

FALLS CHURCH HS & BEANETICS: THE EVOLUTION OF A FCHS BLEND OF COFFEE

When Beanetics Coffee Roasters opened its doors in February 2007, Annandale residents joined communities such as Seattle and San Francisco with our own coffee micro-roaster. Beyond the prestige of having freshly roasted coffee in our community, having our own micro-roaster means that we can enjoy the full experience of drinking wonderful coffee – a naturally smooth taste, without bitterness.

Every day it is estimated that Americans consume 300 million cups of coffee. But few of these coffee drinkers ask the most important question about their coffee: when was it roasted.

FCHS and Vicki Burman, representative of the Annandale Chamber of Commerce, began a partnership back in October 2007. Through this partnership, David Starr co-owner of Beanetics Coffee united with FCHS to begin a wonderful partnership. FCHS, working with Beanetics, will create its own personal blend of coffee.

On Friday, January 04, 2008, Mr. David Starr, co-owner of Beanetics, delivered a highly informative and entertaining presentation to FCHS culinary, photography and SCA student representatives. During his presentation, Mr. Starr shared interesting history about the coffee growing process. Geographic details and economics were infused in his discussion. He also discussed the science behind the making of coffee as well as the many details and challenges around the highly competitive coffee industry. Students and staff were then treated to two of the Beanetics coffee blends as a closure to Mr. Starr's presentation

As a follow up to Mr. Starr's visit, a group of culinary arts students will visit Beanetics on January 11th. With Mr. Starr's guidance, students will blend coffee beans to create a product unique to Falls Church High School. Students from the Culinary Arts program will go to Beanetics to blend the FCHS coffee. The Graphics Design students will create the FCHS logo for the bag and our Marketing students will market the coffee to our other business partners, parents, community members and staff. SCA students will establish a competition to name our new coffee and our graphic arts and technology education students will compete to design a logo for the product. We are very excited to cultivate our relationship with Beanetics and look forward to our fast approaching visit.

Our students and staff are excited about this event. Enjoy the photographs taken by our photo-II students.