



## Company Fact Sheet

**Established** 1995

**Location** *San Rafael, California*

**Owners** *Helen Russell & Brooke McDonnell*

**Employees** 15

### **Roasters (machines)**

35- kilo San Franciscan, 35 – kilo Loring  
7.5 kilo Petroncini

**Pounds Per Year** 550,000

**Brands:** Equator Estate Coffees®, Rare Cargo™ Artisan & Organic Teas

**Certifications** – *Organic (CCOF) certified, Fair Trade (Transfair USA),  
Shade Grown (Rainforest Alliance)*

### **Company Ethos**

Equator Estate Coffees & Teas® is a successful, women-owned company, co-founded in 1995 by Helen Russell and Brooke McDonnell. We have earned an outstanding reputation as purveyors and roasters providing distinctive specialty coffees and rare teas at competitive prices with unparalleled customer service.

Equator's mission: Continue to be a growing, customer-centric company, dedicated to quality, environmental sustainability, and social responsibility. Our commitment is to procure distinctive coffees and teas from growers who practice responsible land stewardship and bio-friendly farming techniques.

We ensure quality from source to cup, through careful selection of sustainable green beans, artisan blend development, efficient small-batch roasting, and advanced brewing technology and training. Equator focuses on ways to advance sustainability practices that encourage productive relationships and an empowered chain of supply. We believe that our efforts to support growers and the environment are a competitive advantage, and we intend to remain in the forefront on issues of sustainability.

Our commitment to quality has won over renowned chefs like Thomas Keller, who for the past eight years has exclusively brewed Equator drip coffee at The French Laundry in Yountville, CA,

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and Bouchon restaurants and bakeries in California, Las Vegas and New York. Other prominent chefs that brew Equator are Traci Des Jardins, Jardinière; Elizabeth Faulkner, Citizen Cake; and Pascal Rigo, Bay Bread. Top independent specialty food grocers including Nugget Markets, Berkeley Bowl Marketplace, and Rainbow Grocery are also longtime customers, as are a growing number of notable bakeries and cafes whose consumers clamor for Equator's distinctive blends and single origins.

**Rare Cargo™ Artisan & Organic Teas**, a collection of fine offerings that will please tea devotees of all persuasions. The teas and herbs we select are sustainably grown in nutrient-rich, unpolluted soil from farms in remote China, Sri Lanka (Ceylon), India, South Africa and the Sonoma Coast. Many are certified organic, and our Chinese green, oolong and black teas are among the world's best.