

**THE COFFEE
YOU'RE DRINKING**

→ IS NOT ←

FAIR-TRADE.



Whoa! Before you do anything rash, just read
this...

It's Direct Trade coffee from Intelligentsia! It's
the product of years and years of commitment
to farms and farmers the world over. It's the
award-winning result that rewards growers for
producing the very best in quality.



FOR MORE INFO:
DIRECTTRADECOFFEE.COM