

VERVE

COFFEE ROASTERS

SINGLE ORIGIN

HONDURAS
EL BRUJO

LEMON-LIME • HONEYDEW • JUICY

PRODUCER
REGION
PROCESSING
CULTIVAR
ELEVATION

BENJAMIN PAZ
LA LEONA, SANTA BARBARA
WET-PROCESS
PARAINEMA
1550 METERS



CUP CHARACTERISTICS

A bright, citric acidity transforms into a juicy, melon sweetness reminiscent of honeydew in this lovely Parainema from Santa Barbara.

SOURCING INFORMATION

The Santa Barbara region of Honduras represents a farming region that surmounts adversity to produce some of, not only the most distinct-tasting in Central America, but the best coffees in the world. With more first-place Cup of Excellence wins than any mill in the world, Santa Barbara's own Beneficio San Vicente is responsible for much of the financing and technical support that lead farmers to greater success.

Started by Fidel Paz in the 1980s, his son Benjamin has become the face of Beneficio San Vicente for the specialty coffee industry. Serving as the main connection between roasters and farmers, Benjamin's passion for his work has elevated the quality of coffee in Santa Barbara and Honduras as a whole.

In 2012, Benjamin Paz further followed his passion with the purchase of his farm, El Brujo. With Verve's interest and recommendation, he immediately planted Parainema on the farm (a more disease resistant hybrid of Villa Sarchi and Timor), and the quality has continued to increase year after year. The future looks very bright for El Brujo, and we are happy to be a part of it.