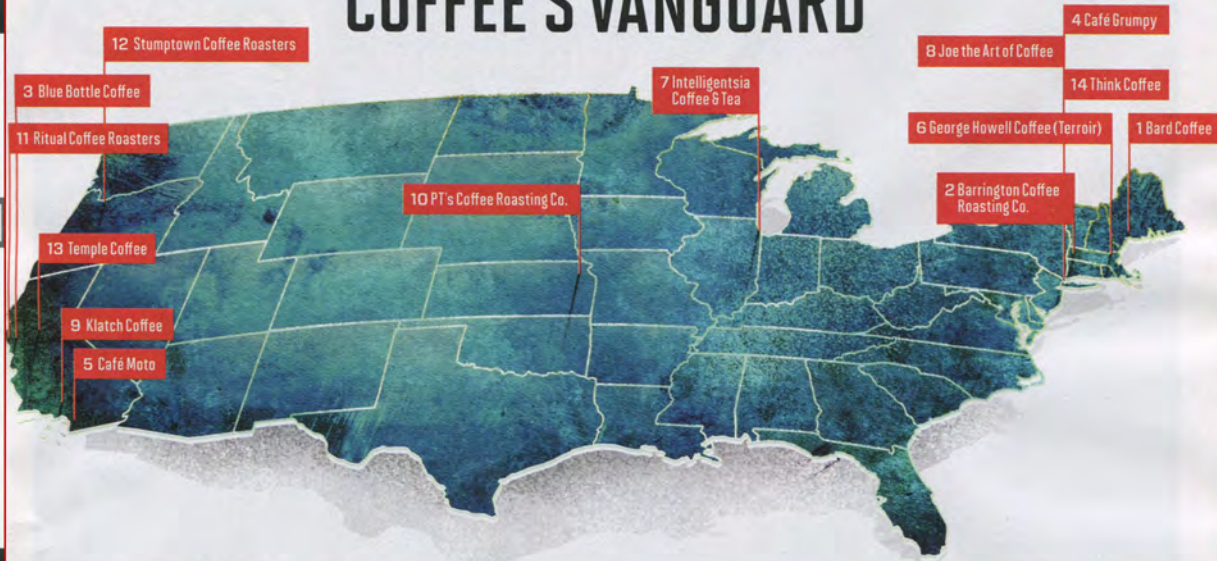


COFFEE'S VANGUARD



Cult coffee brands are popping up all over the country. From single-origin batches to the microlots by which they are artfully, even obsessively, roasted, they pride themselves on their craftsmanship and small size. (Forget Starbucks: Even Blue Bottle strikes some of these outfits as too “corporate.”) With the help of Ken Davis, editor of *Coffee Review*, *Fortune* has mapped some of the industry’s most promising players. —Alex Conrad

1 BARD COFFEE

PORTLAND, MAINE
One café; wholesale

The Bard brand can be found across coastal Maine, while the wholesale-only Wicked Joe brand sells to stores across northern New England.

2 BARRINGTON COFFEE ROASTING CO.

LEE, MASS.
Wholesale

This Berkshire-based roaster distributes to stores from Montreal to Grand Cayman.

3 BLUE BOTTLE COFFEE

OAKLAND
Six locations in Oakland, San Francisco, and Brooklyn; seven carts or seasonal locations; wholesale

James Freeman’s coffee empire has spread from its Bay Area base to New York City. Coming soon: Blue Bottle in Rockefeller Center.

4 CAFÉ GRUMPY

BROOKLYN
Four locations in NYC

Café Grumpy offers home brewing and latte art classes, and also operates a bakery at its Lower East Side branch.

5 CAFÉ MOTO

SAN DIEGO
One retail store; wholesale

A roaster-retailer, Moto also has a thriving service business that fixes cranky San Diego espresso machines.

6 GEORGE HOWELL COFFEE (TERROIR)

ACTON, MASS.
Wholesale

This Massachusetts-based wholesaler sells the Terroir single-origin line and is run by industry legend George Howell, the founder of Coffee Connection, a high-end retail chain that Starbucks acquired in 1994.

7 INTELLIGENTSIA COFFEE & TEA

CHICAGO
Nine locations in Chicago and Los Angeles; one lab in New York

Intelligentsia’s coffee labs train baristas and avid customers; the company’s wings logo has become a popular symbol of the gourmet-coffee movement.

8 JOE THE ART OF COFFEE

NEW YORK CITY
Seven locations in New York

This metro New York institution often sells out its espresso-making classes.

9 KLATCH COFFEE

UPLAND, CALIF.
Four locations in Los Angeles

Klatch has won numerous awards for its coffees and overall business, and boasts one of the two coffee pros to be crowned U.S. Barista Champion in multiple years, along with Intelligentsia.

10 PT'S COFFEE ROASTING CO.

TOPEKA
One retail location; wholesale

PT’s was founded in 1993 by award-winning photojournalist Jeff Taylor. The company sells wholesale throughout the Midwest and is growing rapidly on the East Coast.

11 RITUAL COFFEE ROASTERS

SAN FRANCISCO
Two retail branches and a lab in San Francisco; one location in Napa, Calif.

Ritual says that at least 30 careful steps go into each shot of its espresso.

12 STUMPTOWN COFFEE ROASTERS

PORTLAND, ORE.
Retail locations in Portland, Seattle, and New York; wholesale

Stumptown recently took on a new major investor and introduced the “cold brew stubbies,” a purist’s cold-brewed, bottled iced coffee.

13 TEMPLE COFFEE

SACRAMENTO
Two retail locations in Sacramento; wholesale

Temple boasts *Coffee Review*’s highest-rated coffee of 2010. The company sells wholesale throughout the West Coast.

14 THINK COFFEE

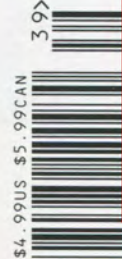
NEW YORK CITY
Four retail locations in New York

Like many others on this list, Think vets and certifies its coffees as meeting fair-trade and organic standards. In what might seem heretical to coffee diehards, Think offers an extensive food menu at its cafés. But try the grilled cheese.

Map by LUKE SHUMAN

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DISPLAY UNTIL OCTOBER 3



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