

# Sipping a cup of innovation

Published 3/26/2025 by [Paula Echeveste Petrone](#)

Have you ever wondered where your daily caffeine fix at Newnham's campus cafeteria comes from? It's from Rufino, a local brand that prides itself on quality, sustainability and fair trade.

Rufino's commitment to sustainability is more than just a buzzword. It includes efficiency, cost savings, quality control and [a 77 per cent reduction in energy usage](#) compared to conventional systems.

Their journey towards sustainability began as an unintended consequence of Rufino's unique roasting process but has since become a core part of their identity. Owner John Rufino collaborated with Italian manufacturers to develop a hot-air convection system for roasting beans that also happens to conserve energy.

Rufino's coffee beans are sourced from the bean belt, a region near the equator between the Tropic of Cancer and the Tropic of Capricorn, and the company works closely with coffee-growing regions to ensure high quality and uphold ethical standards. Their Fairtrade certification guarantees that producers in developing countries receive a fair price, promoting better trading conditions and sustainability.

At Rufino, coffee tasting is a constant activity. This dedication to quality ensures that every cup of coffee you enjoy is the best it can be. With an average of one million pounds of coffee purchased each year and on-demand roasting, they are setting new standards in the coffee industry.

Join us near Willie T's Café in The Pond, Newnham Campus' cafeteria, on Wednesday, April 2 at noon to sample Rufino's Fairtrade coffee. You can also purchase this delicious coffee at The Market and Willie T's Café, both conveniently located within The Pond.

Next time you sip your cup of Rufino coffee, remember the innovation and dedication that goes into every brew.





tags : dining-services, student-news, sustainable-seneca