



Trees Organic
COFFEE & ROASTING HOUSE

Operations Manual

Company History

Since 1996, Trees Organic Coffee Company has been doing things differently to keep coffee traditional. The original store that started it all off is located in Vancouver's downtown core at 450 Granville Street. Trees Coffee is something truly unique. Trees' owner Doron Levy personally selects the coffee beans, buying only 100% certified Organic coffee. Each of our coffees is skillfully roasted at the Granville Street Roasting House in small batches, to ensure quality. This delicate attention to detail guarantees that only the freshest, highest quality coffee reaches our customers.

The company has since grown to five locations around Vancouver and Richmond, with a combination of franchised and corporately run cafes. Trees also provides wholesale cheesecakes to grocery stores, restaurants and pubs.

Tree's prides itself on its exceptional quality of coffee from around the world, all of which are certified Organic, shade grown, bird friendly, hand-picked and fair trade. By starting with only the highest quality Organic beans the coffee has an unmistakable pure flavour. Then, the careful roasting of each bean in small batches reveals the full-bodied flavour. Our outstanding bean quality along with in-house roasting allows us to offer customers an exceptional cup of coffee with freshness beyond compare. Our customers are not only enjoying best, freshest coffee but by buying Organic they are making a responsible choice that has a positive effect on the environment.

Trees Organic has also made a name for itself with award-winning cheesecakes. Now a large part of our business, customers come from all over the lower mainland to buy our cheesecakes. Offered in a variety of flavours, and sold by the slice or in three sizes of whole cake, our famous cheesecakes make up one third of café total sales.

With our unique approach to coffee, combined with a well-built niche for cheesecake business, we are able to strategically position ourselves very well against the competition in Vancouver.