
Do You Know That There is a
CONSUMER CONSCIOUSNESS
for
BETTER QUALITY?

It is an axiom that as the average quality of the coffee served in American homes is raised, the per capita consumption increases.

Proper roasting, grinding, and brewing have their place in the development of added consumption but, of course, the QUALITY of the coffee is most important.

The roaster who uses a large percentage of

COLOMBIAN COFFEES

can be sure that he is taking the most essential step in promoting the demand for his own brands and for coffee in general.

Colombians for Quality

National Federation of Coffee Growers of Colombia
96 Front Street
New York City