new variation on one of the world's oldest and most enduring blends. This sweet and spicy coffee yields cardamom and clove notes in the aroma, ruby-red grapefruit and honey-like flavors, well-balanced medium acidity, and very full body.

BluesBreaker™

· Full City and French roasts ·
· Full body · Spicy and robust ·

CERTIFIED FAIR TRADE/CERTIFIED ORGANIC BLEND

This classic Viennese blend combines two different roast profiles of coffee from a single origin. The lighter roast profile contributes brightness and fruitiness reminiscent of mango, while the darker roast profile contributes fuller body with hints of bittersweet chocolate and nutmeg.

Santa Cruz® Special Espresso

· Light French roast · Full
body · Even medium acidity ·

AVAILABLE AS SANTA CRUZ® CLASSIC BLEND OR AS
CERTIFIED FAIR TRADE/CERTIFIED ORGANIC BLEND

Slightly lighter than a traditional roast for espresso preparation, this blend produces a rich, sweet, well-balanced straight shot with just enough snap to come through in your favorite latte or cappuccino.



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SPECIALTY COFFEES

SINGLE ORIGIN COFFEES

Brazilian

· *Light City roast · Medium body ·
Mellow nutty ·*

Brazil produces the world's highest volume of coffee. Often used for espresso blending, these coffees are wonderful on their own. Our Brazilian offering is a mellow even coffee with low acidity and toasted hazelnut tones. This is what we call a "sweet" coffee: clean, consistent and deliciously nutty.

Colombian Supremo

· *Full City roast · Medium body ·
Lively finish ·*

This classic coffee from one of the great coffee producing regions of the world is a beautiful example of what makes Colombian coffees so popular and enduring. The elegant floral aroma of coffee blossom combines with notes of roasted almonds and caramel in this refined and exemplary brew.

Colombian Supremo Dark

· *French roast · Medium-full
body · Lively smooth finish ·*

The finest grade of Colombian coffee is available in two roasts. Different characteristics can be brought out of the same coffee by even slight changes in roast degree. This darker roast emphasizes fuller body and smokier tones while retaining the sweetness and complexity of this sophisticated coffee.

Costa Rican Agua Buena

· *Full City roast · Medium body ·
Fruity and exceptional ·*

New AgroEco Coffee! A beautiful fruity coffee with notes of red fruit & ripe peach and a velvety mouthfeel. This coffee is now available through the AgroEco Initiative, an innovative partnership between Santa Cruz Coffee Roasting, University researchers, Coffee Cooperatives and the Community Agroecology Network.

Ethiopian Yirgacheffe

· *Full City roast · Medium-full body ·
Spicy, floral and complex ·*

CERTIFIED FAIR TRADE/CERTIFIED ORGANIC

A wonderfully unique and exotic coffee from the "birthplace of coffee." The aroma of this coffee delivers delicate floral notes of honeysuckle and jasmine. Flavors of dried apricot and spices complement these floral notes in the cup, making for a truly complex and delightfully satisfying coffee.

Guatemalan Hue Hue Tenango

· *Full City roast · Medium
body · Intense lush flavor ·*

CERTIFIED FAIR TRADE/CERTIFIED ORGANIC

This is a beautiful coffee from one of the most renowned coffee growing regions of Guatemala. Extremely well balanced, our Guatemalan has pleasant medium acidity and elicits hints of sweet toasted nuts.

Indian Monsooned Malabar

· *Light City roast · Medium body ·
Earthy · Low acidity ·*

The term "monsooned" in this coffee's name refers to a processing technique that lends the beans their extremely earthy and unusual flavor. We light roast this coffee to preserve the cedar-like and pleasing vegetal notes, which in some cases might detract from a coffee's flavor, but in this case give the coffee remarkable and truly enjoyable character.

Kenya AA

· *City roast · Medium-full
body · Bright-winey ·*

A distinctively crisp, clean coffee, these are beautiful consistent beans with a bright wine-like acidity grown on the slopes of Mt. Kilimanjaro. This dynamic coffee offers rare and exquisite flavors like sweet tobacco and black currant.

Kona 100%

· *City roast · Medium body ·
Very unique bright nutty finish ·*

This is 100% authentic Extra Fancy Kona coffee. Not to be confused with other coffees from the islands, this is the real McCoy. Kona is medium bodied with a subtle acidity and a very unique complex nuttiness found in no other coffee. Also known for its sweetness and balance, it's no wonder this is a favorite of many coffee lovers.

Mexican

· *Light French roast · Medium body ·
Rounded and buttery ·*

CERTIFIED FAIR TRADE/CERTIFIED ORGANIC

This creamy, sweet coffee has a nutty, distinctly buttery flavor with relatively mellow acidity, yet just enough fruitiness to keep it interesting. Hints of milk chocolate and brown sugar round out this smooth and subtle classic.

Nicaraguan Segovia

· *Light French roast · Medium
body · Fruity complex ·*

CERTIFIED FAIR TRADE/CERTIFIED ORGANIC

A bright and fruity coffee reminiscent of Granny Smith apples. The floral elegance and smooth body of this high-grown coffee from the mountains of northern Nicaragua make for a refreshing and well-balanced cup.

Peruvian

· *French roast · Medium body · Smoky ·*

CERTIFIED FAIR TRADE/CERTIFIED ORGANIC

This extremely aromatic coffee maintains its citrus-fruit flavor profile even at this darker roast degree. A great coffee for those who appreciate both the fullness of a darker roast and the brightness of a premium high-grown coffee, this is a favorite of organic coffee lovers.

Sulawesi (Celebes Kalossi)

· *City roast · Full body ·
Vibrant "jungle" nut ·*

One of the world's most sought-after coffees with an unusual balance between vibrant complex "jungle" tones and full body. Truly a coffee lover's prize, this coffee has the slightly piquant but rich and savory quality of toasted walnuts. A must try.

Sumatra Gayo Mountain

· *Dark French roast · Full body ·
Rich and smoky ·*

CERTIFIED FAIR TRADE/CERTIFIED ORGANIC

Very full-bodied, weighty coffee with a rich smoky flavor. The combination of earthiness and sweetness in this coffee's flavor profile is reminiscent of tobacco. A good coffee for those who prefer mellow acidity but enjoy the heavy, earthy tones of this robust brew.

Sumatra Mandheling

· *Full City roast · Heavy body ·
Complex and nutty ·*

Indonesian coffees have been treasured for their richness since the late 1600s. Here we offer a lighter roast profile of this robust, full-bodied classic to highlight the aromatics that are lost as a result of darker roasting.

Tanzanian Peaberry

· *Full City roast · Medium body ·
Winey sharp-tangy ·*

Treasured by coffee connoisseurs who enjoy its special winey tones, it is the most "snappy" tasting of the African coffees. "Peaberry" denotes a variant of the coffee in which only one small bean is found in the cherry rather than the two that are typically found in each cherry.



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SPECIALTY COFFEES

DECAFFEINATED COFFEES

All of our decaffeinated coffees achieve decaffeination through the Natural Water Process or the Swiss Water Process (SWP), both of which are completely chemical-free.

Natural Water Process Peruvian Decaf · French roast · Full body · Natural Water Processed ·

CERTIFIED FAIR TRADE/CERTIFIED ORGANIC

The Natural Water decaffeination method is truly chemical free and uses only water to extract the caffeine from the beans. Full bodied and smooth.

Decaf Santa Cruz® Espresso · Light French roast · Heavy body · Natural Water Processed ·

CERTIFIED FAIR TRADE/CERTIFIED ORGANIC

A rich and lively espresso blend without the caffeine.

Santa Cruz® Natural Decaf · Light French roast · Full body · Natural Water Processed ·

This Natural Water Processed favorite is the staple of our Decaf lines of coffees. Full-bodied and smooth.

SWP Moka Java · City roast · Full body · Swiss Water Processed ·

Our decaf version of one of the world's most enduring and complex blends.

SWP Colombian French · French roast · Full body · Swiss Water Processed ·

Dark roasting highlights the body of this robust, exceptional decaf.

SWP Colombian Full City · French roast · Full body · Swiss Water Processed ·

A slightly lighter roast of this decaffeinated favorite.

SWP Costa Rican · French roast · Medium body · Swiss Water Processed ·

A medium-bodied decaf with a pleasant moderate acidity.

SWP Sumatran · Dark French roast · Heavy body · Swiss Water Processed ·

A dark French roast decaf. Heavy body, herbal and complex.

SWP Costa Rican · City and French roast · Medium body · Swiss Water Processed ·

Light and dark roasts complement each other in this Swiss Water Processed decaf.

FLAVORED COFFEES

Vanilla

Certified Fair Trade

A coffee that tastes as good as it's seductive aroma. Classic, smooth, vanilla taste with a subtle sweetness.

Hazelnut

Certified Fair Trade

Nutty and smooth, this is our most popular flavored coffee. Enjoy your dessert for breakfast without the guilt!

Feliz Navidad™ (Chocolate - Cinnamon)

Certified Fair Trade

This seasonal favorite is now available year-round! Rich chocolate and cinnamon merge in this classic flavor union.

Chocolate Moka - Matra™

Certified Fair Trade

Smooth chocolate enhances the world's most enduring and complex blends.

Chocolate BluesBreaker™

Rich chocolate tones complement this blend of pacific coffees.

Nutcracker™ (Cinnamon - Hazelnut)

Certified Fair Trade

Our own holiday spice accentuates this favorite of flavored coffee lovers. A pleasant marriage of spice and mellow sweetness.

FLAVORED DECAFS

Decaf Vanilla

Certified Fair Trade

A coffee that tastes as good as it's seductive aroma. Classic, smooth, vanilla taste with a subtle sweetness.

Decaf Hazelnut

Certified Fair Trade

Nutty and smooth, this is our most popular flavored coffee. Enjoy your dessert for breakfast without the guilt!

Decaf Chocolate

Rich chocolate tones complement this Swiss Water Process decaf.

Decaf Feliz Navidad™ (Chocolate - Cinnamon)

Certified Fair Trade

This seasonal favorite is now available year-round! Rich chocolate and cinnamon merge in this classic flavor union.

Decaf Nutcracker™ (Cinnamon - Hazelnut)

Certified Fair Trade

Our own holiday spice accentuates this favorite of flavored coffee lovers. A pleasant marriage of spice and mellow sweetness.