



**SIP.
SAVOR.
UPLIFT.**



25 YEARS OF CREATING TRANSFORMATIVE CHANGE

Meet Roxanne Joyal
FOUNDER, CEO, LLB, ORDER OF CANADA

I'm Roxanne Joyal, Founder and CEO of &BACK™. For over 25 years, I've worked with extraordinary partners to create, launch, and sell socially conscious products and experiences that have helped people and communities around the world uplift themselves out of poverty. And I've seen firsthand the power of responsible commerce at scale to create profound, measurable and sustainable change.

Empowerment of women has always been the heart and soul of my work—a passion threaded into every aspect of &BACK™. Working in partnership with coffee farmers, we help ensure they have the tools to earn a sustainable income for their skilled work. Through environmental initiatives, we're also working to promote biodiversity and secure the future of coffee farming.

People, planet, purpose and impact: there is no higher calling.
I invite you to join us and be part of the circle of change.



EMPOWERING COFFEE FARMERS

why we do what we do

Our vision is to offer businesses, customers and consumers a premium coffee experience that boosts their day and empowers coffee farmers and communities.

Premium, ethically sourced 100% Arabica beans ensure that quality meets purpose in every cup. In addition to sourcing responsibly, &BACK further invests in coffee farmers by supporting initiatives that improve their futures in coffee farming.

Our certification and purpose partners help us to frame and implement our commitments to ethical sourcing, environmental stewardship, carbon offsetting and innovative, grassroots project delivery.

All of this is easy to discover through our unique IMPACTQRC.
Customers scan our QR code to access powerful, uplifting content.

By choosing to serve &BACK COFFEE, we can help your company meet its sustainability, corporate responsibility, diverse supplier inclusion and green procurement commitments.

&BACK COFFEE drinkers can be a part of something bigger with every cup, helping to uplift women coffee farmers.



Proudly B Corp. This certification verifies our social and environmental performance, offering consumers transparency and accountability with every impactful cup.





SOURCING RESPONSIBLY

for people and planet

&BACK responsibly sources Fairtrade and Rainforest Alliance Certified coffees to ensure farmers can build toward better futures in coffee farming. These certifications also promote better working conditions, support local infrastructure and help protect local environments, ensuring farmers in communities vulnerable to climate change can continue to earn a sustainable income.

What makes our collaboration with Fairtrade special is that we work with representatives on the ground to identify cooperatives that prioritize the social and economic inclusion of women.

We use Omnidegradable® packaging that biodegrades harmlessly and quickly in any post-consumer environment.



DOING OUR PART FOR THE PLANET

protecting farmers' futures

With 1% for the Planet and Climate Neutral, &BACK is committed to protecting the environment in order to help preserve and promote prosperous futures in coffee.

Our certifying partners help us to measure and implement our commitments to environmental stewardship, carbon offsetting as well as conservation and reforestation projects in countries along the coffee belt.





REINVESTING BACK IN WOMEN

and communities

It's been proven that when you invest in women, 90% goes back to her family and community. We've seen this firsthand with the women we've partnered with. And it's why empowering women is at the heart of &BACK.

In Latin America, this is achieved with agricultural training through our partnership with Fairtrade. In Kenya and Ecuador, we work with partners on initiatives that help farmers build skills to improve their farming production and run thriving businesses.

By investing in women, we create a multiplier effect that accelerates positive outcomes for their entire communities.

Our work is framed by our commitment to the United Nations' Sustainable Development Goals, with a particular focus on ending poverty, achieving gender equality, sustaining life on land, and promoting responsible consumption and production.

&BACK is a proud Women-Owned business, dedicated to empowering women, driving economic growth, and supporting local and diverse communities.

SUSTAINABLE
DEVELOPMENT GOALS



WOMEN
OWNED™

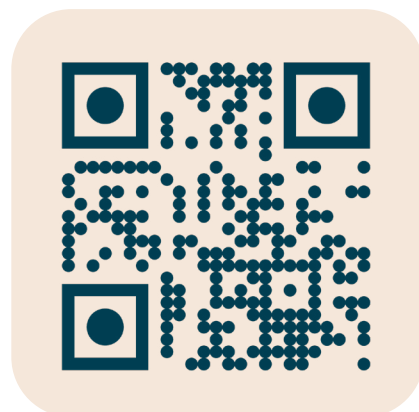
BE PART OF SOMETHING BIGGER

with every cup

IMPACTQRC: A GAME-CHANGING ENGAGEMENT TOOL

&BACK is committed to sharing inspiring stories of change about the farmers from whom we source our coffee and the impact we create together. We do this through our unique IMPACTQRC, a QR code people can scan to learn more about &BACK and the diverse voices of people it brings to the table.

Discover how meaningful your coffee ritual can be with a simple scan of our IMPACTQRC.



◀ SCAN TO SEE HOW
YOUR CUP UPLIFTS
COFFEE FARMERS



A HUMAN-FIRST APPROACH TO COFFEE

the incredible women behind the bean

A CLOSED-LOOP CIRCLE OF IMPACT

We commit to women's empowerment from "bean-to-cup-&BACK" - from sourcing to re-investing in women coffee farmers in countries along the coffee belt.

Here are some of the remarkable women with whom we collaborate.



Meet Esther Koskei

KABNGETUNY FARMERS' COOPERATIVE SOCIETY, KENYA

Esther Koskei is a leader at the Kabngetuny Farmer's Cooperative Society in Kenya, where women own the land and the coffee seedlings they cultivate, enabling them to secure their financial independence and their futures.



Meet Lesbia Montenegro

ASOCIACIÓN ALDEA GLOBAL JINOTEGA, NICARAGUA

Lesbia Montenegro, a dedicated coffee farmer from northern Nicaragua, embodies the coffee culture she was born into. She takes pride in seeing women harvest their own coffee, improve their lives and stand independently.



Meet Andrea Lopez

WITOCA, ECUADOR

Andrea Lopez, the co-founder of Witoca, is dedicated to bringing Ecuadorian coffee to the world while uplifting local women and coffee farmers. Andrea's mission is to boost the knowledge and confidence of women in farming and entrepreneurship.



QUALITY & PURPOSE

in every cup





DOING GOOD

has never been more delicious

&BACK COFFEE is a premium, responsibly sourced coffee made from 100% Arabica beans.

Empowers Women Coffee Farmers. Our Signature and Impact blends are sourced from carefully selected Fairtrade co-ops in East Africa and Latin America that are committed to providing support and opportunities for women farmers. All these blends score above 80 on the Specialty Coffee Association's scale.

Promotes Planet Prosperity. Our Eco House and Espresso blends are sourced from Rainforest Alliance Certified co-ops in Latin America. Rainforest Alliance Certification provides farmers with tools and resources to protect the environment in which they farm and improve their livelihoods.

&BACK COFFEE is roasted for optimum freshness and a smooth, rich cup every time. But what gives it that extra shot of goodness is how it gives back to women coffee farmers and their communities.

Additional product features



Omnidegradable®
packaging



Kosher



Roasted for
optimum freshness

&BACK™ SIGNATURE BLEND

A blend of Fairtrade beans from East Africa and Latin America

Available in:

MEDIUM



DARK



Tasting notes:

Medium: medium-bodied, crisp with notes of citrus, sweet and fruity

Dark: full-bodied with notes of citrus, long aftertaste



&BACK™ IMPACT BLEND

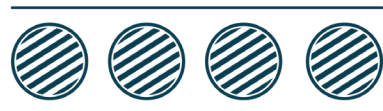
A blend of Fairtrade beans from Latin America

Available in:

MEDIUM



DARK



Tasting notes:

Medium: crisp with floral notes, chocolate and spice

Dark: full-bodied, medium acidity and long aftertaste

&BACK™ INSPIRESSO BLEND

A blend of Fairtrade beans from East Africa and Central America

Available in:

MEDIUM-DARK ESPRESSO



Tasting notes:

crisp with nutty, chocolate and caramel notes



&BACK™ SIGNATURE COLD BREW

A blend of Fairtrade beans from East Africa and Latin America

Available in:

MEDIUM



Tasting notes:

cold-steeped for 20 hours resulting in a smooth, sweet cup

&BACK™ ECO HOUSE BLEND

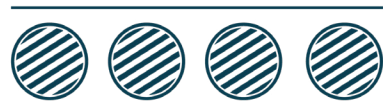
A blend of Rainforest Alliance Certified beans from Latin America

Available in:

MEDIUM



DARK



Tasting notes:

Medium: light-bodied, crisp with nutty and spicy notes

Dark: medium-bodied, with caramel and chocolate notes



&BACK™ ECO ESPRESSO BLEND

A blend of Rainforest Alliance Certified beans from Latin America,
added Robusta beans to optimize the crema

Available in:

MEDIUM



Tasting notes:

medium-bodied with layered notes of caramelized sugar,
currant and subtle spice





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