



The Perfect Blend: Woodloch Resort and Moka Origins Coffee Announce Strategic Partnership

January 3, 2024, Hawley, Pennsylvania – As the New Year commences, two businesses in the Poconos are poised for exciting new beginnings. Woodloch, an award-winning, three property resort, and Moka Origins, an ethically-sourced coffee and chocolate company, are proud to announce the start of a partnership aimed at enriching the experience for resort guests while honoring Moka’s motto, “made locally, support globally.” This collaboration represents a shared commitment to offering guests unparalleled quality, sustainability, and community support.

Nestled in the Pocono Mountains, Woodloch has been a cornerstone of family-friendly getaways for decades, renowned for its exceptional hospitality and endless activities. Woodloch is the largest employer in Pennsylvania’s Pike and Wayne counties and generates the most tourism dollars in the Northern Pocono Mountains area. The [Poconos resort](#) employs over 1,200 staff members and welcomes nearly 100,000 visitors per year. Moka Origins, known for its artisanal approach to coffee production, places emphasis on direct trade relationships with farmers, sustainable farming practices, and social responsibility. Woodloch will feature Moka Origins across its various dining and retail outlets. Guests can now indulge in the finest handcrafted coffee and chocolate while supporting a shared vision of social responsibility and environmental stewardship.

This ethos aligns particularly well with the philosophy at Woodloch’s destination spa resort, The Lodge at Woodloch. The property features a working organic farm where the focus is on giving back to the environment before benefiting from it, in turn creating healthy soil and healthy plants and, consequently, healthy people. Additionally, the [Poconos spa](#) looks forward to presenting Moka products through immersive guest experiences, such as chocolate tastings intertwined with storytelling about how Moka Origins began.

In 2015, Moka Farms was founded in Cameroon, West Africa to help generate employment through sustainable farming and the creation of a Farmers’ Training Center. By 2017, Moka’s co-founder, Jeff Abella, started buying cacao and coffee directly from farmers around the world and began a chocolate and coffee company in Honesdale, PA, just 20 minutes from Woodloch. The company’s mission is to use chocolate and coffee as a vehicle for social change by ethically sourcing coffee and cacao, offering training programs on their Cameroon farm, and planting a tree for every product sold. To date, over 517,000 trees have been planted, more than 276,000 pounds of beans have been sold, and 2,600 workshops on sustainable agriculture have been provided to farmers.

"We are thrilled to partner with Moka Origins," said Brad Kiesendahl, CEO of Woodloch Resort. "Their dedication to sustainability, waste reduction, and environmental consciousness aligns

seamlessly with our values here at Woodloch. We are committed to enhancing the guest experience by offering the finest quality coffee and chocolate while supporting a company with such a strong ethos."

Moka Origins CEO, Jeff Abella, expressed equal enthusiasm, stating, "Partnering with Woodloch is a fantastic opportunity for us to expand our commitment to sustainability and community impact. We admire Woodloch's dedication to creating an exceptional guest experience and look forward to providing their guests with our products while contributing to meaningful initiatives together."

About Woodloch Resort:

Creating a magical experience for families since 1958, Woodloch Resort's signature warm hospitality keeps guests returning year after year and offers a truly unique all-inclusive family vacation experience fitting for everyone's taste. An award-winning family resort, championship golf course and sister property featuring a luxury destination spa are just 95 scenic and convenient miles from New York City nestled in the Pocono Mountains Lake Region.

About Moka Origins

Moka Origins Coffee is a specialty coffee and chocolate company dedicated to producing ethically sourced, high-quality products. Committed to sustainability, direct trade relationships with farmers, and community impact, Moka Origins is renowned for its artisanal approach to coffee production and its support for social and environmental causes.