

PLEASE NOTE THAT MARCH 25 WILL BE OUR LAST DAY

To our valued customers, we are very sad to say goodbye after many great years of being a part of of this vibrant community. Unfortunately, due to updates to market policies, the fee for our participation in this market will rise sharply in April, the start of the new season. We have determined that we cannot absorb this increased overhead while continuing to offer the same quality and value on which the company was established. As such, we have decided to focus our resources on other sales venues.

Qualia was born at the farmers markets and, even after 15 years of business, closely ascribes to the founding principles of delivering a fresh and local product. We have built a loyal customer base by offering high-value beans and brews while also cultivating relationships with growers that ensure they can earn a living and reinvest in their own communities. As a result, our revenue base is much smaller than higher-volume roasters whose business is built around a wholesale marketplace. Unfortunately, this also means that FRESHFARM's fees for coffee vendors are incompatible with our exclusive focus on selling directly to customers for home use.

You will still be able to find us both online at qualiacoffeeroasters.com and at our retail locations in DC. And please stay tuned as we seek new partners for marketing and selling our products.

Thanks again for your many years of support. Please direct any questions or concerns to the Qualia team at qualiacoffee@gmail.com.

Joel Finkelstein
Owner and Head Roaster
Qualia Coffee

