

# COLOMBIAN COFFEE RESEARCH PROJECT GUIDELINES

## PURCHASING THE COFFEE:

- Purchase 20 different packages of Colombian Coffee
- The coffee package MUST be marked as:
  - Colombian
  - 100% Colombian
  - Colombian Blend
  - Colombian Supremo
  - **OR** carry the Café de Colombia Symbol



- DO NOT purchase already brewed coffee.

**NOTE:** Not all packages marked as Colombian carry the Café de Colombia symbol. It is OK to purchase coffee packages without the symbol.

The coffee packages can be:

- any size bag, can, vacuum packed bag, K-Cup box, Single serve packet.
- regular or decaf
- whole bean or ground

You choose where to buy the coffee within the assigned city. Make the purchases at any:

- Supermarket
- Specialty Food Store (Whole Foods, EarthFare, Trader Joes, etc.)
- Retail store (Walmart, Target, Office Depot, Walgreens, CVS, etc.)
- Coffee Shop (Starbucks, Dunkin Donuts, Caribou Coffee, etc.)
- Local Coffee Shop or Roaster
- Restaurant
- Hotel
- Cafeteria (college, school, place of employment, etc.)

You are not provided with a specific store, venue, or address to purchase the coffee. You can choose. However the purchases MUST be made in your assigned city or the surrounding metro area.

**NOTE:** You may have to visit more than one location to purchase 20 different varieties.

DO NOT buy duplicate coffee varieties. You must purchase 20 different varieties.

- Each package must have a unique UPC barcode
- It is ok to purchase multiple varieties of the same brand.
  - For example, you can purchase Starbucks Verismo Colombia Narino Espresso AND Starbucks Via Instant Colombia because these are 2 distinct varieties of coffee (Colombia Narino Espresso and Via Instant Colombia) even though they are the same brand (Starbucks) (see pictures below).

- It is ok to purchase the same variety in different “types”
  - For example, Eight O’Clock 100% Colombian Peaks Whole Bean and Eight O’Clock 100% Colombian Peaks K-Cup Pods is ok because they are 2 different types of coffee (Whole Bean vs K-cup).
- You *cannot* purchase the same variety in different sizes. These packages will have a unique UPC barcode, but are considered the same variety.
  - For example, Folgers 100% Colombian Ground Coffee 24.2 oz and Folgers 100% Colombian Ground Coffee 10.3 oz are not considered 2 different varieties because they are the same variety, just in different sizes. Even though they will have 2 different UPC barcodes, this will not be accepted.

### TAKING PICTURES OF THE COFFEE PACKAGES

Use a BLACK marker (such as a Sharpie) to write the sample # on the coffee package that corresponds to the package # on your questionnaire.

- Circle the word Colombian on each sample
  - Upload a picture of the coffee with the sample # and circled word Colombian captured in the picture to the corresponding package information in the questionnaire
- For example:



Package 1



Package 2



Package 4



Package 5

etc...

### SUBMITTING THE ON-LINE QUESTIONNAIRE WITH REQUIRED PICTURES

- Use a computer (PC or laptop) rather than your phone, tablet or iPad
- Our website works best with Google Chrome. You must allow "pop-ups" from serviceevaluation.com on the browser to access the questionnaire (See the SEC Standard Requirements document for detailed instructions to enable “pop-ups”).
- Upload the pictures of each coffee package and answer the questions for each package
  - Brand Name
  - Variety Name
  - Date of purchase
  - Name of purchase location
  - Address of purchase location
  - Type of location (retail, coffee shop, etc.)
  - UPC code from package
  - Type of package (bag, brick, K-cup, etc.)

- Distributor name if available (on package near UPC Code) (see example below)
- Manufacturer or Roaster name if available (on package near UPC Code) (see example below)
- Is the Café de Colombia logo on package?
- Expiration date on package (if available) (see example below)
- Upload your coffee purchase receipts. The coffee purchase receipts must clearly indicate the following information:
  - Store Name
  - Store Address. The address on the receipt MUST be in the assigned City (any zip code from the assigned city is ok) or the surrounding metro area.
  - Coffee purchases are clearly marked

After completing the questionnaire and uploading the pictures and receipts submit the report.

DO NOT ship the coffee yet. You must wait for approval of the submitted report and pictures.

### SHIPPING THE COFFEE

You MUST WAIT for approval before shipping the coffee. Once SEC has reviewed the report and approves the purchased coffee, you will receive the SHIP TO address.

- Package all 20 coffee packages in ONE box.
- Ship the coffee via UPS (ground) or USPS (Priority Mail)
- DO NOT include the purchase receipts in the box.
- You MUST retain your receipts for a minimum of 90 days

**NOTE:** USPS Priority Mail boxes can be delivered to your house for free by going to the USPS.com website; click on shipping supplies.

SEC does not provide the SHIP TO address until the report is approved to ensure that:

- Only COLOMBIAN coffee is purchased;
- 20 different varieties/types of coffee are purchased

After shipping the coffee you must upload the shipping receipt to the questionnaire or email to the project manager. DO NOT mail the coffee without SEC approval.

Example of Roaster, UPC code and Expiration Date:



Refer to the SEC Standard Requirements Document for additional general assignment information.