

CULTURED COFFEE & TEA

MISSION STATEMENT

To Enjoy a World of Diverse People & Their Cultures, Bringing them together in an Atmosphere that feels like Home, Enjoying each other's company over one of their Favorite Beverages.

The Present... The gift we can all share...Enjoy & Savour

Customers @ Cultured Coffee & Tea

Customers Give Us Reason for Being; Connecting with their diverse Natures & Cultures adds a sense Uniqueness to every encounter. **We take stock in our Customers as opposed to asking them to take stock in our Company.** Being able to share a special moment, have a laugh, knowing our customers Names, what they like, Uplifting their Spirits & making our Customers feel Special each and every day. **This is our Mission with each and every customer!**

Coffee & Tea @ Cultured Coffee & Tea

We are committed to obtaining the absolute best **Quality** while **Preserving the Environment & Treating Workers Fairly!** We believe **Direct Trade** is the Best way to accomplish all these objectives!

Through Our **Direct Trade Custom Roaster** and our **Direct Trade** Tea Relationships we are working with **Coffee & Tea Farmers** who are True Artisans of Coffee & Tea Cultivation They Practice their Craft with Skill, Passion and Dedication in an environmentally sustainable way, while Treating & Paying Their Workers Fairly. **Customers of Cultured Coffee & Tea** support these Skilled Artisan Farmers & Workers through these **Direct Trade** Relationships.

Friends @ Cultured Coffee & Tea

Friends, **we are all Friends**, behind our counters and behind the scenes, there are People with **People as their Passion**; Together our common goal will always be to **Embrace the World's Diverse Cultures** and create a place where all of us can be **Ourselves and Relax.** Friends treat each other with **Warmth, Respect & Dignity**; They have a sense of **Family** that comes from the **Heart.** They always have fun and laughs with each other, even if for only a moment, this is the nature of our business **{Friends}**, beyond the obvious **Production & Perfection of your Favorite Beverages.**

Homes, Neighbours & Communities of Cultured Coffee & Tea

Communities are as Culturally Rich & Diverse as the sum of all their Individual Neighbours. Upon entering our door, like coming Home from a long trip one has a Sense of Security, Belonging & Comfort. A Stress Free Atmosphere designed to be like your Good Neighbors with a true Humane element of Friendship. Our Homes are an ever evolving part of their Communities; As **Good Neighbours** we instinctively take pride in them & their participation in the community, its activities and events. This sense of Community is developed and cultured as a core Value & Principle of the **Cultured Coffee & Tea.**

Footprints {Environmental} & Cultured Coffee & Tea

1. We all leave them; @ **Cultured Coffee & Tea** We wear the **Smallest Shoes Possible**, while delivering your Favorite Beverage Conveniently. We are always looking for **Sustainable ways for you to enjoy your Favorite Beverages**, or making the way you **enjoy your Favorite Beverage more Sustainable.** Delivering the Best Quality Beverages & Related Products in an Environmentally Sustainable Way requires Dedication & Perseverance to Change. We are always learning and sharing more **Sustainable Environmental Information**, from our **Direct Trade** Relationship with our Coffee & Tea Suppliers to our in **House Recycling Programs**, The understanding is that this World belongs to every Creature in it & we owe them all & the World a Duty of Care & Respect.

Thank You for Your Supporting our Homes and our Mission:

Yours Truly

Alan J. Charlton

President & Co Founder