



Coffee from Haiti, for Haiti

Quick Facts

- Alltech started Café Citadelle as a means of sustainable economic growth in Haiti, the Western Hemisphere's poorest country.
- Alltech imports the green coffee the Haitian farmers produce and has it locally roasted by School Spirit Coffee in Winchester, Kentucky.
- Profits from the sale of the coffee go into Alltech's 501(c)(3) Ace Foundation, as part of the Sustainable Haiti Project.
- The money is used to fund our projects in Haiti:
 - Renovation, expansion, salary funding and total financial responsibility for two primary schools in Haiti.
 - Community economic development projects in Haiti, including development of the coffee business and the establishment of a Haitian rum distillery.
- Alltech Café Citadelle is a shade-grown, hand-picked 100% Arabica Haitian coffee, a light to medium roast similar to a "American Roast."

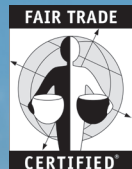
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The Story of Alltech Café Citadelle

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The village of Dondon sits at the base of Bonnet Mountain in northern Haiti and is watched over by the magnificent Citadelle Laferrière fortress that sits atop the peak. The massive stronghold, built to protect Haiti from the French in the 1800s, is the namesake for Alltech's brand of shade-grown, fair trade, gourmet coffee.

In a country ravaged by disaster, it is the Haitian people's sense of hope and optimism that ensures brighter days are ahead. By providing a sales and marketing channel for Haitian coffee, Alltech Café Citadelle stands as an example of what can be achieved through sustainable enterprise. The driving force behind Alltech's involvement in Haiti is to create new opportunities that are driven by the unique talents and resources of the Haitian people so that these communities have the resources, expertise and vision for continued growth and development. Furthermore, profits from the coffee are reinvested back into the Alltech Sustainable Haiti Project, which funds two Haitian primary schools and economic development projects in the country.

This is the story of Alltech Café Citadelle, a coffee with a cause. Today, as you savor your Alltech Café Citadelle, know that you have in your hand a cup of hope, a cup of the future, a cup of the finest and most worthy coffee for you to enjoy, while making a difference now. For the people of Haiti who are saying "Merci beaucoup," you are changing lives one cup at a time. Thank you for joining our mission.

Enjoy your cup of hope!

