



Testimonials

"I depend on the relationships that I have spent years building with my purveyors. They are artisans in their own right, and their products are the best available. Equator is a small batch boutique coffee roaster that I have been working with for over 8 years. I worked with Brooke to create our very own distinctive blends for my restaurants and bakeries. I appreciate their sustainable approach to business and their attention to detail. It's important to consider every aspect of your restaurant, down to the smallest detail, such as coffee service, and think about how to always make it better"

Thomas Keller, Chef-Owner, The French Laundry (Yountville, CA); Bouchon (Yountville, CA); Bouchon Bakery (Yountville, CA); ad hoc (Yountville, CA); Bouchon (Las Vegas); Per Se (New York City)

"I start my day with coffee. Equator is my favorite."

Laura Cunningham, General Manager, French Laundry

"Helen and Brook are completely passionate about coffee, where it comes from and how to best brew and serve it."

I am in love with our Citizen Cake blend and learned so much more about coffee when we all worked together on it. The barista service on our espresso and coffee equipment is unbeatable for consistent coffee beverages."

Thanks Equator!

Elizabeth Falkner, Chef-owner Citizen Cake

"Selling Equator Estate Coffees and Teas distinguishes the South End Buttery from other cafes and helps us compete in a crowded market in Boston. Helen and Brooke's commitment to their customers is just as unwavering -- they even flew out from California to program our coffee grinder when we were having trouble with it!"

Gordon Richard, Owner, South End Buttery, Boston

“Although the name Equator Estates Coffee & Teas does not carry with it the large corporate brand recognition, both Jeff and Becci, after careful taste tests and investigation of many coffee companies, were profoundly impressed by that fact that The French Laundry, world-renowned Yountville restaurant, serves Equator at its five-star establishment. We felt: If it’s good enough for The French Laundry, it would be an honor to serve it in our little bakery on Champlain and Perrin!”

Great Harvest Bread Co., Fresno, California

“We are proud to feature coffee from Equator Estate Coffees & Teas. We feel that Equator's strong history of social justice combined with an excellent product make for a coffee that you can be proud of as well.”

Mosgo's Coffeehouse, Arcata, California

“And I think I may have found (with some sleuthing involved ... to figure out the store must have been a Nugget market and who supplies their coffees) which brand of coffee was used to make that oh-so-perfect espresso I had oh-so-many years ago in Woodland, CA (cf. previous posts in my long past archives): Equator Estate Coffees.”

Das Blog, Alberich,

“I am very excited to be a participant in your very well run and very well communicated niche in what has become such a sophisticated industry (and I don't mean uppity), I mean knowledgeable, not only do you do coffee you do a whole geography world and share the lives of the people in it....your evolution shows in everything you do and live at your entity. It is so fun when a business becomes its own lifestyle.”

Marlene Paulson, Calistoga Creamery