



# THE FRENCH ROAST

Flying Coffee

## BONSOIR!

There is a new coffee in town, and it's French Roast!  
Created in collaboration for the new Wes Anderson film, The French Dispatch.

Once a stalwart of coffee connoisseurs, the French Roast, with its nutty, chocolaty, smoky-sweet and round flavors, has been left behind. But the nostalgia of French Roast, much like a print magazine, is potent for those who remember. We believe this time-honored classic deserves a new story.

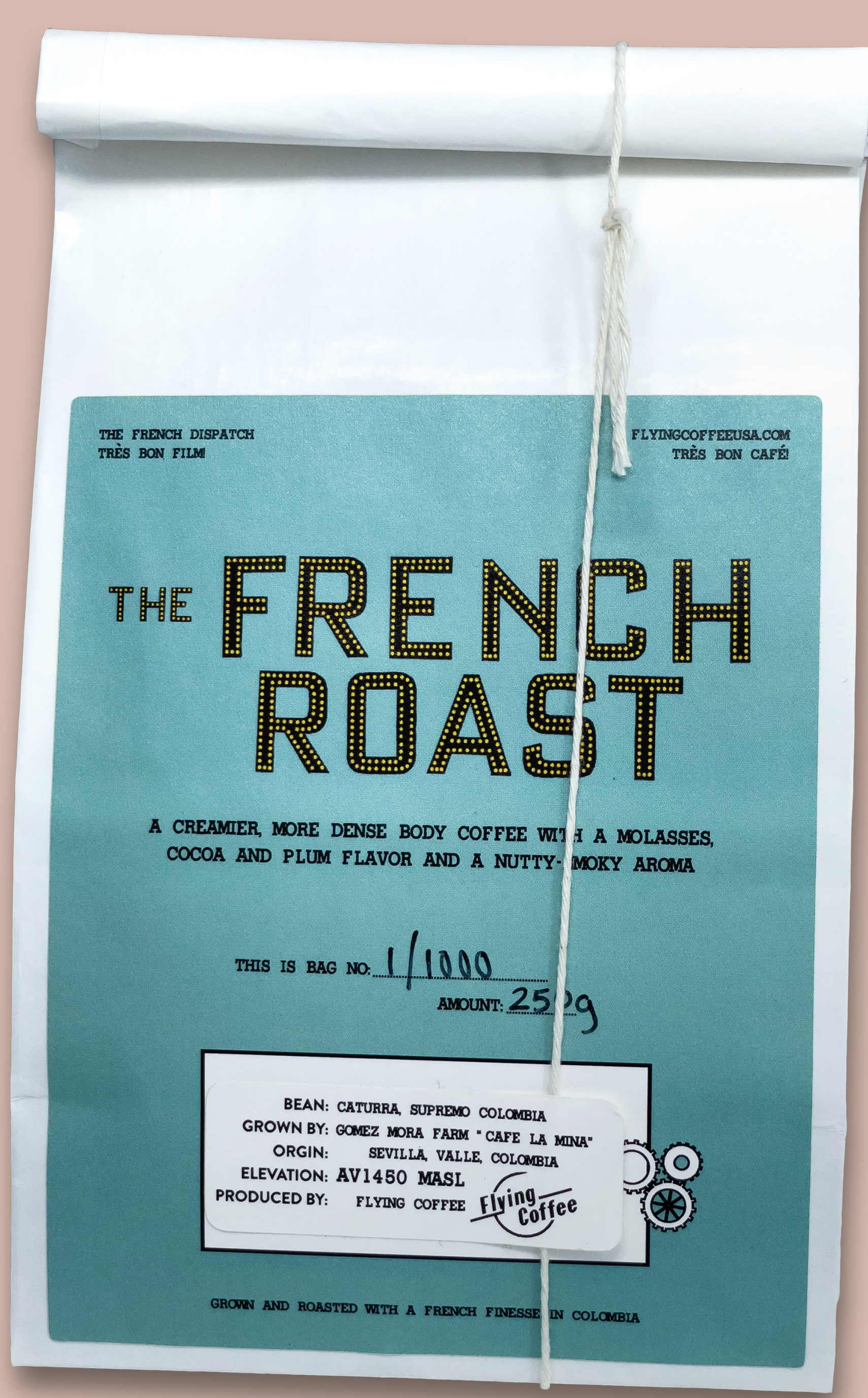
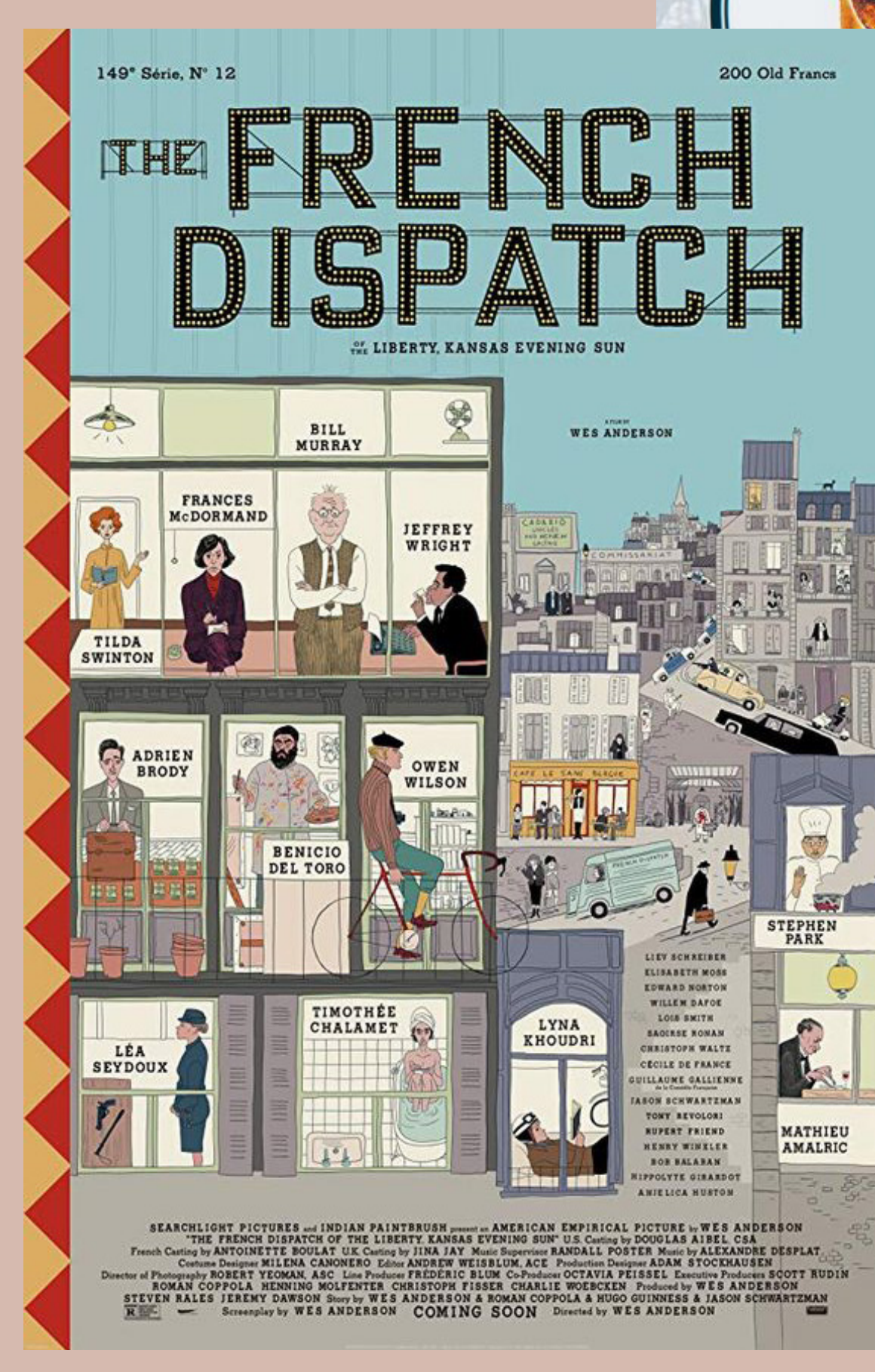
Partnering closely with Gomez Mora Farm "Café la Mina" in Colombia, from harvest to roast, Flying Coffee and the French Dispatch honor the canonical French Roast with a new take: a bold, smoky, molasses-forward roast without the harsh bitterness of its predecessor.

BEAN: CATURRA, SUPREMO COLOMBIA  
GROWN BY: GOMEZ MORA FARM "CAFÉ LA MINA"  
ELEVATION: AV1450 MASL  
ORIGIN: SEVILLA VALLE, COLOMBIA  
BREWED BY: FLYING COFFEE USA



## CREATIVE PROSESS

A SMALL, BUT VISUAL SUMMARY

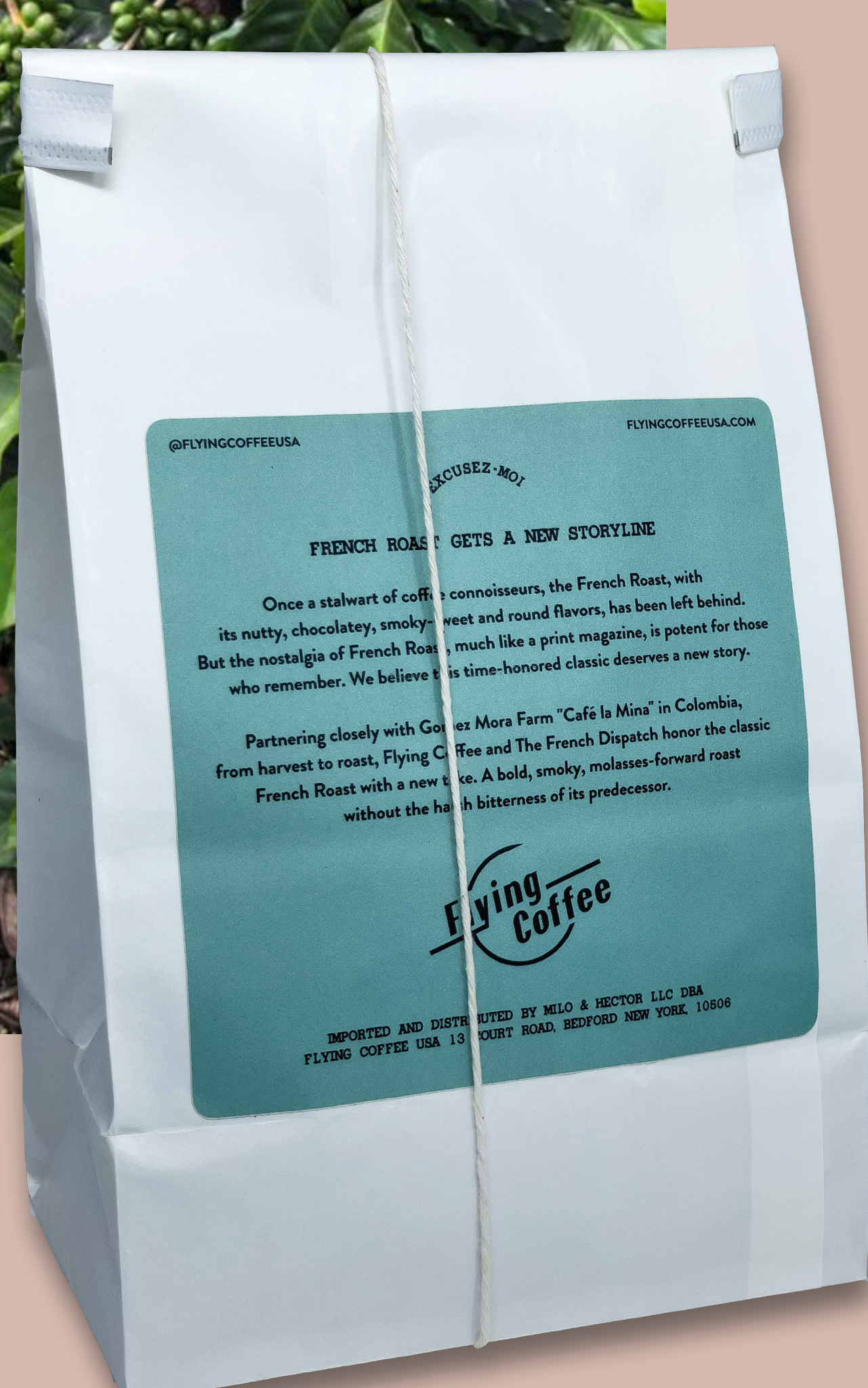


## RE-IMAGINE

Re-imagine the french roast, lately this type of roast has been left behind. The specialty coffee community aims for sweeter, acid, less bitter and fruity coffee. But we think that there is a space for those, nutty, chocolate, smoky-sweet and round flavors. There is still out there the need for a creamier and more dense caramel aftertaste coffee.

Our thoughts on reimagining darker roast is based on getting the freshest coffee for being able to enjoy those caramel notes, that nutty and smoky aroma without the harsh and the bitterness that develops in this type of roast over the time. Also we offer with our coffee simple recipes to extract all the good of the plant and leave all the bad behind.

TRÈS BON FILM  
TRÈS BON CAFÉ



## OUR FARM

The Gomez Mora family have dedicated their lives for four generations to cultivate the best coffee beans including different varieties such as Caturra, Supremo Colombia, Geisha and Castillo.

The coffee is grown in a magical land surrounded by the mountains of Sevilla, 1450 meters above sea level and volcanic soils which results in the recognizable smoothness of Colombian coffee with milk chocolate, orange, almond and honey notes.

BON APPÉTIT!