This Company Is Turning Coffee Drinkers into Coffee Lovers

Trade matches coffee drinkers with perfect coffees and educates them on where it comes from.

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The typical office breaks down somewhere along the lines of tea people, coffee people, and *coffee* people. Anyone who has spent time in a professional setting knows a few people who drink coffee not simply as part of a routine, but because they genuinely love coffee. Some of today's most influential business leaders are coffee fanatics.

Trade believes most people are coffee lovers at heart, they just haven't had the right resources to discover that about themselves. They strive to turn coffee drinkers into coffee lovers by offering personalized coffee roasts. When you sign up with Trade, you fill out a quiz that informs Trade of your tastes and preferences. Then, Trade provides a recommendation and lets you know why they chose it. From the specific taste points to where the coffee comes from and how it gives back to

the community, Trade wants coffee people to understand where their coffee comes from and why it’s worthy of your palate.

Trade currently has more than 400 incredible coffee options available, all freshly roasted before arriving at your door.

Unlike other subscription companies with gimmicks and catches galore, Trade strives to put the focus on education, discovery, and community. When they’ve matched you to your perfect coffee, Trade also introduces you to small coffee roasters, both in your neighborhood and across the country. They’re committed to telling the myriad stories that coffee creates around the world and making you enjoy coffee not just for the taste but for its history and connection to the global community. What’s not to love?

If you like coffee, Trade is convinced they can get you to love it. They just need the opportunity to show you why. When you sign up for Trade, you’ll get 30 percent off of your first bag. Check it out today.

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