



TROPICOFFEE TIMES



February 2018
Volume III

HERE'S WHAT'S NEW!

COFFEE CONSUMPTION: 2017

BEANOUGH SAID

EMPLOYEE OF THE MONTH

VE VENTURE CHALLENGE




COFFEE CONSUMPTION: 2017

The NCA (National Coffee Association) has published a report regarding coffee consumption in the US for the year of 2017. The results aren't surprising. Americans consume a very large quantity of coffee products, and, according to NCA data, coffee consumption has increased substantially from 2016. However, the focal point of the report isn't about the quantity of coffee being consumed in America, but the types thereof. Americans are drinking many more specialty coffees when compared to last year. Consumers, especially of younger ages, are seeking coffee with unique flavors grown in special climates with that "gourmet" label slapped on their drink. As far as TropiCoffee is concerned, this dramatic increase in specialty coffee drinkers is a trend that will benefit business. A market that is shifting to more specialty coffee products, in addition to America's widespread environmental consciousness, establishes the perfect conditions for TropiCoffee to operate successfully.

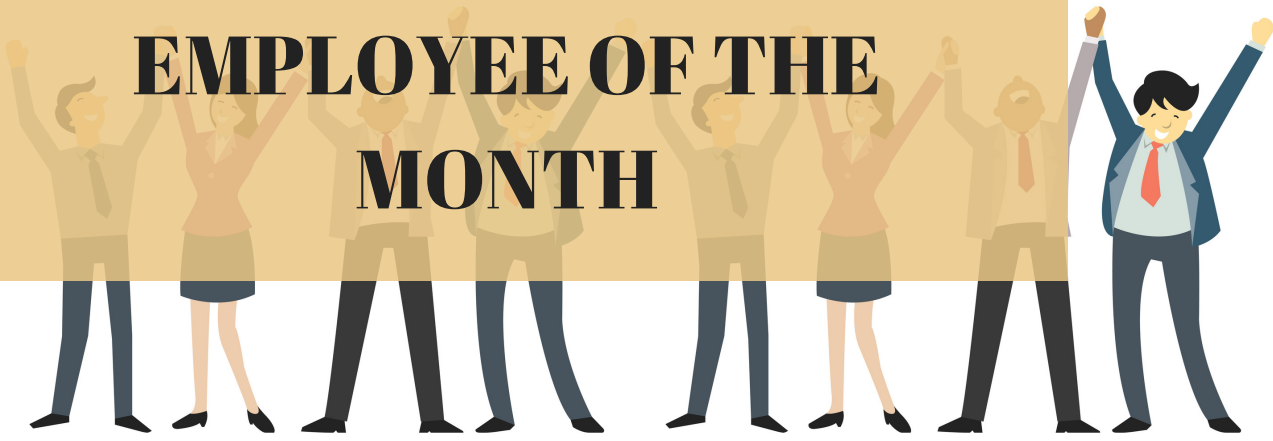


BEANOUGH SAID

TropiCoffee is dedicated to protecting our vital rainforests and the biodiversity they house. Our main objective as a business is to operate and profit without harming our fragile environment. Although our company mission and goals are great, they are only a few drops in a gargantuan ocean of harmful practices that are destroying our planet. Every year, vast areas of South American rainforests are destroyed for various business operations, from raising cattle to producing sun-grown coffee. The destruction of our rainforests brings the destruction of the biodiversity they house and all of the natural services they provide as well. From regulating atmospheric carbon to being the most biodiverse regions on planet Earth, we have an obligation to conserve these unique landscapes. However, words will not solve this problem. Whether it's through replanting trees or buying shade-grown products from TropiCoffee, only action can solve this major problem, and those actions can make a real difference.



EMPLOYEE OF THE MONTH



As TropiCoffee concludes its first month of operation in 2018 and makes its way into February, it is



time once again to recognize the TropiCoffee employee who has had a stellar performance this month. With the occupation of Graphics Designer in the IT Department, Jude Miles is TropiCoffee's new employee of the month. Jude is a hard worker who puts out quality work and gets his tasks done on time, Jude is an shining example of what an employee should be for our company. Proof of his hard work can be seen in the attractive TropiCoffee website and logo. We hope that Jude's hard work will inspire the others here at TropiCoffee to work harder than ever before. His outstanding performance has been recognized and we hope that he will keep it up!

VE VENTURE CHALLENGE

Our CEO Matthew Plonskier and COO Ethan Roberts have been hard at work with the VE Venture Challenge! After submitting a 1-minute elevator pitch to VEI, the 2 were notified that they moved onto round II, meaning theirs placed in the top 10 of the world. Now, Matt and Ethan are preparing an upgraded presentation which will be 3 minutes long, complete with visual aids as well as an executive summary detailing the strengths of TropiCoffee. If they place within the top 3 in round II, they get the opportunity to give this presentation to a group of investors and businessmen at the annual VEI gala in New York City of April 2018. Good luck to Matt and Ethan!

