



# Misty Valley COFFEE

Misty Valley Coffee is a private label coffee distributed by Indianhead Foodservice Distributor (IFD). It is roasted for freshness by New Morning Coffee Roasters, a mid-sized coffee roaster located in Appleton, WI. They specialize in private label, blend matches, and specialty coffees. The owners have over 40 years of combined experience in roasting coffees. They use this experience in searching coffee farms for the best coffees in the world. Their head cupper has even judged the 2011 UTZ National Coffee Competition in Comayagua, Honduras.

New Morning's cupping team continuously tastes coffees from around the world in search of great beans for the Misty Valley line. Only the very best coffee beans are tasted by their cupping team. These coffees are then carefully roasted, packaged and delivered fresh to IFD.

The name Misty Valley comes from a popular Ethiopian legend about the discovery of coffee. According to the legend, a goat herder named Kaldi found his goats frolicking and full of energy after eating the red fruit of the coffee shrub. Kaldi tried the fruit for himself and had a similar reaction. Misty Valley is the name of the valley where the goats first tried the coffee bean-filled red fruit.

New Morning Coffee Roasters production facility uses state of art technology to produce consistently roasted coffee in packaging that ensures ultimate freshness.



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