

Why is coffee getting so expensive?

How far does your money actually travel from this cup?

The cost of your coffee needs to cover more than the 30 seconds it takes to extract the espresso shot. **Your coffee needs to cover 5+ years** of growing the trees to maturity, of harvesting and processing costs, shipping costs, roasting costs and finally the cafe's costs. So when the price of coffee goes up, what does it need to cover?



Questions? Scan the QR code for more information on the price of coffee.

