

# **Race, Equity, and Inclusion in the Coffee Industry and Beyond**

Literature Review



## Project Implementing Volunteer Partners

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# Phyllis Johnson

*“Until the lions have their own historians, the history of the hunt will always glorify the hunter.” - Chinua Achebe*

The contributions of Black and Brown individuals before us aren't well documented in the history books. This void has an impact on our level of engagement and how we see ourselves in coffee today.

Black and Brown individuals are the backbone to the coffee industry and have been from the start. We must own our narratives while giving space to others to own theirs. We must share our stories, uplift, and support each other while building empires with equity as it's cornerstone.

“Until the lions have their own historians, the history of the hunt will always glorify the hunter.” - Chinua Achebe  
We are not without Black and Brown heroes in coffee and if one could rewrite history, I'm certain there are many who should have been recognized both individually and most definitely collectively for their contributions to our vast industry that we enjoy today.

In releasing this collection of articles and reviews, it is our hope that those who may be new to coffee, or new to learning about racial equity in coffee, can gain an appreciation for the contributions of Black and Brown individuals. Together, let's examine our own power to be change-makers.

As we look back and examine the articles and topics covered here like microaggressions, implicit bias, colonialism, slavery, gentrification, etc., we invite you to take part in writing a more inclusive future for coffee. One where you may need to dig deeper to understand what success and main characters may look like or where they come from. We invite you into this work with a higher level of understanding of what the future must look like.

**Alafia Bailey**

African American Studies; Psychology Minor

Howard University, Spring 2023

CCRE 2021 Intern



# Aafia Bailey

We are raised in a society where white history and ideology are the standard by which we see the world in the classroom, which leads us to see life through a Eurocentric lens. There is a need for unlearning and recentering true African history for Black people, and our nation.

Had I not interned for the Coffee Coalition for Racial Equity, I may have missed coffee's Black history. Black people have played a key role in coffee's development. While working on this project and reviewing industry documents, I now understand the roots of coffee's past and present. African people are at the root of coffee's history and are more directly connected to coffee's history than any other human beings on the earth.

Coffee's past is a reflection of how colonization served to strip away individualism, identity, knowledge, culture, family, and history. Colonization was founded on the grounds of deceit, which later manipulated, served to brainwash those subjected to it, while empowering those who benefited from its system of oppression. Colonization perpetuated thoughts of self hate, a pillar of white supremacy. When we rediscover ourselves, we resist white supremacy and embrace love for ourselves. I'm proud to know that my ancestors are rooted in the origins of

coffee and played a critical role in the success of this global industry. Reconnecting to our heritage is liberation, and freedom. My hope is that this literature review will be a launchpad recentering the history of Africans in coffee, while resisting its colonial past!

I share the words of a well-known professor of educational psychology, Asa Hilliard

***“There are a series of processes that I call the “Dynamics of Domination.” In order for one group of people (in this case Europeans) to control an African population, it was necessary, first, to erase African memory. To erase or to suppress memory is a psychological operation which disables anyone as an individual who has memory. The memory of one's group history. When a group loses its historical memory, it's disable. Secondly, to suppress the practice of African culture. Third, to teach white supremacy. Fourth, to control the institutions of socialization, to prevent African people from educating their own children, and from sending their own messages through the media, etc. The control of wealth. And finally physical segregation. These are the historical activities that Europeans engaged in, in order to conquer the Continent, to enslave people, to practice segregation.”***



# Ellie Hudson



is an organizational development consultant and co-founder of Green Door Workshop, a services company that ties qualitative market research to organizational planning and structure, all with an emphasis on advancing commitments to diversity, equity, and inclusion. With years of experience in building educational training programs in the coffee industry, Ellie takes a lead role in supporting the CCRE in constructing its educational and mentorship programs.



# Georgina Jarrett

also known as Afropolitan Barista, started her career nine years ago as a barista working her way up to General Management for coffee businesses in London. She particularly enjoys training young people with learning challenges in the art of coffee making, running pop-ups and consulting with start-up and larger coffee businesses on issues concerning diversity.



# Jonathan Ma

is the co-founder of Out of Office Roasters (@outofficeroasters), a DTC (Direct to Consumer) coffee roastery focused on the Asian American experience. He specializes in product analytics and business development, and is responsible for wearing every hat of running his company, Out of Office. Previously, Jonathan was in charge of data analytics at the Colorado Rapids, but his passion for racial equity and coffee brought him to the CCRE. Jonathan is inspired daily by his wife, Jen, and their labrador, Everest. In his free time, Jonathan likes to do triathlons, enjoys his wife's delicious homemade sourdough, and eat vegetables from their garden at their home in California.

# Sarah Brinkley



is a doctoral candidate in the Department of Horticultural Sciences at Texas A & M University. Her dissertation research uses participatory methods to investigate how farming practices impact crop quality. Specifically, Sarah studies how soil management, fermentation practices, and climate change mitigation affect coffee quality. To answer her research question, Sarah is conducting on-farm studies with Honduran and Colombian partners using rigorous experimental designs coupled with analytical chemistry and sensory evaluation techniques. Her farm-to-cup research fills the knowledge gap between coffee growers and coffee drinkers. Relevant to smallholders, her anticipated results will uncover evidence-based management strategies to mitigate climate impacts on coffee quality.



# Overview of the Our Literature Review

By Georgina Jarrett

The aim of the CCRE Education Program Working Group was to gather and capture as much data and resources as possible concerning coffee as it relates to historical, social, and economic challenges. The main body of research was conducted online in the hopes of creating a study program and resource platform that can be accessed and made available to anyone interested.

The research was filtered into the following topics:

- Enslavement/Imperialism/ Colonialism – Coffee
- History
- Impact
- Diversity, Equity and Inclusion
- Recruiting
- Implicit/Unconscious Bias – Training
- Business

- Community
- Equity/Equality
- Coffee Industry

Note, although this is not an exhaustive list, there are clickable links covering several subject matters within them. As a group we understood that we may not have included every piece of information available, and see this as an opportunity to build upon in the future.

Our tasks involved reviewing and analyzing the data captured, with time spent identifying possible gaps that may exist.

In our view, the direction must be to highlight the immense contributions Black African, Caribbean, and Indigenous people have made to the coffee industry.

Secondly to examine and address the reasons why people of color are not in the seats of power within the worldwide coffee industry.

Lastly, to narrate the findings of our research through our own lens, avoiding the restatement of information without applying critical analysis.

In the end, we have witnessed coffee's importance to Black people, and the inequities must be considered.







Photo by Danielle Serejo



# Coffee Industry



# Addressing Anti-Blackness in Coffee

Reviewer: Jonathan Ma

**Author:** Umeko Motoyoshi

**Publication Date:** June 18, 2020

**Summary:** Non-Black people of color working in coffee may have a wide range of experiences in the world; however, there remains a common need to learn about anti-Blackness—starting with naming anti-Blackness as an issue. Intentions do not negate impact, and aligning with others in common understanding defines racism, anti-blackness, white supremacy, and other structural forms of oppression. This article facilitates open conversations about anti-blackness, its implication within special coffee, and how to

implement policy change, while diversifying a team, and promoting black businesses. Links included at bottom of this article to following topics: Good baseline to start talking about race in specialty coffee industry

- CURRENT EVENTS
- DEFINING RACISM, ANTI-BLACKNESS AND WHITE SUPREMACY
- HISTORY OF AMERICAN ANTI-BLACKNESS AND WHITE SUPREMACY
- STRUCTURAL ANTI-BLACKNESS
- TALKING ABOUT RACISM

AND ANTI-BLACKNESS

- ANTI-BLACKNESS IN NON-BLACK COMMUNITIES OF COLOR
- WHITE SUPREMACY IN SPECIALTY COFFEE
- BLACK EXPERIENCES IN SPECIALTY COFFEE
- CORPORATE ANTI-RACISM

**Key Points:** Understanding how systems of oppression and racism proliferated anti-blackness within communities of color. To overcome racism we must be anti-racists and tear down the walls of anti-blackness.

**Key Words:** Discrimination, Specialty Coffee, Racism, Anti-blackness

<https://urnex.com/blog/addressing-anti-blackness-in-specialty-coffee/>





# Questions Of Race in coffee with Phyllis Johnson of BD Imports

**Reviewer:** Ellie Hudson

**Author:** Anna Brones

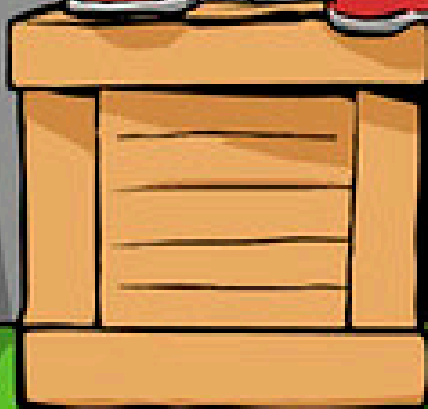
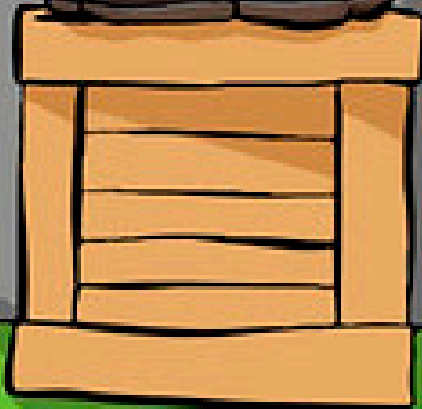
**Publication Date:** June 26, 2017

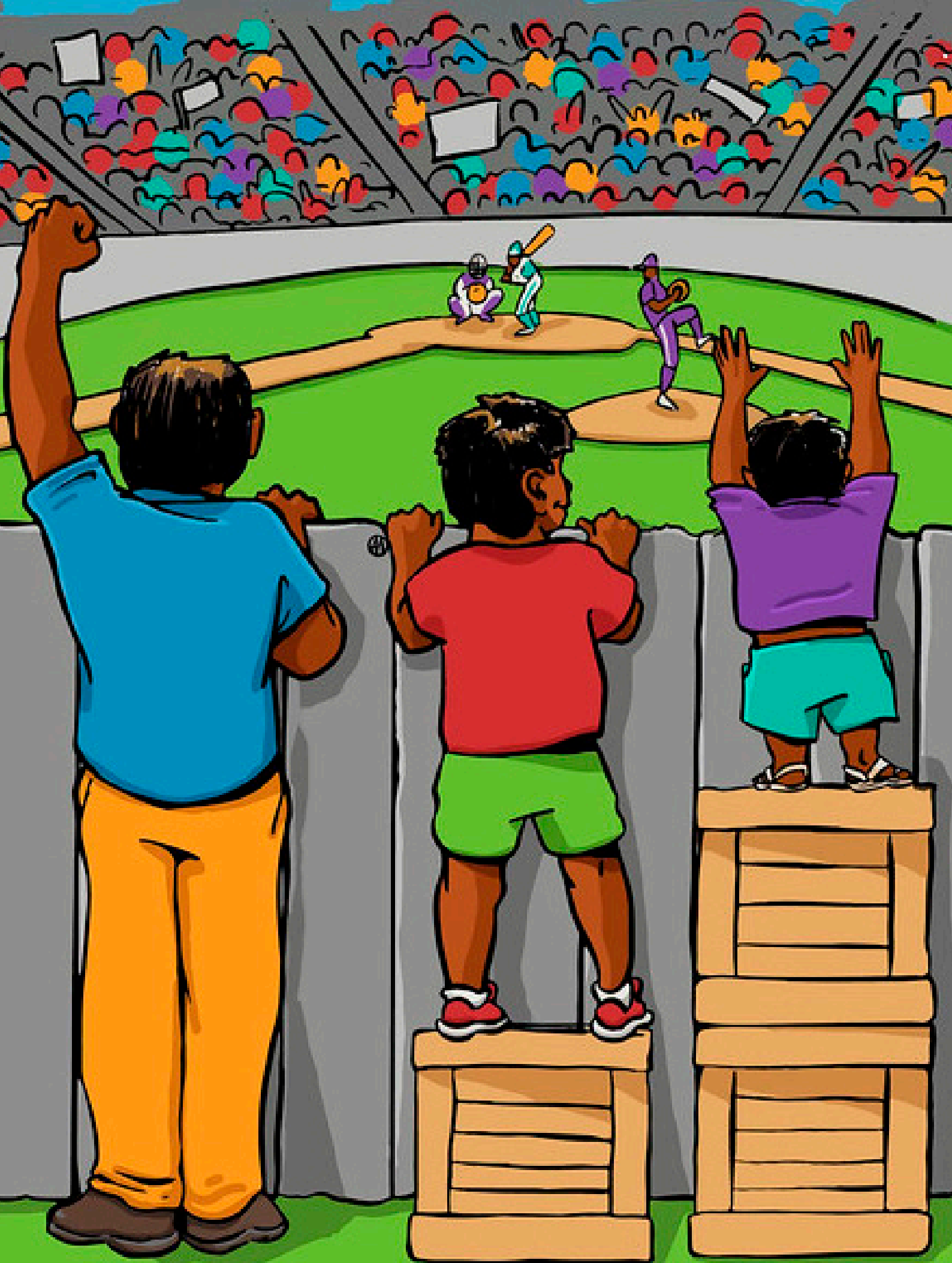
**Summary:** We don't talk about race in coffee yet (2017). It's uncomfortable and coffee's history includes a racist system. Doing nothing and not talking about it perpetuates systemic racism.

**Key Points:** The coffee industry needs to talk about race, about the divide between farm workers of color and farm ownership which tends to be white and European. Highlighting the need for representation among Black, Latino, and Asian leaders and workers throughout the coffee supply chain.

**Key Words:** Coffee, Racism, Awareness

<https://sprudge.com/questions-of-race-in-coffee-with-phyllis-johnson-of-bd-imports-120642.html>





**Equality and Equity**

# Global Diversity & Inclusion Benchmarks

Reviewer: Georgina Jarrett

**Author:** Centre For Global Inclusions

**Publication Date:** 2017

**Summary:** The authors of this paper asked 95 panelists questions regarding D&I (diversity and inclusivity) and its global impact. It attempts to address possible answers, and solutions, 'how-tos' and reference materials for users to implement in their organizations. It relies on the observations and experience of its panelists to address numerous situations. An example of a question posed; "How do we implement diversity and inclusion in some countries where they may have laws preventing such types of diversity occurring in the first place?" This study tries to offer solutions to some of these questions and suggestions on how to tackle

some of these challenges. A good series of benchmarks were created to enable the users to measure and quantify the success of some of its methods. It divides the benchmarking into 5 levels from being inactive to finally attaining the best practice. Then further divides into various groupings to tackle D&I in a checklist form to enable deeper assessment of success. The latter part of the paper looks at the research process. One of the challenges the paper provides is its validity. Since the paper was written through a western/Eurocentric perspective, the reader is left to question how this world view impacts its findings, and

this is a possible gap in the study. In addition, since the study was written in 1993, the panel's intersectionality is unclear. Besides from knowing whether they are male or female, we are unsure of how they would self identify today. The panelist's cultural backgrounds, racial ethnicities, neuro-diversities or physical diversities are all unknown..

**Key Points:** Suggestions on how to build DE&I programs within a corporation weighing some challenges.

**Key Words:** Diversity, Inclusion, Research, Professional Psychology

<https://centreforglobalinclusion.org/wp-content/uploads/2017/09/GDIB-V.090517.pdf>





# The Groundwater Approach

**Reviewer:** Sarah Brinkley

**Authors:** Bayard Love and Deena-Greene

**Publication Date:** 2018

**Summary:** This is an individual or group education program. The Groundwater Approach: Building a Practical Understanding of Structural Racism” (Greensboro, NC: Racial Equity Institute, 2019). “In the US (and elsewhere), we have a ‘groundwater’ problem, and we need ‘groundwater’ solutions.” Our nation is built upon racial

inequality. “The metaphor is based on three observations: (1) racial inequity looks the same across systems, (2) socio-economic difference does not explain the racial inequity; and, (3) inequities are caused by systems, regardless of people’s culture or behavior.”

**Key Points:** Very simple metaphor, easily understood. Report has lots of great data and references.

**Key Words:** Metaphor, Understandable, Racism

[https://drive.google.com/file/d/1gCEEx9X5nlK\\_soDxPozCsLGudDTfOCVY/view](https://drive.google.com/file/d/1gCEEx9X5nlK_soDxPozCsLGudDTfOCVY/view)





# Being Black in Speciality Coffee

**Reviewer:** Ellie Hudson

**Author:** Sierra Yeo (Kore Directive) for Perfect Daily Grind

**Publication Date:** April 4, 2019

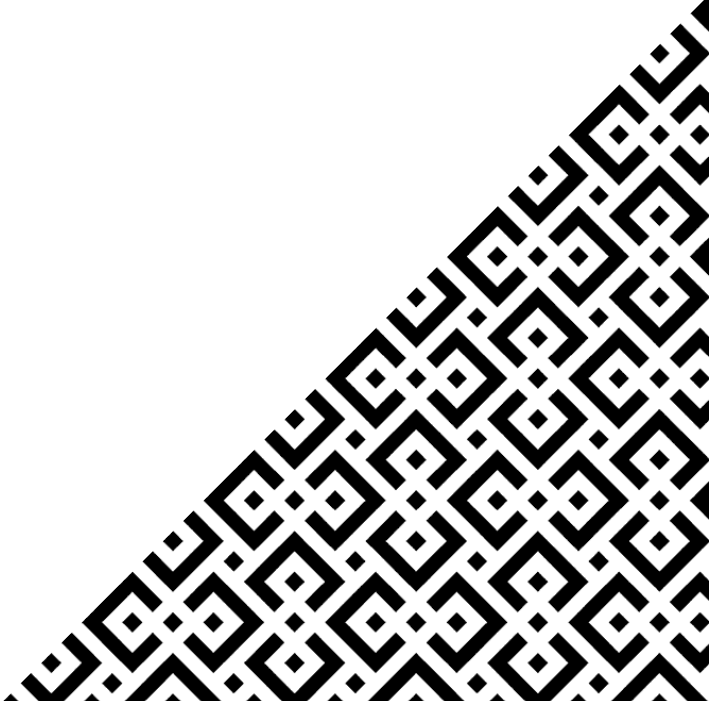
**Summary:** This article addresses the correlation between earning power on average for racial groups, and the affordability of specialty coffee, representation, or inclusion in advertising. Yeo describes the role of colonialism, its negative correlation for non-white people, and the harm in tokenization and the lack of

access to professional growth one may face. The article goes on to explain how a person of color may feel uncomfortable, the long-term damage this does to working professionals and their ability to thrive in retail/barista and throughout the industry.

**Key Points:** Stark, digestible first-person experiences and suggestions for eliminating bias and negative manifestations of white supremacy in specialty coffee, especially in shops.

**Key Words:** Specialty Coffee, Black Representation, Industry, Coffee Professionals

<https://perfectdailygrind.com/2019/04/being-black-in-specialty-coffee/>







don't

WORRY

just pray



# Microaggressions



# The Black Cup of Excellence, Being Black in Specialty Coffee

**Reviewer:** Alafia Bailey

**Author:** Michelle Johnson

**Publication Date:** May, 30, 2016

**Summary:** This may be one of the first pieces in the industry that gained broad spread attention to what it's like to be Black working in specialty coffee. Johnson mentions the challenges Black coffee professionals face, statistics that invalidate the importance of Black coffee consumers, the culture of specialty coffee shops and microaggressions

witnessed. She proposes that specialty coffee is a place for Black individuals and insists that the industry make coffee inclusive for all.

**Key Points:** Coffee must go beyond white culture, it must reflect everyone.

**Key Words:** Microaggressions, Black Coffee Consumers, Racism

<https://thechocolatebarista.com/2016-5-30-being-black-in-specialty-coffee/>





# Shopping While Black

Reviewer: Jonathan Ma

**Author:** Ann-Marie Harris

**Publication Date:** January 2003

**Summary Abstract:** This article describes Consumer Racial Profiling (CRP) in an attempt to quantify it, identify its causes, and its effects. The author shares cases against major brands to show

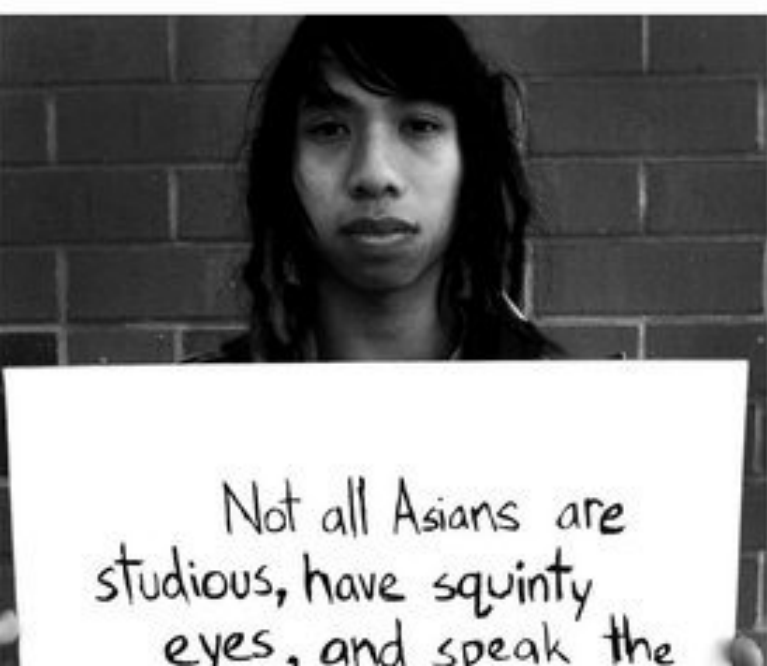
the nature of modern-day consumer discrimination. Plaintiffs succeeded in cases of consumer harassment, the article concludes that the federal courts must interpret the laws more broadly to

ensure, as set forth in a piece of civil rights legislation from 1866, “that a dollar in the hands of a Negro will purchase the same thing as a dollar in the hands of a white man.”

**Key Points:** Blacks can experience a difference in the level of service when shopping. The article covers many different court cases and outcomes. Blacks are seen as being suspicious and face other biases.

**Key Words:** Discrimination, Consumer Racial Profiling

<https://lawdigitalcommons.bc.edu/twlj/vol23/iss1/2/>



# Implicit Bias





# Curated Tolerance: The Aesthetics of Gentrification

**Reviewer:** Jonathan Ma

**Author:** Amber Delgado

**Publication Date:** February 21, 2020

**Summary:** Delgado takes a close look at Durham, NC and describes the ways in which gentrification culture has masked white supremacy. Affordable housing is a strategy of gentrification, not a cure. People looking

to preserve the cultural and iconographic integrity of their communities need to be aware of what gentrification does to a neighborhood. Delgado says “leave the old graffiti on the wall outside the new coffee shop; it isn’t just

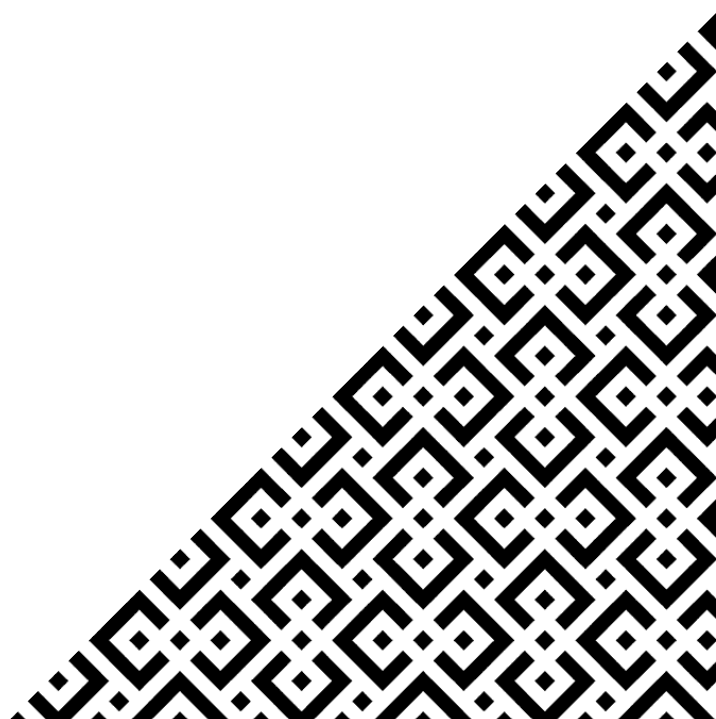
trendy, it is essential to the success of the gentrification project.”

**Key Points:** Gentrification doesn’t announce itself as a project of white supremacy, but hides in another neoliberal value—equality through multiculturalism.

**Key Words:** Gentrification, Aesthetic, White Supremacy

<https://scalawagmagazine.org/2020/02/durham-nc-gentrification-culture/>









LONG FENCE

610

LONG FENCE



**General Business/Community**



# How to Know If Your Neighborhood is Being Gentrified

**Reviewer:** Jonathan Ma

**Author:** Dina Gerdeman

**Publication Date:** May 29, 2018

**Summary:** Dina Gerdeman brings out the importance of knowing when gentrification is occurring in Black neighborhoods. Researchers from Harvard University combined data from the U.S. Census reports, the Federal Housing Finance Agency, Google Street View, and Yelp to explore gentrification in New York, Boston, Chicago,

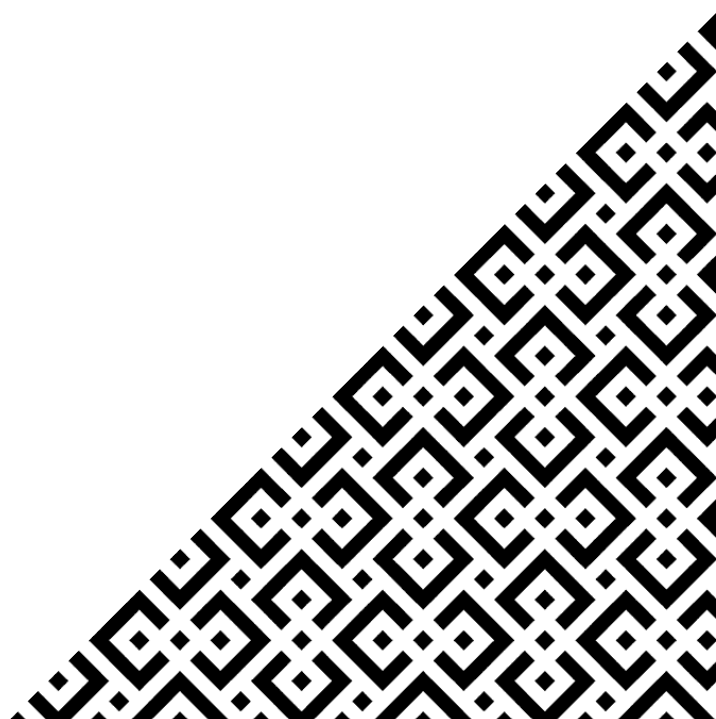
Los Angeles, and San Francisco. Gentrification has a negative effect on the economy of Black and Brown people in the United States. This article highlights what it visually and financially looks like when gentrification is happening in a neighborhood.

**Key Points:** New coffee shops (Starbucks in particular) are a precursor to housing spikes..

**Key Words:** Gentrification, Housing prices, Neighborhood

<https://www.forbes.com/sites/hbsworkingknowledge/2018/05/29/how-to-know-if-your-neighborhood-is-being-gentrified/?sh=4cb5c88754fe>











# Colonialism





# Rooted in Racism: Dark Profits in the Coffee Industry

Reviewer: Georgina Jarrett

**Author:** Cory Gilman

**Publication Date:** August 3, 2020

**Summary:** A series of papers examining coffee's oppressive and exploitative history, the industry and present day ramifications. Gilman describes systemic poverty traps and intense marginalization of native people and local farmers, including statistics that show the financial disparity and under-representation

of people of color in the industry. The paper further describes actions an organization can take to combat this imbalance.

**Key Points:** | Interesting findings and statistics about the coffee industry's oppressive past.

**Key Words:** Oppression, Financial Disparity, Coffee Industry

<https://www.heifer.org/blog/rooted-in-racism-dark-profits-in-the-coffee-industry.html>





# Coffee and Imperialism

Reviewer: Sarah Brinkley

**Author:** Mike Kennealy

**Publication Date:** February 19, 2018

**Summary:** This article provides a brief history of coffee, and the first Europeans to encounter it in Egypt (Ottoman Empire). Kennealy goes on to tell how

the Dutch colonized Mocha, Yemen, and later Java, in Indonesia. The paper marks the British colonization of Kandy in Sri Lanka, and the French in Haiti and

Madagascar. Kennealy focuses on imperialism rather than coffee, conquest, and the period of enslavement.

**Key Points:** Stories including a map-style presentation along with visuals

**Key Words:** Colonialism, European Nations, Production

<https://www.arcgis.com/apps/Cascade/index.html?appid=710abd71c74d48b38abcdb58815a521>





# Colonialism Explained

Reviewer: Jonathan Ma

**Author:** Aly Mcknight

**Publication Date:** October 11, 2020

**Summary:** Two waves of colonialism, first the 15th century with Britain, Spain, France Portugal for God, Gold and Glory in North and South America, and the second, in the 19th century known as the “Scramble for Africa”, where Great Britain, France, Portugal, Germany the Belgium monarchy, and Spain sliced up the continent like a

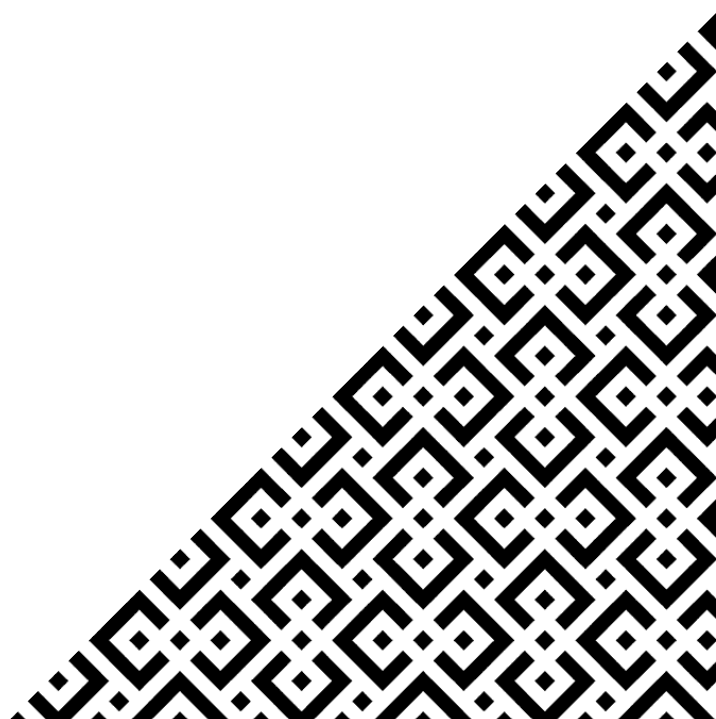
pie, creating arbitrary borders and boundaries, crossing mountains and rivers, tribes, nations, and languages, while claiming large swaths of land for themselves. Indigenous political, economic, and social institutions were decimated, as were traditional ways of life, deemed inferior.

**Key Points:** The United States is a breathing place founded on the grounds of colonialism, and this must be understood while on the journey of unlearning to freedom.

**Key Words:** Colonialism, Imperialism, Europe, Africa

<https://www.teenvogue.com/story/colonialism-explained>





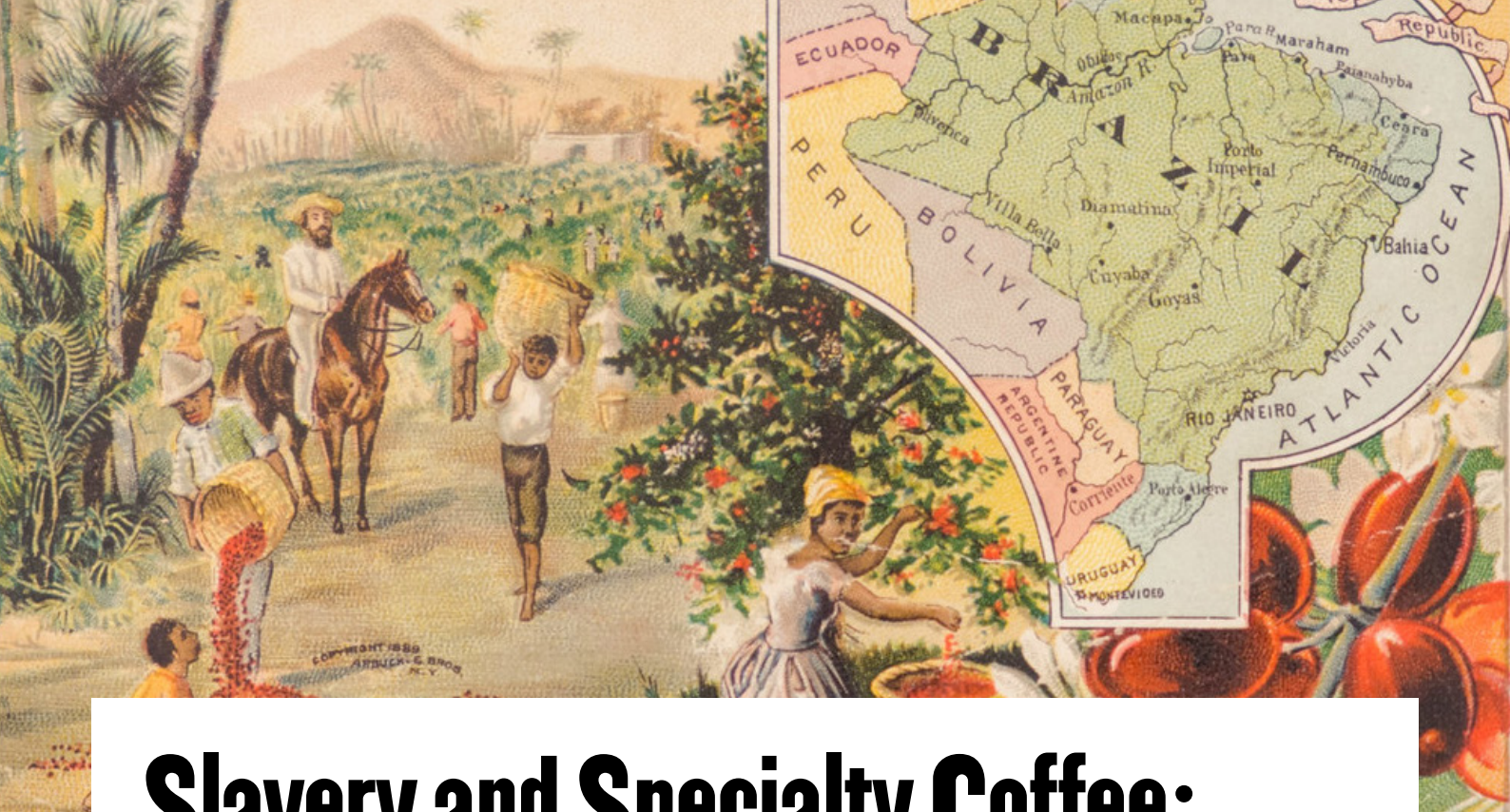






**Enslavement**





# Slavery and Specialty Coffee: Discussing Coffee's Black History

Reviewer: Georgina Jarrett

**Author:** Sierra Burgess-Yeo

**Publication Date:** March 17, 2019

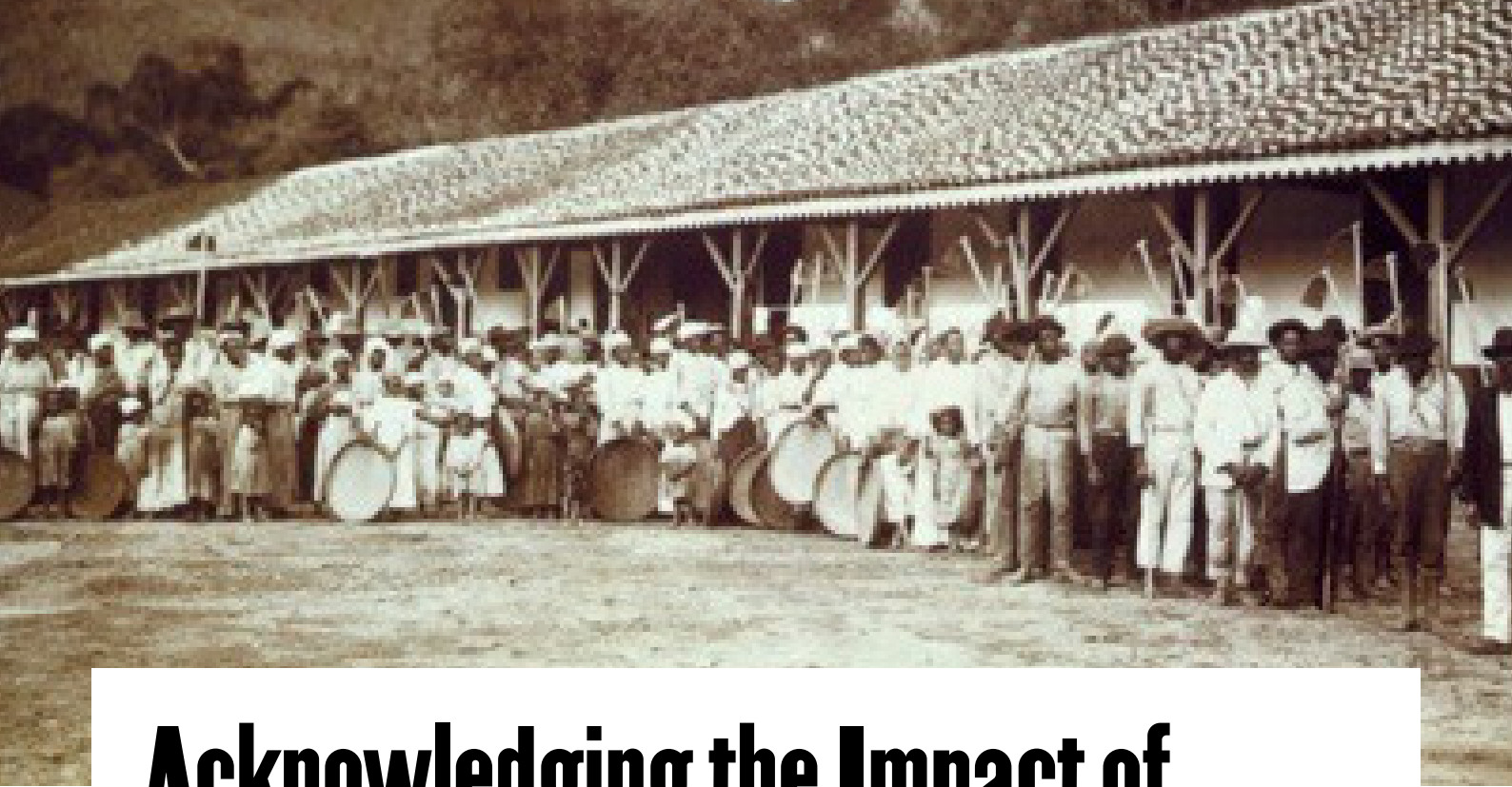
**Summary:** Seeing profits from the coffee trade, Europeans enslaved Africans and Native Americans to produce coffee in British, Dutch, French, and Portuguese colonies in the Caribbean, West Indies, Latin America, and Africa. Living conditions were poor and people were often starved,

beaten, or killed. The coffee trade proliferated, and was made possible by extreme oppression. Racial disparities are still visible on coffee farms today even though many former colonies are now independent and enslavement is largely illegal.

**Key Points:** Coffee was built on the backs of the enslaved and oppressed. Markers of this oppression still persist. The coffee industry has a responsibility to correct this..

**Key Words:** Specialty, Colonialism, Latin America

<https://perfectdailygrind.com/2019/03/slavery-specialty-discussing-coffees-black-history/>



# Acknowledging the Impact of Slavery and Colonialism in the Coffee Industry

Reviewer: Georgina Jarrett

**Author:** Martin Mayorga

**Publication Date:** May 14, 2019

**Summary:** A paper written for a LinkedIn post exploring the impact of slavery and colonialism on small and local farmers in Brazil. It briefly explains how coffee came to Brazil, and how powerful coffee estates and wealthy families have maintained their profits throughout difficult seasons. The paper further explains systemic challenges

faced by small farmers, their families, food security, the lack of industrial support, economic and financial upheavals keeping these farmers at the mercy of unfair loans.

**Key Points:** Coffee has colonial roots in Brazil and the Caribbean. Small farmers fail to make substantial profits from their labor on large estates or on their own small plots of farmland.

**Key Words:** Colonialism, Slavery, Hunger

<https://www.linkedin.com/pulse/acknowledging-impact-slavery-colonialism-coffee-industry-mayorga/>





# Historical Background of Coffee in Jamaica

Reviewer: Jonathan Ma

**Author:** Jamaica Gleaner Newspaper

**Publication Date:** September 29, 2014

**Summary:** In 1728, Jamaican coffee came from Martinique with Sir Nicholas Lawes (British) and an unnamed gentleman from Vere. This article dives into how revolution, emancipation, landslides, and bad practices led to soil degradation, and the downsizing of coffee production.

**Key Points:** British Colonialism brought coffee to Jamaica, and its coffee labor force were mainly enslaved Haitians, or refugees of the Haitian Revolution. Coffee production peaked in the 1800s then declined with bad practices and emancipation.

**Key Words:** Jamaica, Expansion, Coffee Industry, Revolution, Emancipation

<https://jamaica-gleaner.com/article/news/20140929/historical-background-coffee-jamaica>





# BLACK IS GXLD: On Afro Colombian Coffee and the Legacy of Slave Trade Latin America

**Reviewer:** Jonathan Ma

**Author:** Maurice Henderson

**Publication Date:** April 2, 2021

**Summary:** Cxffeeblack is a Black owned coffee company that understands the importance of reclaiming coffee's roots by telling its full history. In this article Maurice Henderson breaks down African coffee history. The writer explains how Europeans stole West Africans and one of Africa's prize possessions, coffee, to

cultivate it in Columbia for their own personal gain in 1616. Henderson explains how the blend "BLACK IS GXLD," is reclaiming Afro Latino coffee, trading their coffee from Africa to Columbia, and finally into the hoods of Memphis, and the rest of Tennessee.

**Key Points:** "Against all odds, the enslaved Africans of Colombia gained their freedom, only to find themselves in the scope of another colonial gold rush—the CIA-funded War on Drugs."

**Key Words:** Community, Colonialism, Colombia, Africa

<https://cxffeeblack.com/blogs/news/black-is-gxld-on-afro-colombian-coffee-and-the-legacy-of-slave-trade-latin-america>



DONT SHOOT ME

BLACK LIVES MATTER

LACK LIVES MATTER

NO JUSTICE NO PEACE

No More  
Kneeling  
at the  
Surrender

BLM  
We STAND  
Together

THIS IS A REVOLT  
Tired of  
saying it  
isn't  
an issue!

THIS IS A REVOLT  
AGAINST  
RACISM

THIS IS A REVOLT  
AGAINST  
RACISM

THIS REV  
AGAINST  
RACISM

George Floyd  
Breonna Taylor  
Rayshard  
Bryson

DIVEST  
FROM  
MPD

THE COST OF  
LIBERTY IS LESS  
THAN THE PRICE  
OF REPRESSION  
DEFUND THE  
POLICE

BLACK LIVES  
MATTER

Black  
Lives  
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BLACK LIVES  
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ALL  
can  
matter  
BLACK LIVES  
MATTER

DEFENDING  
BLACK  
LIVES  
AGAINST  
POLICE

**Impact**



that is 97% of the usable operational capacity.

England, Scotland, and Wales have the highest rates of imprisonment in Western Europe.

Just two in five prisons received a positive rating from inspectors for purposeful activity.

# Social Impact Report: 'to reduce re-offending in the UK through coffee'

Reviewer: Sarah Brinkley

**Author:** Redemption Roasters

**Publication Date:** June 2020

**Summary:** The Redemption Roasters education & employment programme gives offenders and ex-offenders (In prison and out-of-prison students) the opportunity to equip themselves for a career in hospitality upon release from prison. The course focuses on specialty coffee skills as well as the soft skills needed

for work (e.g. help with job placement, interviewing, resumes) and daily life. Impact demonstrated through personal testimonials and direct quotes.

**Key Points:** Quantitates their social impact with Social Return on Investment (SROI) score. See <http://www.socialvalueuk.org/resources/> on how to calculate SROI

**Key Words:** Reduces, Employment, Specialty

<https://www.redemptionroasters.com/wp-content/uploads/2020/09/Redemption-Social-Impact-Report-2020.pdf>

