

NEW CHOCOLATES

Our darkest bar ever.

NEW FAIR FOODS

Pantry staples from the Middle East.

NEW SHIPPING

It's free on orders over \$75, every day.



WHOLESALE CASE

Catalog



Special Offer

10% OFF

see inside cover for details



Cases
for
Everyone!

Special Offer*

**10%
OFF**

*The more you spend,
the more you save.*

Use coupon code
BUYFAIR19

*Now get free shipping**
every day when you
spend \$75+*

Fair trade for all.

We now have one set of prices for everyone. Whether you order for your office, your church or synagogue, your buying club or just for yourself, you can save with wholesale case prices and a lower free shipping threshold.

HOW IT WORKS:

We adjusted our shipping policy and prices in January 2019. All orders over \$75 now ship for free, and smaller orders ship for a flat \$7.50 fee. You may notice that some case prices have gone up, but the change is minimal—you'll pay just a few pennies more per cup. This update allows us

to keep our promises to our partners, paying small-scale farmers fairly and investing in agricultural communities around the world. As always, thank you for supporting fair trade. Check out our new Rewards Program online: equalexchange.coop/rewards

SHOP ONLINE:
shop.equalexchange.coop

OR CALL US:
M-F 9am to 5pm EST
774.776.7366

*Offer valid on orders of \$25 or more. Expires 7/31/2020, 11:59 PM EST. Offer valid once per customer account. May not be combined with any other offer. **Shipping charges apply to AK/HI orders. Chocolate shipping policy in effect during summer months.

3 NEW CHOCOLATE BARS



and an exciting new
farmer partnership

1 ORGANIC CHOCOLATE WITH COCONUT MILK

A rich and creamy indulgence, made with coconut milk instead of dairy, this bar offers heavy notes of caramel and toasted coconut, with just a little coconut tang. Vegan, soy- and gluten-free. 12/case

2 ORGANIC DARK CHOCOLATE TOTAL ECLIPSE

Intensely dark but approachable, this 92% chocolate bar is our darkest yet, and features beans from Togo. It's smooth and chocolate forward, with hints of nutty flavor. Vegan, soy- and gluten-free. 12/case

3 ORGANIC DARK CHOCOLATE ALMOND & SEA SALT

Luxurious and satisfying, this bar balances fudgy chocolate with a handful of lightly toasted whole almonds and sea salt. It's sure to be a new favorite. Vegan, soy- and gluten-free. 10/case

If you have concerns about allergens, please refer to product labels or contact Customer Service.



**KOMI AWESSO, SCOOPS
PROCAB CO-OPERATIVE, TOGO**

◀ Now sourcing from West Africa

Child labor and forced labor are big problems on cocoa plantations in West Africa, where most conventional chocolate originates. Equal Exchange is committed to organic and fully traceable supply chains, and we've long sought the opportunity to partner with co-ops in West Africa where our model can support the work of creating important change. Now, with the introduction of the Total Eclipse bar, that dream is a reality! Small scale farmers in Togo who are part of the Scoops Procab and Scoops IKPA cooperatives and our friends at Gebana Togo supply organic and fair trade cocoa beans that go into this delicious chocolate. Enjoy this bar knowing that you are helping to make meaningful change in the chocolate industry and in the world.



Your morning cup



Sarah Hrisak,
Lead Coffee Roaster

“THE BEST WAY to honor the farmers who grow the coffee is to respect the fact that coffee is unique. Everywhere that it comes from has a slightly different profile, so you’re constantly making adjustments on the roaster to bring out the sweetness and character of each roast. But when you get into the flow of things and everything is going right, it’s one of the best things in the world.”

Coffee roasting is the science of taking raw, mostly flavorless and odorless coffee beans and transforming them through heat. The length of time spent roasting the beans determines how the coffee tastes when brewed. Our skilled employees use creativity and judgment to optimize the aroma and flavor of every distinct batch.

Equal Exchange’s worker-owned coffee roasting operation is the largest in the U.S., with two machines in use. We keep them firing five days a week, which ensures the freshness of the coffee we ship to you!

Roasting doesn’t really affect the amount of caffeine in a bean. But darker roasts lose more weight during roasting. That means a cup of dark roast usually has more buzz than a cup of light roast.



BEST SELLERS



ORGANIC LOVE BUZZ

This dark and smoky favorite has sweet velvety layers of chocolate brownie, malt and toffee. Available in both whole bean and drip grind.



ORGANIC MAMA TIERRA

This medium roast coffee with notes of sweet orange, brown sugar, and warm spices comes from the heart of Oaxaca, Mexico. \$5 from each case directly supports the work of Catholic Relief Services to restore and protect coffee communities across southern Mexico and Central America. Drip grind only.



ORGANIC CONGO COFFEE PROJECT

An inspirational blend of East African coffees that is smooth and balanced, with rich chocolate, sweet vanilla, brown spices and a hint of fresh berry. \$5 from each case goes to the Panzi Foundation to aid survivors of systematic violence and long-term unrest in the Democratic Republic of the Congo. Whole bean only.

COFFEE



Prices are subject to change.



Packaged Coffee

CASE SIZE: 6, 10/12-OZ BAGS



Drip Grind &
Whole Bean
options

Experience premium beans from small farms all over the world in our range of flavorful coffees. Our talented roasters bring out the best in every batch, whether you crave a bright medium roast, a dark and intense French roast or anything in between.

ITEM		PRODUCT NAME	ROAST	PRICE/CASE
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ORGANIC COFFEES

LIGHT DARK

17018	Drip Grind	Organic African Roots	● ○ ○ ○	\$41.40
17000	Drip Grind	Organic Breakfast Blend	● ● ● ○	\$38.40
17001	Whole Bean			
17010	Drip Grind	Organic Colombian	● ● ○ ○	\$41.40
17011	Whole Bean			
11020	Whole Bean	*Organic Congo Coffee Project	● ● ○ ○	\$45.00
17020	Drip Grind	Organic Decaffeinated	● ● ○ ○	\$47.40
17021	Whole Bean			
17008	Drip Grind	Organic Ethiopian	● ● ○ ○	\$41.40
17009	Whole Bean			
17002	Drip Grind	Organic French Roast	● ● ● ●	\$41.40
17003	Whole Bean			
17022	Drip Grind	Organic French Roast Decaf	● ● ● ●	\$47.40
17012	Drip Grind	Organic Love Buzz	● ● ● ○	\$41.40
17013	Whole Bean			
11028	Drip Grind	*Organic Mama Tierra	● ○ ○ ○	\$45.00
17016	Drip Grind	Organic Midnight Sun	● ● ● ●	\$41.40
17017	Whole Bean			
17004	Drip Grind	Organic Mind, Body & Soul	● ● ○ ○	\$41.40
17005	Whole Bean			
11027	Drip Grind	*Organic Sisters' Blend	● ● ○ ○	\$41.00

CONVENTIONAL COFFEES

LIGHT DARK

17205	Drip Grind	Bright Day Brew	● ○ ○ ○	\$38.40
17201	Drip Grind	Café Salvador	● ● ○ ○	\$38.40
17227	Drip Grind	Cozy Cup Decaf	● ● ○ ○	\$44.40

FLAVORED COFFEES

LIGHT DARK

17301	Drip Grind	French Vanilla	● ○ ○ ○	\$42.90
17300	Drip Grind	Hazelnut Crème	● ○ ○ ○	\$42.90
17325	Drip Grind	Hazelnut Crème Decaf	● ○ ○ ○	\$48.90
17302	Drip Grind	Toffee Caramel	● ○ ○ ○	\$42.90

*5, 16-oz bags/case



Percolator
Grind

Percolator Coffee

CASE SIZE: 5, 16-OZ BAGS

A warm pot of coffee has a way of bringing people together. Make your coffee hour even more meaningful with this special blend, which celebrates the connection between communities like yours and farming communities worldwide.

ITEM	PRODUCT NAME	ROAST	PRICE/CASE
11002	Organic Fellowship Blend	● ● ○ ○	\$41.00
11025	Organic Fellowship Blend Decaf		\$47.50
11200	Fellowship Blend	● ● ○ ○	\$38.00
11201	Fellowship Blend Decaf		\$44.50

Are you sure you're brewing correctly?

Grind, measure and store your coffee
like a pro. Find out more at
equalexchange.coop/brewing-tips.

SHOP ONLINE:
shop.equalexchange.coop

OR CALL US:
M-F 9am to 5pm EST
774.776.7366

COFFEE



Whole Bean
only

Bulk Beans

CASE SIZE: 2, 5-LB BAGS

Enjoy our full line of coffees in bulk, from carefully crafted blends to single origin gems in a range of roast levels. See our full line of bulk coffees at shop.equalexchange.coop/bulk

ITEM	PRODUCT NAME	ROAST	PRICE/CASE
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TOP SELLERS, 5-LB BULK BEANS

LIGHT DARK

10040	Organic Bird of Paradise	●●○○○	\$89.00
10034	Organic Black Silk Espresso	●●●○○	\$89.00
10000	Organic Breakfast Blend	●●●○○	\$89.00
10001	Organic Breakfast Blend Dark	●●●●●	\$89.00
10025	Organic Breakfast Blend Decaf	●●○○○	\$106.00
10031	Organic Colombian Full City	●●○○○	\$89.00
10030	Organic Ethiopian	●●○○○	\$89.00
10002	Organic French Roast	●●●●●	\$89.00
10028	Organic French Roast Decaf	●●●●●	\$106.00
10004	Organic Guatemalan French	●●●●●	\$89.00
10003	Organic Guatemalan Medium	●○○○○	\$89.00
10018	Organic Love Buzz	●●●○○	\$89.00
10005	Organic Mexican Vienna	●●●○○	\$89.00
10032	Organic Midnight Sun	●●●●●	\$89.00
10013	Organic Mind, Body and Soul	●●○○○	\$89.00
10007	Organic Nicaraguan French	●●●●●	\$89.00
10006	Organic Nicaraguan Medium	●○○○○	\$89.00
10009	Organic Peruvian French	●●●●●	\$89.00
10008	Organic Peruvian Medium	●○○○○	\$89.00
10027	Organic Peruvian Decaf	●●●○○	\$106.00

2-LB BULK BEANS

LIGHT DARK

12000	*Organic Breakfast Blend	●●●○○	\$90.00
12001	*Organic French Roast	●●●●●	\$90.00

* 5, 2-lb bags/case



Pre-measured
Drip Grind

Pillow Packs

Need your coffee already ground and measured? These convenient packs brew one pot of coffee in commercial 12-cup brewers.

ITEM	PRODUCT NAME	ROAST	CASE SIZE	PRICE/CASE
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ORGANIC PILLOW PACKS FOR 12-CUP BREWER

19007	Organic Breakfast Blend Decaf	●○○○○	56, 1.5-oz	\$46.50
19008			48, 2.25-oz	\$59.50
19005	Organic Colombian	●●○○○	48, 2.5-oz	\$61.00
19002	Organic French Roast	●●●●●	48, 2.5-oz	\$61.00
19000	Organic Mind, Body & Soul	●●○○○	48, 2.25-oz	\$55.50
19004	Organic Peru Decaf	●●●○○	48, 2.5-oz	\$72.50
19006	Organic Terra Mountain Blend	●●○○○	56, 1.5-oz	\$45.00

CONVENTIONAL PILLOW PACKS FOR 12-CUP BREWER

19200	Café Salvador	●●○○○	48, 2.25-oz	\$52.00
19203			56, 1.5-oz	\$38.77

For satellite packs for industrial-sized brewers, visit shop.equalexchange.coop/pillow-packs



Single Serve Cups

CASE SIZE: 6 BOXES OF 12 CUPS

Our more **environmentally friendly** single serve cups are made from recyclable plastic and aluminum. Enjoy all the convenience with less waste!

ITEM	PRODUCT NAME	ROAST	PRICE/CASE
12500	Organic Breakfast Blend	●●○○○	\$39.00
12501	Organic French Roast	●●●●●	\$39.00
12502	Organic Unwind Decaf	●●○○○	\$39.00

CHOCOLATE



Chocolate Bars

CASE SIZE: 12, 2.8-OZ (80g) BARS

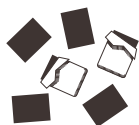
Our rich chocolate bars are crafted for both classic and adventurous tastes.

ITEM	PRODUCT NAME	CACAO %	PRICE/CASE
DARK CHOCOLATE			
18201	Organic Dark Chocolate Almond	55%	\$29.60
18209	*Organic Dark Chocolate Almond & Sea Salt	55%	\$29.60*
18205	Organic Dark Chocolate Caramel Crunch w/Sea Salt	55%	\$29.60
18208	Organic Dark Chocolate Lemon, Ginger, Black Pepper	55%	\$29.60
18202	Organic Dark Chocolate Mint Crunch	67%	\$29.60
18203	Organic Dark Chocolate Orange	65%	\$29.60
18210	Organic Dark Chocolate Total Eclipse	92%	\$29.60
18207	Organic Extreme Dark Chocolate	88%	\$29.60
18204	Organic Panama Extra Dark Chocolate	80%	\$29.60
18200	Organic Very Dark Chocolate	71%	\$29.60

MILK CHOCOLATE

18302	Organic Chocolate with Coconut Milk VEGAN MILK CHOCOLATE	55%	\$29.60
18300	Organic Milk Chocolate	43%	\$29.60
18301	Organic Milk Chocolate Caramel Crunch w/Sea Salt	43%	\$29.60

*10, 3.5 (100g) bars/case



Chocolate Minis

Grab and go! Bite-sized milk and dark chocolate treats to satisfy your sweet tooth.

ITEM	PRODUCT NAME	CACAO %	PRICE/CASE
COUTERTOP DISPLAY BOX OF 150 MINIS			
18613	Organic Dark Chocolate	55%	\$32.00
18612	Organic Milk Chocolate	43%	\$32.00
BULK BAG OF 888 MINIS			
18611	Organic Dark Chocolate	55%	\$155.00



Chocolate Chips

CASE SIZE: 12, 10-OZ BAGS/CASE

Perfect for all your favorite recipes. Free of the 8 major allergens.

ITEM	PRODUCT NAME	CACAO %	PRICE/CASE
18661	Organic Bittersweet Chocolate Chips	70%	\$45.00
18660	Organic Semi-Sweet Chocolate Chips	55%	\$45.00



Baking Cocoa

Cake? Frosting? Brownies? No matter what you're making, our rich cocoa powder will add chocolaty goodness like never before. 100% cacao.

ITEM	PRODUCT NAME	CASE SIZE	PRICE/CASE
18510	Organic Baking Cocoa	6, 8-oz	\$32.00
18551	Organic Baking Cocoa, bulk bags	2, 5-lb	\$65.00



Cocoa Mixes

Our hot cocoas are crafted using organic cacao from the Dominican Republic and Peru and organic sugarcane from small-scale farmers in Paraguay.

ITEM	PRODUCT NAME	CASE SIZE	PRICE/CASE
18500	Organic Hot Cocoa	6, 12-oz	\$32.00
18550	Organic Hot Cocoa, bulk bag	2, 5-lb	\$60.00
18502	Organic Spicy Cocoa	6, 12-oz	\$32.00
18505	Organic Dark Hot Chocolate	6, 12-oz	\$32.00

SHOP ONLINE:
shop.equalexchange.coop

OR CALL US:
M-F 9am to 5pm EST
774.776.7366

TEA/FAIR FOODS



Tea Bags

CASE SIZE: 6, 20 TEA BAGS PER BOX

Tea grown by small-scale farmers is revolutionary in an industry dominated by large plantations. We're proud to partner with growers in India, South Africa and Sri Lanka to build this alternative supply chain.

ITEM	PRODUCT NAME	PRICE/CASE
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BLACK TEA

13301	Organic Black Tea	\$18.60
13304	Organic Chai	\$18.60
13303	Organic Darjeeling Tea	\$18.60
13302	Organic Earl Grey Tea	\$18.60
13300	Organic English Breakfast Tea	\$18.60
13313	Organic Decaf English Breakfast Tea	\$18.60
13312	Organic Irish Breakfast Tea	\$18.60

GREEN TEA

13305	Organic Green Tea	\$18.60
13315	Organic Green Tea with Ginger	\$18.60
13306	Organic Jasmine Green Tea	\$18.60
13307	Organic Mint Green Tea	\$18.60

HERBAL

13311	Organic Chamomile <i>Caffeine Free</i>	\$18.60
13314	Organic Ginger <i>Caffeine Free</i>	\$18.60
13310	Organic Peppermint <i>Caffeine Free</i>	\$18.60
13308	Organic Rooibos <i>Caffeine Free</i>	\$18.60
13316	Organic Rooibos Chai <i>Caffeine Free</i>	\$18.60
13309	Organic Vanilla Rooibos <i>Caffeine Free</i>	\$18.60



Fair Foods

Household staples and healthy snacks, all fairly traded from small-scale farmers around the globe.

ITEM	PRODUCT NAME	CASE SIZE	PRICE/CASE
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OLIVE OIL

60102	Organic Virgin Olive Oil	6, 500-ml	\$72.00
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NEW PALESTINIAN FOODS

64002	Maftoul	5, 28.2-oz	\$41.95
62105	Medjool Dates	5, 17.6-oz	\$59.00
64001	Freekeh	5, 28.2-oz	\$41.95

NUTS & MANGO

62001	Organic Natural Almonds	6, 8-oz	\$39.00
62002	Organic Tamari Roasted Almonds	6, 8-oz	\$42.00
62004	Organic Natural Cashews	6, 8-oz	\$33.00
62005	Organic Roasted Salted Cashews	6, 8-oz	\$36.00
62101	Organic Dried Mango	6, 5-oz	\$25.00
62007	Natural Pecans	6, 10-oz	\$43.50

YOUR CHECKLIST

Customer Service is Here to Help



Do you have questions about our products, partners, or free resources? Need advice, or help with your order? Give our friendly Massachusetts-based Customer Service Team a call.

They're available from 9am–5pm EST every weekday at 774.776.7366

Teach and Reach

Want to educate your community about fair trade and farmers? We've got videos, infographics, fact-sheets and other digital resources for you to stream or download instantly. Do you prefer something you can hold? Brighten up your selling or serving area with posters, pamphlets, signs and more. Add these free items to your order to let people know why you chose fair trade.

Find all our resources here:
equalexchange.coop/tools

Pick from 3 new
FREE POSTERS



Hosts Danielle and Kate with guest Igor Kharitonov of Bootstrap Compost

GO DEEPER ON THE GO WITH OUR

New Podcast

Do you listen to podcasts? Check out *The Stories Behind Our Food*, a storytelling podcast from Equal Exchange. Each 30-minute episode explores some aspect of what people eat and how it gets to us. What are the human stories beyond the labels at a grocery store? Listen to farmers, traders, activists and other expert guests talk about their work...and expand your palate! Don't miss these episodes:



Find *The Stories Behind Our Food* wherever you enjoy online audio.



EPISODE 1: BACK TO THE FOOD CO-OP

In the 1970s, Americans moved from gelatin molds and canned vegetables to raw ginger and bulk whole grains. Co-op grocery stores made these new foods accessible—and their democratic organization structure empowered consumers. In this episode, **Susan Sklar** takes us back to those days, and shows us how we've come full circle.



EPISODE 3: CONFLICT, COFFEE FARMERS AND THE NOBEL PEACE PRIZE

In conflict zones around the world, sexual violence is a tool of power and intimidation. In this episode, **Beth Ann Caspersen** explains how the Congo Coffee Project helps survivors heal, and provides ways for listeners to get involved.



EPISODE 6: BIG DOESN'T JUST HAPPEN

Bad news— independent family farms are going extinct while corporations chip away at regulations. In this episode, **Joe Maxwell** explains how Big Food hurts American farmers, workers, and shoppers. He shares how his history as a hog farmer and legislator has shaped his work on a bill to change the rules of the game.

New Products from THE WEST BANK

The odds are against Palestinian farmers. Their parcels of land are small, and the Israeli West Bank barrier restricts movement and access to water. Though olive trees can produce fruit in very dry conditions, crops like wheat, almonds, and dates are affected by a climate that's becoming more arid and by the regulations of the Israeli government.

We've teamed up with PARC, the Palestinian Agricultural Development Association, to bring you traditional and delicious Middle Eastern products from small-scale farmers in the West Bank and Gaza. This fair trade partnership provides agricultural co-ops with important market access—and hope for the future.



Medjool dates come from the date palm, which can grow even when there's salt in the water—important for West Bank farmers whose access to fresh well water is limited.

The women of the **Machtas Cooperative** make decisions collectively and set their own work hours. Their maftoul is formed by hand in the traditional manner.



At PARC's agronomist training centers, young college graduates spend a year doing a hands-on practicum in agriculture.



MAFTOUL

A hand-crafted whole wheat couscous, made in the traditional way by a Palestinian women's co-operative in Jericho.



MEDJOOL DATES

Succulent and sweet, with the flavor of caramel. These dates grown in Jericho are great for snacking, baking, or cooking.



FREEKEH

A toasted green wheat which can be cooked and used to complement a meal with vegetables, fish, or chicken.



ORGANIC VIRGIN OLIVE OIL

Robust and peppery with a strong fruit finish. Made with Nabali olives, this oil is cold pressed without any refining.

GET RECIPE IDEAS
equalexchange.coop/recipes

FAIR TRADE BAKING

starts here

CACAO

SUGAR

Dominican Republic

Peru

Paraguay



ORGANIC CHOCOLATE CHIPS

Make your favorite recipes even better with organic and fairly traded chocolate chips.



ORGANIC BAKING COCOA

Pure cacao is the only ingredient in this high-quality Dutched baking cocoa.

Small Farmer Teas



ORGANIC EARL GREY

A full bodied black tea blended with organic bergamot extract for bright and sweet notes of citrus.



ORGANIC GINGER

This 100% ginger tea is sweet and rich in flavor with a warming, peppery ginger finish.



ORGANIC ROOIBOS

A caffeine-free South African herbal tea with rich, sweet and earthy flavors.

See p.8 for our full line of Small Farmer Teas



shop.equalexchange.coop

Customer Service

M-F 9am to 5pm EST

774.776.7366

50 United Drive

West Bridgewater, MA 02379



SIGN UP for our
biweekly newsletter:
[equalexchange.coop/
newsletter](http://equalexchange.coop/newsletter)



Update your records—
we're moving!

TIP: Photocopy and display at your next table sale or coffee hour. Or download and print a color PDF of this sign at: equalexchange.coop/farmersdecide



Fair trade means we pay farmers more.
But prices don't tell the whole story.

**FAIR TRADE
MEANS**

*sharing
information*

Old cacao plants don't produce as many pods—but farmer members of CONACADO can renovate their plots by taking clippings of high-producing varieties grown by agronomists at the co-op's nursery, and nurture them with free compost.

**FAIR TRADE
MEANS**

giving back

Our new avocado partner PRAGOR uses fair trade premiums to support environmental initiatives like beekeeping. A group of women care for bee boxes hosted on co-op members' farms, protecting the pollinators their crops depend on.

**FAIR TRADE
MEANS**

*farmers
get to decide.*

Equal Exchange trades only with farmer co-operatives. These men and women do more than work on the land. They vote and serve as leaders—and together, they decide how to use fair trade premiums in their own communities.



Pictured above: Members of the ACOPAGRO cacao co-op and their families welcome visitors to their community, Shepte, in Peru.

Fair trade is hundreds of stories like these. Learn more:
equalexchange.coop/farmerstories