

# LOS YOYOS

## 2017 RESERVE LOT OFFERING

<b>COUNTRY</b>	HONDURAS
<b>REGION</b>	SANTA BARBARA
<b>FARM</b>	LOS YOYOS
<b>OWNER</b>	EULOGIO MARTINEZ
<b>VARIETY</b>	PARAINEMA
<b>ELEVATION</b>	1,400 MASL
<b>PROCESSING</b>	WASHED
<b>HARVEST SEASON</b>	JANUARY-JUNE



Eulogio Martinez's story so aptly highlights the systemic issues surrounding specialty coffee and its ties to commodity coffee and also the absolute necessity for constructive conversation and dialogue at origin.

A number of years ago Eulogio Martinez needed seeds. As is typical in Honduras, he went to a local government store, of sorts, to obtain seeds of the Pacas variety. Pacas is a naturally occurring mutation of the famous Bourbon variety. The store was out of Pacas seeds and as such Eulogio was handed a bag of seeds of unknown origin. Judging by the slightly larger than usual size of the seed, Eulogio was told that it was most likely a varietal called Pacamara. Upon returning to Los Yoyos, Eulogio's farm in Las Flores, Santa Barbara, he cultivated the dubious variety.

At the time of the plants' first fruiting, Eulogio was not a producer focused on specialty coffee production. Rather, he was focused on commodity coffee. Benjamin Paz, whose family owns San Vicente, the exporter and (more importantly) community organizer responsible for bringing the coffees of Santa Barbara to market, asked Eulogio if he could taste his mystery variety. Upon tasting the coffee, Benjamin as well as a number of international buyers noted its unique flavor profile. Extremely acidic and uniquely fruited, the cup profile was immediately divisive, prompting some to say it was amazing and yet others to say it was atrocious.

On a whim Benjamin Paz decided to enter the coffee into the Cup of Excellence competition, a prestigious competition in which coffees are rigorously evaluated and reevaluated first by a national jury and then an international jury. In short, the purpose of the competition is to highlight the best producers in a given country. Many people laughed at Benjamin and said the coffee would be disqualified as defective. The coffee was entered into the competition and was labelled as a Pacamara lot, though it had earned a different nickname amongst the team at San Vicente: Pacaweirdo.

To the surprise of many, not only did Eulogio's lot not get disqualified, but it one first place in the 2015 Cup of Excellence! A remarkable accomplishment for any producer.

In the two and a half years since the competition we have learned that the variety is decidedly not Pacamara. Rather, it is a hybrid variety known as Parainema. Bred for its nematode resistance (it also happens to be resis-

tant to the fungus known as coffee leaf rust), this variety was not initially developed for its cup profile. The cup profile remains controversial with some who praise the unique tropical fruit qualities and others who deride it for having an overly herbaceous flavor and quinine-like finish.

Our second consecutive year purchasing this coffee, we at Passenger find the coffee very unique.

**IN THE CUP**

Intense lemon, mango and honeydew compete for the spotlight in a cup that cools to reveal a powerful lime peel finish.

**THE TAKEAWAY**

Eulogio Martinez won the 2015 Honduran Cup of Excellence with coffee from his farm, Los Yoyos. A divisive cup profile, we at Passenger find the exotic fruit and lime peel characteristics produced by Parainema to be very intriguing and are honored to present this coffee for a second, consecutive year.

