



Expect Perfection.®

OUR STORY

What began as a family company in Birmingham, Alabama named “Donovan Provision Company” quickly converted into a premier maker and provider in quality coffees and teas. So as to ensure the family’s unwavering commitment to excellence and innovation, in 1908 William Donovan renamed the company after the highest quality gem in existence: RED DIAMOND. Yes, a bit of bravado in such a name, but even more so, it was the standard set for generations to follow.

At Red Diamond®, we are driven by an obsession to provide a world-class coffee and tea experience. Since 1906, the cornerstone of our company has been our commitment to unparalleled quality, innovation, and customer service.

We’re proud to be a family-owned company that, since 1906, has mastered the art of meeting ever-evolving consumer demands while staying true to our founding principles.



OUR EVER-DECREASING FOOTPRINT

Red Diamond, Inc. is a company committed to continuously improving our sustainability efforts. It is our pledge that when customers purchase our products, they’re supporting a company with a vision for a sustainable future.

We rely on 100% recyclable packaging and materials.

- Our tens of thousands of empty green coffee burlap sacks are recycled and reused instead of being thrown away.
- Our Ready-to-Drink Tea jugs are made of 100% recyclable HDPE plastic.
- Our carton packaging is made from 100% recyclable cardboard and paperboard.

We have greatly reduced our own fertilizer usage on the company grounds.



fertilizer usage reduction since 2014

Our latest technologies in irrigation, moisture sensors, controls and sprinkler heads help reduce water usage at the company’s production facilities.



million gallons of water reduction since 2011

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*Items are recyclable only in areas that have appropriate recycling facilities.

Red Diamond has been recognized as a Groundwater Guardian Green Site by the Groundwater Foundation®.

OUR COFFEE



Highest Quality 100% Arabica

We produce the highest quality 100% Arabica coffee, using only the very best of coffee beans.



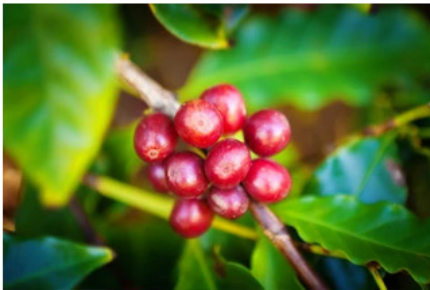
Scolari Roasted in Small Batches

Our Scolari Roasters are the finest in the world. Imported from Italy, it uses convection heat - never a scorched bean.



High Altitude Grown

We only buy coffee grown at a high altitude; low grown beans are less flavorful therefore less valuable.



Only "New Crop" Coffee Beans

We always select new crop coffee beans for Red Diamond® to create a sweet rich flavor and aroma. We never buy past, old or distressed beans.



Hand Picked and Sundried

Our coffee beans are nurtured with extreme care. They are hand picked and sundried - using nature's gentle heat.



Lowest Degree of Chaff

Our coffee is rated Best-In-Class with Low-To-Zero Chaff. Chaff has no value; many other coffees include chaff to add weight which lowers quality.

OUR TEA



Three Generations of Perfection

We have a relationship that spans three generations with one of the largest tea importers in the country. This allows us to source the finest quality tea from around the world year after year.



Our Blend

Our blend of Orange Pekoe and Pekoe cut black teas provides the highest quality iced tea. Orange Pekoe and Pekoe refers to the type of tea leaf, not the flavor of the tea.



Lack of Stem Content

The lack of stem content in our tea produces a better tea flavor with greater yield. Red Diamond removes the stem as much as possible from our tea blends to provide the finest product at a fair price.