

MARIO MORENO

2017 RESERVE LOT OFFERING

COUNTRY	HONDURAS
REGION	SANTA BARBARA
FARM	EL FILO
OWNER	MARIO MORENO
VARIETY	BOURBON
ELEVATION	1,550 MASL
PROCESSING	WASHED
HARVEST SEASON	JANUARY-JUNE



Since the 2005 Cup of Excellence, Santa Barbara has been known as the region producing the most interesting, complex and delicious coffees in Honduras. Two key families have been at the heart of this regional fame: the Paz family, who owns San Vicente, the company responsible for milling and exporting the coffees from the region, and the Moreno family, a farming family who has championed specialty coffee and the benefits it brings and have encouraged many other producers in the region to begin producing specialty coffee over commodity coffee.

The Moreno family patriarch, Daniel Moreno, started coffee farming in 1963 with the purchase of El Campo, a plantation that is still in production and is increasingly being managed amongst his seven sons: Miguel, Mario, Jesus, Gerardo, Olvin, Mabel and Danny. In addition to El Campo, the brothers inherited their own farms from their father, who divided El Filo in lots for each son. More recently, Miguel's son Dolmin has been given his own plot to manage on El Filo. Together the Morenos built a wet mill, raised beds, and solar dryers to process and prepare specialty coffee. The family helps and motivates other farmers in the region, including Passenger producer partner Jeovany Rivera, to produce and prepare better quality by sharing their knowledge and even facilities. The Santa Barbara region generally, and the Moreno family specifically, do very well year after year in the Honduran Cup of Excellence. There is a palpable eagerness in the area. An eagerness to produce excellent coffee, to get paid well for their efforts, and to continue being considered the best coffee producing region in Honduras.

The village of El Cedral is close to the jungle, and as such close to rain. This can make drying the coffees challenging, but it also makes the reward of drying the coffee well all the sweeter (quite literally in this case). The drying, combined with good plant genetics (Pacas is fairly ubiquitous amongst the producers intentionally crafting specialty coffee, but this lot happens to be Bourbon), climate (warm days and sometimes quite cold nights), and soil (volcanic) make for incredibly unique, complex and delicious coffees, unlike anything else found in Honduras.

IN THE CUP

Browning sugars and cooked fruits on the nose lead into a cup full of berry compote and caramel-like qualities. Lush and sweet, this coffee is a wonderful representation of a Santa Barbara coffee.

THE TAKEAWAY

The 2005 Cup of Excellence launched the Santa Barbara producing region of Honduras onto the Specialty Coffee map, and it has stayed there ever since. While much of what got it there is thanks to natural conditions (climate, soil, etc.), it is primarily thanks to two coffee families that it has stayed there: the Paz family, who runs the mill that cleaned and exported this lot, and the Moreno family who shares their knowledge and facilities with the producing community.