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Weaverville Tribune

Well-Bred Bakery & Café

Press Release

Local Bakery supports Sumatra Relief Fund with Coffee Sales

As we now know, on December 26 a devastating earthquake occurred off the coast of Aceh, Sumatra triggering a tsunami that has resulted in tragic destruction and loss of life in the countries surrounding the Indian Ocean. The locally owned and operated Well-Bred Bakery & Cafe in downtown Weaverville is supporting recovery efforts in partnership with Counter Culture Coffee, based in Durham, North Carolina. Counter Culture has been roasting the great Gayo coffees from Aceh for many years. They provide the local bakery with their fine organic, shade grown and fair trade coffees, served by the cup or by the pound.

Aceh, Sumatra is an important coffee growing region and a source for many coffees. Counter Culture Coffee started the Sumatra Aceh Relief Fund, of which 100% will go directly to aid people in need in Sumatra. To raise funds to support the Sumatran people after the tragic earthquake and tsunami, each pound of Aceh Relief Blend purchased from the Well-Bred Bakery contributes \$1.00 to the Sumatra Aceh Relief Fund. Coffee is an important part of the economy in Sumatra, and coffee income will be an important part of the long recovery process from this disaster. Both businesses are committed to doing their best to help support the people of Aceh during this difficult time. They will continue collecting for this fund at least until April, or for as long as it helps.

Aceh Relief Blend is now on sale by the pound and is featured as a varietal blend of drip coffee at the Well-Bred Bakery & Cafe on Main St. in Weaverville. In anticipation of great demand, the Bakery & Cafe has introduced a new retail area where customers can help themselves to the Aceh Relief Blend and other fine Counter Culture coffee beans sold in bulk, as well as sample bakery treats, t-shirts, hats and travel mugs.

Coffee lovers are encouraged to stop in and enjoy this delicious blend of Guatemala Antigua La Tacita, Papua New Guinea Sigri and Organic French Roast. It is well balanced and complex, with notes of butterscotch, chocolate and plum. Each pound sold results in a \$1.00 contribution to the Counter Culture Sumatra Aceh Relief Fund.