

# GIV COFFEE

Global Service, National Awards, Local Pride



The location on Route 44 in Canton was just what Emily and Jeff Brooks had been looking for. Their Torrington-based wholesale coffee roasting business had taken off and the Brooks were ready to for the next step: opening a coffee shop.

Since Giv Coffee opened its Canton location in June 2015, their coffee roasting business has exploded. Customers have flocked from Litchfield County and West Hartford as well as the Farmington Valley. Their coffee received the 2017

"For our first brick and mortar location, Rte. 44 in Canton is a perfect fit. It gives us tons of visibility to people from the entire Valley area, while still being affordable and offering a great small-town charm."  
-Jeff Brooks, co-owner

Good Food Award, ranked among the top sixteen tasting coffees in the nation (out of hundreds of entries.) Thanks to the high visibility of their Canton location, annual sales jumped more than 1000%. Giv roasts the beans it imports with fair trade practices and sells them to other coffee shops and restaurants, including Firebox in Hartford and Millright's in Simsbury. Giv is also the premium coffee for the new Bradley International Airport Escape Lounge.



Before opening the coffee shop, Emily and Jeff Brooks sold their coffee at the Farmers Market in Collinsville and felt the community and the region would be receptive to a coffee shop with a mission. They took their success selling coffee to also providing an excellent coffee shop environment in which to enjoy it. The shop is frequently packed with locals enjoying the warm and creative space.

Because Jeff works directly with growers, he pays them three times what they would make selling to a collective. This allows him to have a say in the way the coffee is grown, so the quality of the beans is high and the farmers follow sustainable growing practices. One grower with whom he recently signed a contract will be able to feed his wife and five kids three meals a day instead of one.

The couple and their children live upstairs, above the coffee shop. Jeff Brooks says that running their business on a well rather than with public water has its challenges, but they're making it work. Brooks is grateful for the support they've received from the Greater Hartford community. The business pledges to donate \$1 for every bag sold to charity. Giv gave \$8,000 from coffee sales in 2016.

