



Exclusively Organic Coffees
& Fine Teas

Shallom Berkman
Cofounder
sberkman@urthcaffe.com



@UrthCaffe

#UrthCaffe



SPANISH LATTE

Our Coffee Exclusively
Organic, for you.



West Hollywood • Beverly Hills • Santa Monica • Downtown LA • Pasadena
Coming Soon to Laguna Beach



Exclusively Organic Coffees
& Fine Teas



@Matt_Pence



@mims_



@Bambina_la



#UrthCaffe

Join the other 13,000 people who are already
apart of our Organic Revolution on Instagram.

Your picture can be featured on our next ad

West Hollywood • Beverly Hills • Santa Monica • Downtown LA • Pasadena
Coming Soon to Laguna Beach



Our Pasadena Location is Now Open!



Shop Urth Deals



Order online today and save \$5.00 on each thanksgiving dessert you purchase!

*All prices reflect \$5 discount
Offer valid until November 24, 2014, 5PM PST*

Who Are We?

The Urth Caffé is an organic coffee company that exclusively carries its own brand of premium, fresh roasted whole bean organic coffee, and hand selected fine teas sold under strict quality and ethical standards. Urth Caffé organic coffees and fine teas can be discovered online, via mail order, in fine restaurants and Urth Caffé locations in Los Angeles.


Certified organic for the Urth means grown 100% chemical free. Only a handful of the world's premiere, certified organically grown coffee beans can produce the flavor, richness, and aroma that make Urth Caffé's organic coffees stand out from traditionally grown coffees. Urth Caffé's organic coffee standards are unmatched nationwide.



@UrthCaffe #UrthCaffe



Shop Urth

 (0) Items in your Shopping Cart

Organic Coffees

Select from one of Urth Caffé's fresh roasted whole bean organic coffees below to experience the unique, rich and unbelievably smooth taste delivered fresh to your door. All coffees are available in 12 oz. packages.

[Special House Blends](#)

[Organic Varietals](#)

[Swiss Water Decaf Organic Coffees](#)

Special House Blends:

[Classic French Roast](#)



dark

WholeBean

buy

[Manhattan Mudd](#)



dark

WholeBean

buy

[Masterpiece Vienna](#)



dark

WholeBean

buy

[Milano](#)



light

WholeBean

buy

[Old Grandpa!](#)



dark

WholeBean

buy

[Rainforest](#)



light

WholeBean

buy

• Organic Coffees

• Fine Teas

• Thanksgiving desserts

• Merchandise

• Request a Catalog

• Sign up with Urth

• Catering

• Print an order form

• Order Online



The Organic Grinder

Issue 1, Volume 1 • December 2013

Happy Holidays from your favorite baristas at Urth Caffé!

The Los Angeles Times awards Urth Caffé with Best Caffé Latte in all of LA

By: Jennifer St. Germain

Everyone is talking about being healthy and eating organic food these days, and there are plenty of reasons why. But living a busy Los Angeles life, sometimes constantly cooking gets exhausting. Fear not - Urth Caffé, with four Los Angeles locations, delivers, and you'll feel none of the guilt you normally experience after having a large pizza.

The Los Angeles Times awarded Urth Caffé with the "Best Caffé Latte in all of LA" award.

The Urth Caffé eight-page menu offers something for every palate, from portabello paninis to huge tossed caesar salads, chocolate hazelnut croissants to New York cheesecake.

The calorie conscious can easily order from the menu too - Urth Caffé makes amazingly low-fat cheesecakes that utilize non-fat cream and cheese, and are sweetened with fruit juices instead of sugar. Try the blueberry - you won't know what you're missing.

Have a vegan family member? Not to worry - the vegan chocolate cake is a slice of heaven. Urth Caffé is one place where being vegan is the norm and not the exception to the rule.

There are many fantastic things about Urth Caffé, but to narrow it down to just a few - the entirety of their eight-page menu is available for delivery, hot drinks included. The crowd is hip, healthy and welcoming.



Urth has all your favorite holiday desserts for your parties including our pumpkin pie!

Reserve your desserts now!

By: Valery Fregoso

The holidays are almost here and so are your favorite desserts at Urth Caffé!

We hold the best catering standards to bring your favorite desserts to your holiday parties to the right time and place!

Your favorite pumpkin pie is back including other favorites such as the chocolate moose cakes, apple pies, cheesecakes and our newest organic fruit cake!

The organic fruit cake is also a great gift to give your neighbors, families or friends. It is made with the freshest organic fruits and flourless cake mix. This is perfect for your vegan friend as well!

Visit our all new website to get more information on ordering your favorite desserts for the holidays!

Urth Caffé has an all-new website design

By: Sophia Sanchez

The people at Urth felt that our website needed to be cleaned up and given the attention it needed, so we present you the new website design!

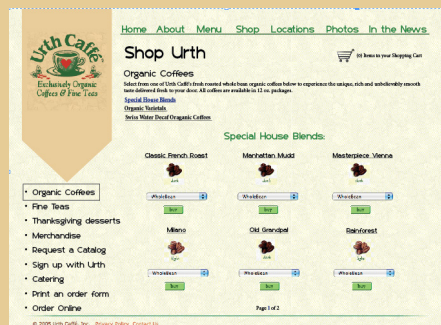
We still have your favorite links, including our all new restored Shop Urth section!

In our new Shop Urth section, you will be able to order your favorite organic coffee beans, merchandise and even desserts.

On our newest front page, you will find our best Shop Urth Deals and a slideshow with our favorite deals happening!

Also new on our page is our new Photo section. In this photo section, you will be able to easily find our guests Urth Caffé pictures when they use the hashtag #UrthCaffé on Instagram.

Click the link below to see it for yourself!
www.urthcaffee.com



Our all new designed website includes our newest front page and Shop Urth page.

In this Issue:

Page 2- Holiday Gift Boxes back online
New Pasadena Location
Walk for Kids Growth

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These can be your photos

Page 4- Coffee feature of the month:
Green Tea Lattes
Why you should drink organic
Letter to the editor



New cafe now opened in Pasadena in Playhouse District

By: Christine Chaio

Early next month, Urth Caffé will officially open to the public in the Playhouse District on the corner of Madison and Colorado in the heart of Pasadena.

It's one location of the organic coffee roaster and café chain that has been five years in the making. Co-founder Shallom Berkman says they've received numerous requests to bring one to the neighborhood. "We do ship our coffee, but a lot of

people drive out to our stores in Los Angeles," he says.

Contrary to speculation, the newest Urth Caffé is not two stories. "The building includes offices for a real estate firm. Urth occupies a corner space on the ground floor," Berkman explains. "The actual space is exactly the same size as the Beverly Hills café." Berkman and wife Jilla, who co-founded the company with him and, among other contributions, oversaw the aesthetic of each

café, chose the Colorado location in part for its proximity to the Pasadena Playhouse. "It's really the center of culture and history of Pasadena," Shallon Berkman says.



The new playhouse district location is located in the heart of culture in Pasadena.

Urth Cafe to support Walk for Kids Growth

By: Sophia Sanchez

Children's Hospital of Los Angeles Center for Endocrinology, Diabetes and Metabolism in partnership with the Human Growth Foundation will host a 4.8K Walk for Kids Growth (<http://www.stepupandwalk...>) community event on Saturday, December 7, 2013 at 9:00 a.m. at Griffith Park, in Los Angeles.

The event will increase awareness of childhood growth disorders, early diagnosis and treatment, and to raise funds for research, education, support and advocacy. IM5, celebs & more will be there!

Research shows 48% of children in the United States evaluated with the two most common forms of growth failure have gone undiagnosed.

"Our mission is for the entire Los Angeles community to get involved on December 7th," says Dr. Duke Pitukcheewanont, president of Human Growth Foundation and pediatric endocrinologist at Children's Hospital of Los Angeles. "We need community-wide support to increase awareness of childhood growth disorders so children do not have to suffer from undiagnosed and untreated growth disorders that can last for a lifetime. Children

deserve to grow and lead healthy, and with happy lives in their future."

For more information about Walk for Kids Growth, to sponsor or donate, contact the head of community relations, Daphne Plump at daphne@hgfound.org.



Top: The doctor is insuring that the boy will live a normal life. Bottom: A group of walkers who also come into Starbucks occasionally.



Holiday Gift Boxes are back online

By: Janet Pinot

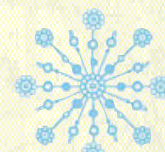
Make your own gift box from your favorite Urth heirloom, organic coffees, fine organic teas, and fresh baked goodies.

All coffee beans are whole bean unless otherwise requested. We can arrange for all your shipping needs.

Each Urth gift is wrapped elegantly and shipped directly to the recipient. Each gift will include your own personal message.

You can order these online with the following link:

[Click here for gift boxes online](#)



One of these pictures could be yours

By: Valery Fregoso

Urth Caffe is holding our very first picture contest through Instagram!

We know you love our latte art and our dessert displays, we see you taking pictures of them to put on Instagram.

Your pictures receive so many hits, we would like to thank you for it by asking our fellow patrons to Instagram your favorite organic foods and coffee with the hashtag #urthcaffe!

We will be selecting a few to feature on your advertisements and monthly newsletters.

To view our automatic feed of pictures, please visit our photos tab online.

[Visit our Instagram Photos](#)

Urth Caffe 2013 Holiday Gift Guide

We know the holidays can be a hard time due to the immense amount of gifts you need to buy. No fear, we are here to help you! These are our top gifts for your organic coffee or tea lover. It is sure to be a hit!

1



Urth Caffe Logo Coffee Cup
\$19.99

2



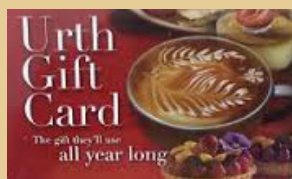
Urth Caffe Organic Whole Bean Bag
\$11.75

3



Bodum Chambord French Press- 8 cups
\$42.95

4



Urth Caffe Gift Card
\$5-\$100

[Visit Shop Urth to see more merchandise](#)



Why should you drink organic coffee

By: Valery Fregoso

Any Mesoamerican farmers here are starting to give up on organic coffee. The premium price that it used to fetch is almost disappearing.

From Mexico to Costa Rica, at least 10 percent of growers have returned to chemical fertilizers and pesticides in the past three years, at a significant cost to the entire world environment.

Although organic still pays a premium of as much as 25 percent over conventional coffee, it's not enough to cover the added cost of production and make up for the smaller yields.

Americans drink 400 million cups of coffee every day, which adds up to \$4-billion

worth of imported coffee each year.

These farmers were promised they would benefit financially from ditching their toxic pesticides in favor of organic crops, but in order to profit they need to be certified. And farmers cannot become certified organic until their soil is free of pesticides and chemical fertilizers for three years.

This means the farmers have to absorb the extra costs of organic farming for three years before they'll start to see the returns, and many just could not do it.

Now, as more organic coffee growers abandon their crops, it's not only limiting the quantities available but also driving up prices. This, in turn, is keeping the organic coffee market from really merging into the mainstream.

Coffee Feature of the Month: Green Tea Latte



Our organic green tea lattes always have a special latte art for you!

By: Valery Fregoso

Our organic green tea latte is a must have favorite for customers.

The Japanese tea ceremony emphasizes the virtues of humility, restraint and simplicity, its practice governed by a set of highly ritualized actions. But this smooth and creamy matcha-based beverage can be enjoyed any way you like. So by all means, slurp away if you want to.

Only the last sip of matcha should be slurped at a Japanese tea ceremony to let the host know you have finished and to show your appreciation.

This drink tastes great with our salads or macaroni and cheese.

Don't forget, on hot days, this drink tastes amazing cold.

Letter to the editor:

Dear Editor,

I have been very fond of this newsletter because it tells me what is coming up and what I can do to improve my organic lifestyle, but it would be nice for you to add a section that talks a little more of tea because I do feel this newsletter is geared more to coffee drinks.

-Savannah

Dear Savannah,

Thank you for the letter, I do agree that we should focus on both tea and other organic foods and drinks instead of our usual coffee.

We are thinking of making a tea section on our next newsletter. Hope you enjoy it!

-Editorial Staff

Mission Statement:

The Organic Grinder is here to give the Urth Caffe community a sense of community with promotions, deals and stories about your favorite coffee.

Staff Box:

Editor: Valery Fregoso
Staff: Janet Pinot, Sophia Sanchez, Christine Chaio, Jennifer St. Germaine.