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~~Commonfolk~~

MANIFESTO



## Our Mission



We scour the globe for delicious coffee to purchase - for a fair price - and roast to perfection for like-minded folk in the land of Oz. We aim to create spaces for our community to eat, drink, caffeinate and be merry.

We prepare sustainable, quality produce with expertise and good vibes.

# Our Vision



Our vision is to provide quality service and produce, improve the communities we are a part of and have fun while doing it.

We take risks and try new things so we can always be the best, without making others feel the worst.

# Our Values



There are four key values that shape the way we do things. Building and maintaining our culture is one of our top priorities!

We value quality, community, pioneering and integrity.



## Quality

Quality and accessibility don't usually go hand in hand... but Commonfolk isn't your usual enterprise. We're passionate about producing quality products and providing quality service without all the bullshit and ego.

We work hard to be the best because we're passionate about what we produce, and we want to share that with the common person. Haters gonna hate so we'll stay true to our guns and take pride in what we create.





## Community

The Folker family are an unorthodox bunch. We celebrate diversity, enthusiasm and empowerment together with collaboration, accountability and support. Our people are our priority and we want to create pathways for our team to exceed their goals. We focus on supporting the most vulnerable members of our community; from local unemployed youth to coffee farmers on the other side of the planet.

Our initiative The Cup That Counts helps us ensure our industry is fair for everyone involved. Our clients, customers and wholesalers are an extension of ourselves; if you're on board with what we're about, you're family.





## Pioneering

Commonfolk celebrates creativity and lateral thinking. We're not afraid to look beyond ourselves and our industry for inspiration but we're considered in what we pursue and how we operate.

We stay true to our vision and support each other to push the boundaries of our industry, while taking ourselves lightly and owning our failures. We pick ourselves up, dust ourselves off and try again.



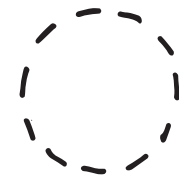


## Integrity

At Commonfolk, success means we profit financially, socially and environmentally. We won't compromise for the sake of profit, ease, or time. Instead we will hold strong to our values and remember that we stand to create something entirely unique in our industry. We encourage our team to harness their collective power to make a difference in our community.

We want to participate in and promote sustainable and environmentally conscious enterprise. We want our integrity to be a catalyst for our staff, our customers, our clients and even other businesses to also bring about positive change.





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LIVING THE DREAM

