



FOR IMMEDIATE RELEASE

**Two L.A. Icons Reunite for Television's Biggest Night,  
Don Francisco's Coffee Returns as the Official Coffee Partner of the 71st Emmy® Awards Season**

LOS ANGELES – September 16, 2019 – Family-crafted [Don Francisco's Coffee](#) returns as the Official Coffee Partner of the 71st Emmy® Awards Season for the second consecutive year. Adding to the already exhilarating atmosphere of this year's star-studded events, guests will be treated to a special selection of L.A.'s own Don Francisco's Coffees, which will be served at several high-profile events. In addition, Don Francisco's Coffee has created a very special commemorative edition of Colombia Las Moyas, a single origin, microlot coffee grown and harvested in the Cauca region of Colombia. This award-winning coffee is renowned for its exceptional quality and distinct characteristics including a sweet aroma, bright acidity and notes of lemon, apple, honey and caramel. Colombia Las Moyas, not commercially available, will be served exclusively to guests at the Performers Nominee Reception on September 20, and a limited quantity of bags will be presented to guests.

Don Francisco's Coffee will be featured at the Creative Arts Governors Ball events on Saturday, September 14 and Sunday, September 15, the Performers Nominee Reception on September 20, and the final celebration, the Governors Ball following the Emmy® Awards telecast on Sunday, September 22.

Emmy winners, nominees, presenters and members of the Television Academy will indulge in a variety of brilliantly balanced and exquisitely aromatic coffees including:

- **Don Francisco's Coffee Family Reserve 100% Colombia Supremo**, a single-origin coffee made with 100% Arabica beans from a prized growing region, offered in a medium roast (regular and decaf).
- **Don Francisco's Coffee Family Reserve Old Havana Espresso Capsules**, compatible with Nespresso® Original Line machines. The Old Havana (Intensity level of 8) is made with premium 100% Arabica coffee, the line is also Kosher certified.
- **Don Francisco's Organic Cold Brew Coffee** is a rich bold coffee that is naturally sweet and smooth in taste. Made with organic 100% Arabica beans. For an elevated coffee experience, Don Francisco's Organic Cold Brew Coffee will also be incorporated into one cocktail on the drink menu offered by Ketel One Family Made Vodka, the Official Spirits Partner of the 71st Emmy® Awards Season.

"The Emmy Awards Season celebrates those who are masters in their craft - both in front of and behind the camera - and Don Francisco's Coffee and the Gaviña family have a deep respect and admiration for that," said Lisette Gaviña Lopez, Executive Marketing Director. "We are honored to be part of this long-standing tradition and raise our coffee cups to all nominees for their unwavering dedication and commitment to their art."

Aside from delighting the stars and industry executives with their coffee at the ball events, Don Francisco's will also be fueling the Governors Ball production crew and behind-the-scenes staff throughout the month of September as they work to create the event décor and staging for a magical Emmy celebration. The Company will provide them with a variety of the above-mentioned coffees, as well as their easy-to-brew single serve 100% Colombia Supremo coffees (compatible with Keurig K-Cup brewers).

In addition, Don Francisco's Coffee sponsored the "Masters in their Craft" original video series, which features award-winning professionals who use their creative prowess behind the scenes. The first two featured masters include Ane Crabtree, Emmy-nominated Costume Designer for "The Handmaid's Tale" and Napoleon and Tabitha D'umo, the Emmy Award-winning husband and wife choreography duo featured on "So You Think You Can Dance". To view, please visit the Don Francisco's official YouTube channel [HERE](#).

F. Gaviña & Sons, Inc. is the coffee roaster behind some of the highest quality and best-tasting coffee in the market today, including their signature brand, Don Francisco's Coffee. They have been roasting coffee right in L.A.'s backyard for fifty-two years. For the Gaviña family, coffee runs through their veins. With nearly 150 years of experience as growers and roasters, the Gaviña family still owns the company, which is run by third and fourth generation members. In 2017, they opened their first ever flagship cafe in Downtown Los Angeles - Don Francisco's Coffee Casa Cubana ([dfcasacubana.com](http://dfcasacubana.com)). Located in the historic Spring Arcade building in the heart of the city, the café décor and food are reminiscent of old-world Cuba, a nod to the family's roots and a way for them to welcome all their coffee-drinking guests into their home.

Don Francisco's Coffee aficionados can also look forward to exciting giveaways during this time, including a series of 71 "coffees for a year" gift packages - a nod to the 71st Emmy Awards Season - which will be given out through September 29, National Coffee Day. To stay in touch with Don Francisco's and drink in some of the views from the many #Emmy events, please follow @Donfranciscos on Facebook and Instagram.

The 71<sup>st</sup> Emmy Awards, honoring excellence in television programming, will be telecast live Sunday, September 22 on Fox starting at 8 p.m. ET/5 p.m. PT from the Microsoft Theater in Los Angeles.

While watching this year's Emmys, the Gaviña family encourages viewers to enjoy the artistry of television's finest with a delicious cup – hot or cold – of Don Francisco's Coffee. To learn our family secret on the perfect cup of coffee click [HERE](#).

#### **About Don Francisco's Coffee**

Don Francisco's Coffee is a leading California retail brand owned by F. Gaviña & Sons, Inc. Based in Vernon, CA, it is one of the largest family-owned coffee companies in America and the nation's largest privately held, minority-owned roaster. The family's unmatched coffee experience, as coffee growers and roasters, dates back 150 years to the family's humble beginnings in the rich coffee-bearing soil of Cuba and has paved the way for a strong presence in wholesale and retail accounts across the country. To learn more about Don Francisco's Coffee, please visit [www.donfranciscos.com](http://www.donfranciscos.com)

#### **About F. Gaviña & Sons, Inc.**

Established in Vernon, California in 1967, F. Gaviña & Sons, Inc. is one of the largest family-owned coffee companies in America and the nation's largest privately held, minority-owned roaster. The company makes the highest-quality, family-crafted coffee, including flagship premium brand Don Francisco's Coffee. The family's unmatched coffee experience, as coffee growers and roasters, dates back nearly 150 years to the family's humble beginnings in the rich coffee-bearing soil of Cuba and has paved the way for a strong presence in wholesale and retail accounts across the country. To learn more about F. Gaviña & Sons, Inc. and the Gaviña family, please visit [www.gavina.com](http://www.gavina.com).

#### **About Don Francisco's Colombia Las Moyas Coffee**

Grown and harvested by Faider Samuel Quintero on his six-acre farm, Las Moyas, located 1864 meters (or 6115 feet) above sea level in the Cauca region of Colombia, this award winning coffee is processed separately from the rest of the coffee on the Las Moyas farm in order to amplify its special qualities. This microlot coffee is an Arabica varietal, Castillo Tambo, which is exclusive to Colombia. Winner of the Colombian Coffee Growers Federation national cupping competition in both sweetness and acidity, this coffee is not commercially available.



## F. Gaviña & Sons, Inc. At a Glance

**Company Profile:** F. Gaviña & Sons, Inc. is one of the largest family-owned coffee companies in America and the nation's largest privately held minority owned roaster. The company makes the highest-quality, family-crafted coffee, including flagship premium brand Don Francisco's Coffee. The family's unmatched coffee experience, as coffee growers and roasters, dates back 150 years to the family's humble beginnings in the rich coffee-bearing soil of Cuba, where patriarch Francisco Gaviña was born and honed his skills as a coffee farmer. After immigrating to the United States with his wife and children, he further cemented the family's coffee legacy by establishing F. Gaviña & Sons, Inc. in Vernon, California in 1967. In 2017, the company celebrated its 50<sup>th</sup> anniversary and is still owned and run by Don Francisco's four children Francisco, Pedro, José, and Leonor, with several fourth-generation family members already managing key areas of the company alongside them. To coincide with this milestone the family opened its first ever brick and mortar café in Downtown L.A. - Don Francisco's Coffee Casa Cubana (<https://www.dfcasacubana.com/>).

One of the most modern and technologically-advanced roasting and packing facilities in the country, the F. Gaviña & Sons, Inc. plant stands at nearly 240,000 sq. ft. and produces more than 40 million pounds of coffee each year from the finest selection of 100% Arabica beans that are meticulously roasted to their peak flavor, and then packaged for consumers, food partners and private-label customers. All their brands have strong presence in wholesale and retail accounts across the country. The company's broad array of coffee includes:

- Don Francisco's Coffee: Gaviña's flagship brand, one of the leading specialty coffee retail brands in Southern California and a national brand according to Information Resources Inc. Follow on social @donfranciscos
- Café La Llave Espresso: The leading espresso brand in Southern California and South Florida. Follow on social @cafelallave
- Gaviña Gourmet Coffee: One of the leading wholesale gourmet coffee brands. Follow on social @gavinacoffeeco
- Café Gaviña Espresso: As Gaviña's first brand, this rich, dark roast is a classic European style espresso.
- Private Labels: Gaviña is a long-time coffee supplier to a variety of private-label customers including Costco (under the José's brand), McDonald's, Publix and many others.
- Food Service: Gaviña supplies the highest quality premium coffee to more than 3,000 coffeehouses and restaurants throughout the country.

**Executive  
Leadership:**

Pedro L. Gaviña, President; José A. Gaviña, Secretary Treasurer; Leonor Gaviña-Valls, Vice President of Marketing; Francisco M. Gaviña, Vice President of Operations

**Company Mission:**

We aim to be the industry benchmark for a superior cup of coffee through our dedication to the highest standards. Our mission is to provide coffee lovers with the highest quality cup by delivering on superior service, an unyielding attention to detail, and the utmost commitment to sourcing beans from only the world's finest regions.

This mission also lives in our commitment to:

1. Our Employees – Who are able to work in an inspiring environment where they are partners and are made to feel as secure as any other member of the Gaviña family.
2. Our Trade Customers – Be the indispensable coffee partners for their trade customers. Ensure that each customer is successful in their respective venture by providing exceptional service, superior product, and expertise.
3. Our Community – By effectively contributing to both the local communities and global producing countries that have been instrumental to the success of F. Gaviña & Sons, Inc.

**Sustainability:**

[Gaviña Direct Impact™](#) is our commitment to providing premium coffee with a “greener” coffee footprint, helping improve the lives of coffee farmers at origin and achieving zero waste to landfill at our facility propelling the company as it strives to preserve natural resources and the environment for future generations.

The Direct Impact Initiative consists of four pillars:

- Dedication to Farmers
- Sustainable Sourcing
- Environmental Sustainability
- Social Stewardship

Gaviña and its employees are also committed to its coffee producing partners and to the improvement and well-being of the communities where they work and live. The company supports 300+ local and global charities through in-kind and monetary donations. In 2018, the company inaugurated a Wet Mill in Colombia. It has inaugurated schools in Nicaragua, launched remote learning facilities in Oaxaca, Mexico, and trained coffee growing farmers in Guatemala with the purpose of developing robust business relationships focused on sustainability.

**Certifications &  
Affiliations:**

Gaviña is Organic (CCOF), Kosher (KSA), Fair Trade USA certified, ISO certified, as well an active member of the National Coffee Association (NCA), the Pacific Coast Coffee Association (PCCA), Rainforest Alliance, SQF Level 7,

International Women's Coffee Alliance and the Specialty Coffee Association(SCAA).

**Headquarters:** F. Gaviña & Sons, Inc. 2700 Fruitland Ave. Vernon, CA 90058-2893  
(800) 428-4627

**Digital Presence:** To learn more about F. Gaviña & Sons, Inc., Gaviña Coffees, and the Gaviña family please visit [www.gavina.com](http://www.gavina.com). To get a taste of their coffees, you can also visit their flagship café Don Francisco's Coffee Casa Cubana located in downtown Los Angeles in the historic Spring Arcade building.

# POUR OVER

FEATURING:

## COLOMBIA LAS MOYAS

**TASTE PROFILE:**

Sweet aroma, bright acidity, notes of lemon, apple, honey, and caramel.

**BACKGROUND:** This microlot coffee was grown by Faider Samuel Quintero on his 6 acre farm, Las Moyas, located 1864 meters or 6115 feet above sea level in the Cauca region of Colombia. It is an Arabica varietal, Castillo Tambo, which is exclusive to Colombia. Winner of the Colombian Coffee Growers Federation national cupping competition in both sweetness and acidity, this coffee is not commercially available. It was purchased at auction during a recent visit to Colombia.





## **F. Gaviña & Sons, Inc.**

### **Lisette Gaviña Lopez**

As Executive Marketing Director, Lisette oversees the company's brands including Don Francisco's Coffee, Café La Llave Espresso, Gaviña Gourmet Coffee and Jose's Gourmet Coffee. Her team of brand champions develops and launches new product and commercial innovations, and also develops all branded communication for the company's brands. Lisette's recent projects include the launch of Don Francisco's Coffee Espresso Capsules and the opening of the family's first ever brick and mortar coffee shop, Don Francisco's Coffee Casa Cubana in downtown LA. She is also involved in key government affairs and community outreach initiatives. She currently serves on the Board of the Vernon Chamber of Commerce and as Board member of the California Restaurant Association Los Angeles chapter.

Lisette comes from a long line of coffee growers and roasters. The Gaviña family has been in the coffee business for nearly 150 years starting in Cuba, and today owns F. Gaviña & Sons, Inc., the nation's largest minority owned family coffee roaster, and a leading producer of high-quality great-tasting coffee for more than four generations. The company recently celebrated 50 years of roasting in Los Angeles. She first joined the company in 2001 as a project manager where she developed employee productivity and professional development initiatives and led the company's organic coffee certification process. Two years later she joined the marketing team to help launch the company's flagship Don Francisco's Coffee ground bags, Café La Llave instant coffee, and various Organic coffees across all house brands. In this capacity she also initiated and managed two adopt-a-school projects in the coffee growing regions of Nicaragua and Mexico.

In 2008, she joined Procter & Gamble as assistant brand manager on the \$100 million Clairol Professional brand. There, she led various marketing initiatives most notably the restage of the iconic Miss Clairol brand in North America. After three years at Procter & Gamble, Lisette's passion for the family business led her back to F. Gaviña & Sons, Inc.

With more than 10 years of coffee industry experience, Lisette actively works to improve the quality of coffee and is a member of several organizations including the National Coffee Association, the Specialty Coffee Association of America, and the Pacific Coast Coffee Association. She is also a Licensed Q grader, in other words, a certified coffee taster.

Born and raised in Los Angeles, Lisette holds a Bachelor's and Master's degree in Business Administration from the University of Southern California. She is also a graduate of the USC Food Industry Management Executive Program.