

# VERVE

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# LABEL GUIDE



## PROCESS



After picking, the seed (or 'bean') of the coffee cherry must be removed from the fruit that surrounds it. Several distinct methods are used, and each imparts a different quality to the cup.

## NAME



The "mark" of this coffee (i.e. farm, mill, co-op).

## TASTING NOTES



Three simple words we think best describe this coffee.

## COFFEE TYPE



PROCESS

TASTING NOTES

NAME

LATIN AMERICA LATIN AMERICA LATIN AMERICA LATIN

REGION  
REGION

COUNTRY

CULTIVAR  
CULTIVAR

COLOR CODE ►

## REGION



The region within the country where this coffee is grown (think Napa Valley vs Central Coast in wine).

## COUNTRY



The country where this coffee is grown.

## CULTIVAR



Just like cabernet and syrah exist in wine, coffee boasts numerous cultivars.

## PROCESS

*After picking, the seed of the coffee cherry must be removed from the fruit that surrounds it. Several distinct methods are used, and each imparts a different quality to the cup.*

**WET / WASHED:** Crisp, clean, and delicate, washed coffees present a sparkling acidity and crystal clarity.

**DRY / NATURAL:** Heavy body, subdued brightness, and often intense and fragrant fruit.

**PULPED-NATURAL / HONEY/ MIEL:** Sweet and balanced - a hybrid of wet and dry methods that balances the qualities of both.

**SEMI-WASHED:** Rustic and earthy; the semi-washed process compliments many of the unique coffees of Asia & the Pacific.

## CULTIVAR

*Just like cabernet and syrah exist in wine, coffee boasts numerous cultivars. These are some you may see at VCR:*

Bourbon, Typica, Caturra, Catuai, Colombia, Kent, S795, Mundo Novo, Pacas, Maragogype, Pacamara, French Mission, SL28, SL34, Ruiru 11, Villa Sarchi, Villalobos, Icatu, Geisha, Jember, Mokha, Tckisic, Pache, Mibirizi, Jackson, Maracaturra, Ethiopian Heirloom.

## COFFEE TYPE

*Coffees present a wide array of tastes, flavors, and aromas as diverse as the regions they come from. We source unique coffees that are expressive of their origins: soil, sun, elevation, rainfall, shade, and many other environmental factors imprint uniqueness of place on your cup.*

### Single Origin

**AFRICA:** The African continent boasts a wide range of coffee diversity. Bright, lively, and exotic, African coffees assert their regional characteristics strongly.

**LATIN AMERICA:** From Mexico to Brasil, Latin American coffees encompass a large grouping of countries, growing regions, and climates. Bright, floral, sometimes mild, often “classic”, American coffees offer approachability and familiarity for any coffee drinker.

**ASIA & PACIFIC:** Rustic, earthy, herbaceous, and full-bodied, coffees of the Pacific owe their unique characteristics to high growing elevations, rich volcanic soil, and endemic processing methods.



### Blend

**BLEND:** Verve blends are carefully created from the finest coffees. Though each blend has a unique character, balance, sweetness, and consistency are at the forefront of our blending goals.

### Single Origin or Blend

**VCR RESERVE:** VCR Reserve represents the pinnacle of our efforts in sourcing and roasting the finest coffees in the world. Small, seasonal microlots that flawlessly express their origins are offered for only a limited time.

**ESPRESSO:** Whether blended or single origin, Verve espresso is painstakingly developed to withstand the rigors of espresso preparation. Balance, body, sweetness, and intense aroma are paramount in crafting Verve espresso. These coffees double as a great brewed coffee for those who prefer a darker roast profile.