



September 15, 1999

Andy Timmerman
Seven Hills Coffee Company
11561 Grooms Road
Cincinnati, OH 45242

Dear Andy –

Thanks again for your time last Friday. I appreciate your willingness to consider adding a line of Fair Trade certified coffee. As I mentioned during our meeting, we are developing a network of specialty roasters in each major eastern U.S. city and, although my visit to Cincinnati was brief, it sure seems like Seven Hills would be the best roasting partner. Hopefully, you and Joe can discuss the concept of Fair Trade, call TransFair USA or me with questions, and soon join the list of licensees!

I had an idea as I drove through the cornfields of Illinois on Sunday. You mentioned a concern that your customers might not order enough Mexican Fair Trade coffee to keep if freshly roasted – or that their customers might not buy enough to keep it fresh. Here is the thought. Do your research concerning TransFair and determine whether you would like to become a licensed roaster. If the answer is yes, send a letter out to your customers along with a TransFair brochure asking the customers if they would be willing to support this concept – to the tune of at least one 5 pound bag a week. They could then receive a listing on TransFair's web page and in the marketing material that will continue to flow from TransFair. Also, if we can get a good core group of customers established, we could launch a "Fair Trade comes to Cincinnati campaign" by placing a few articles in local alternative newspapers and hopefully getting some air time on local talk radio. TransFair will support coffee shops with consumer brochures to help generate pull-through demand. We would be especially excited by a campaign in the hometown of you-know-who, but you would have to provide guidance as to whether their coffee procurement practices should ever be mentioned.

Once again, it was a pleasure meeting you and I will call you as soon as I return to the office concerning the Mexican coffee from the UCIRI cooperative. If you need to reach me during September, just leave a message at 888-532-4728 and I will be paged.

Best regards,


Bill Harris

Cc: Paul Rice, TransFair USA