

# DISCOVER OUR *Oceania* PAPER NEW GUINEA AA COFFEE

To this day, coffee farming remains the main source of income for many highland farmers in Papua New Guinea thanks to extremely fertile lands. The vast majority is still produced by small independent farmers in village gardens rather than by large organized companies.

Coffees grow on a continuous mountain chain and are categorized as "Eastern Highlands" or "Western Highlands" crops. This particular lot comes from the Wahgi Valley, located in the Western Highlands Province.

Thirty thousand years ago, the Wahgi Valley had some of the most advanced farming practices and social organizations on earth. Today descendants of those early farmers still rely on technologies developed by their forefathers and use only the highest quality standards to produce this exquisite Grade AA coffee.

## COFFEE CHARACTERISTICS

REGION:	WAHGI VALLEY
ALTITUDE:	1600 METERS
CULTIVAR:	TYPICA, CATIMOR, CATURRA
PROCESSING:	WASHED
SCREEN SIZE:	18
SOIL:	LOAMY
CERTIFICATION(S):	HUMANITERRA



**Cup profile :** Its floral and sweet aroma is accompanied by notes of caramel. Its body is full yet lighter than most Papua New Guinea coffees.

# DISCOVER OUR CUBA CARACOLILLO & TURQUINO LAVADO *from the Caribbean*

## THE STORY BEHIND CUBAN COFFEE

The story behind Cuban coffee is one worth telling. Its origins can be traced back to a coffee tree believed to have been planted by a Spanish official during a visit to Cuba in the mid-18th century. It took almost half a century for coffee production to take off. Cubans owe this boom to French settlers who came to Cuba after having fled Haiti during the Haitian revolution. The latter arrived with their baggage of coffee growing experience and knew that the mountainous terrain was ideal for coffee growing.

## ABOUT THIS COFFEE

Caracolillo coffee beans proliferate in the heart of Cuba in a soil rich in mica and quartz on the plateaus of the Escambray mountain range commonly known as the Crystal Mountains. The peculiar characteristics of this soil, the moderate climate and frequent rains form an ideal microclimate for growing coffee. However, these small, round beans reminiscent of peas represent only less than 2% of the region's total production. Cuba's humid climate, gentle Atlantic winds and traditional production methods are the ideal ingredients to produce great coffee.





## CUBAN COFFEE CULTURE

Rigorous control and the harmonious development of Cuban coffee plantations allow these crops to be treated with great respect. In fact, Cubans attach great importance to maintaining and expanding their method of natural cultivation. Cuban territory being narrow, facilitates the circulation of trade winds from the Atlantic Ocean. Coffee grows under the canopy in very rich humus soil. Cubans are very patriotic and enjoy life to the fullest; they take great pride in their work and their land. The quality of this Cuban coffee reflects this. The plantations are managed by state-owned cooperatives and the use of fertilizers is completely prohibited. The harvest of Cuban coffee is carried out again and again using the most traditional methods, that is to say mainly by hand.



	CARACOLILLO	TURQUINO LAVADO
REGION:	GUANTANAMO	
ALTITUDE:	750 METERS	
CULTIVAR:	TYPICA	
PROCESSING:	WASHED	
SCREEN SIZE:	13+	17+
SOIL:	FERRALITICO & FERRALITICO BROWN	
CERTIFICATION(S):	HUMANITERRA	



**Cup profile :** The boldness of Caracolillo Cuban coffee is distinguished by a rare combination of very intense aromas and a smooth texture as well as the unmistakable presence of dark chocolate notes.



# DISCOVER OUR *Asian* 100% PURE WILD KOPI LUWAK COFFEE

## ABOUT THIS COFFEE

Kopi Luwak is one of the most expensive coffees in the world. Production of this coffee requires several hours of research and manual harvesting which explains its high cost. "Kopi" means coffee in Indonesian and "Luwak" means civet.

It is cultivated in the Indonesian archipelago where the wild civets that live in freedom eat the fruits of the coffee tree because of their fleshy pulp. Their digestive secretions loaded with enzymes enter the beans and change their composition. Coffee growers carefully harvest all the beans that have been rejected by natural means.

They claim that this natural process alters the beans in a way that enhances their aroma and taste, producing a very aromatic coffee without bitterness.

All over the world, Kopi Luwak is recognized as the most expensive coffee. In 1995, it even won the Ig Nobel Prize to John Martinez & Co in Atlanta.





## NATURAL PROCESS WITH PULP (dry process)

This process is predominant in countries where access to water may be limited. Cherries are picked, cleaned and sun dried for up to four weeks' time, with continuous raking to promote even drying. The fruit surrounding the bean ferments which gives it an intense taste. During this time, coffee growers monitor the moisture content of the cherries (11% is normally ideal). Once the desired humidity level reached, the peeling process begins with the goal of removing the parchment layer (or endocarp) from the dried cherries. The resulting beans are then graded, sorted and packaged.

## INDONESIAN COFFEE CULTURE

Coffee production is important in Indonesia and is said to have been introduced by Dutch settlers. Arabica is believed to have arrived first in Java in the 17th century and Robusta in the 20th century. It is also the very first non-African country to grow coffee on a massive scale.

It was in the 19th century that farmers in Central Java began brewing and drinking coffee from the excreted beans of wild civets, collected from their plantations.

### COFFEE CHARACTERISTICS

RÉGION:	PANTA REYE
ALTITUDE:	1600 METERS
CULTIVAR:	ATENG, ,TIM-TIM & BOURBON
PROCESSING:	NATURAL
SCREEN SIZE:	15
SOIL:	HUMUS AND VOLKANIC SOIL
CERTIFICATION(S):	HUMANITERRA



**CUP PROFILE :** The Kopi Luwak is an experience in itself! It offers a very aromatic coffee with an earthy taste.

# DISCOVER OUR *Asian* NEPAL MOUNT EVEREST SUPREME COFFEE

Nepal coffee production is a relatively new phenomenon. The plantation was established in 1996 on the foothills of the Himalayas about 75 km north of Kathmandu along the banks of the Trisuli River. This is on route to the famous Langtang / Ganesh Himal trekking and mountaineering area.

Mount Everest Supreme coffee is produced for export which has greatly contributed to the region's economic stability.

The estate encourages local growers by providing educational and agricultural assistance. The plantation's environmental commitment to the land (soil conservation) and the forests (reforestation) has also helped protect and preserve various endangered species.

## COFFEE CHARACTERISTICS

RÉGION:	SOUTH OF MOUNT GANESH
ALTITUDE:	700-800 MASL
CULTIVAR:	CATURRA
PROCESSING:	WASHED
SCREEN SIZE:	16+
SOIL:	ALCALINE
CERTIFICATION(S):	HUMANITERRA, ORGANIC



**Cup profile :** This coffee is a real gem! It offers great body, good acidity and a wonderful lingering taste.



# DISCOVER OUR *Asian* YEMEN ISMAILI COFFEE

This coffee is grown at about 2000 to 2300 meters above sea level on the mountains of Bani Ismail which are located in the region of Haraz. It is the highest grown coffee in all of Yemen and is known by experts as one of the very best Yemen Mochas.

The coffee culture in Yemen has been the same for centuries. The oldest methods and tools are still being used to this day. The coffee trees are grown organically in their natural environment and the cherries are picked by hand.

## COFFEE CHARACTERISTICS

RÉGION:	BANI ISMAIL
ALTITUDE:	2000-3000 MASL
CULTIVAR:	MOKKA
PROCESSING:	NATURAL
SCREEN SIZE:	15
SOIL:	LOAMY
CERTIFICATION(S):	HUMANITERRA



**Cup profile :** This one-of-a-kind coffee offers a wild combination of sharp, complex and fruity notes. Its intensity truly reveals itself as the aromatics unfold 24 hours after roasting. It is also particularly sought out for its highly desirable and uncommon hints of sage, leather, cardamom and tobacco, striking acidity and prolonged aftertaste.

# DISCOVER OUR *Asian* YEMEN MOCHA MATARI EXCLUSIVE RESERVE COFFEE

## THE FAMILY BEHIND THIS COFFEE

Alhamdani family is considered to be the oldest producers and exporters of specialized Yemeni coffee “Mocha”. Their ancestors began coffee planting, production and trading as many as 130 years ago, in Bani Matar (Bao’an district).

Preciously kept and preserved are old Arabic correspondence letters that were shared between the great grand fathers of Alhamdani and coffee agents from the Mocha port and Aden port.

Today, the family is proud to own many acres of land and several coffee plantations specialized in producing superior quality Mattari coffee.

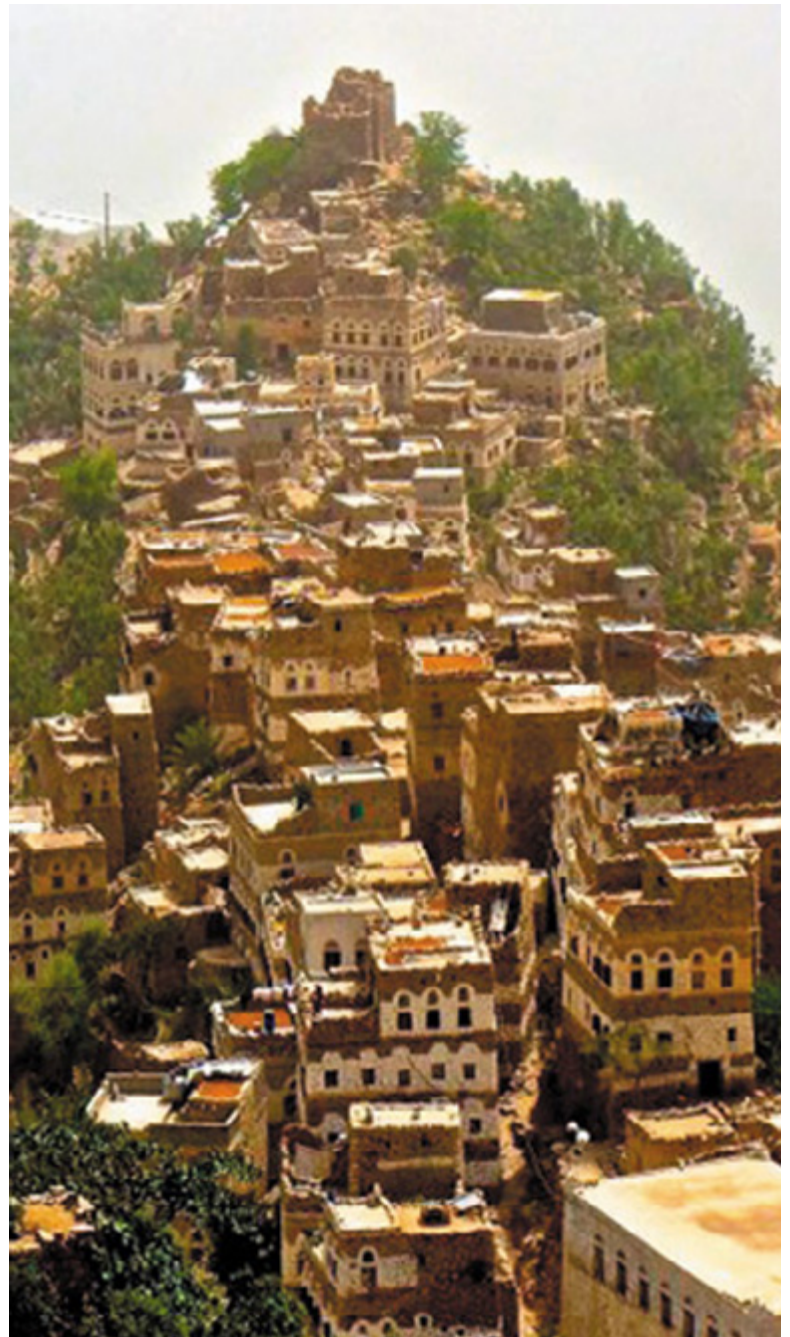
## A REPUTED COFFEE

Yemen Mocha coffee is widely considered to be one of the best in the world boasting rich ancient history and distinguishing itself with such unique flavor notes that simply cannot be found elsewhere.

The term “Mocha” comes from the port city Mocha which is located on the Red Sea coast of Yemen. Largely recognized as a major trading ground for coffee between the 15th and 17th century, it is still used for shipments to this day.

To this day, Yemeni coffee is grown on the fertile lands of Yemen’s rugged terrain, fed by the appropriate amount of rainfall and protected from sunlight thanks to natural tree cover.

Found at elevations of 2000-2500 meters above sea level in valleys descending from the western, central and southern heights where there are approximately 900-1000 trees per hectare of land.





## HARVESTING

Traditional methods prevail when it comes to harvesting coffee in Yemen. Farmers often harvest the crop in stages as well as carefully handpick each coffee cherry at its very peak of ripeness.

Coffee drying is considered to be the most complex and meticulous process. After harvesting, the cherries are laid out on drying beds and exposed to the sun for a duration of 10 days to 2 weeks and frequently raked to promote even drying. As the cherries dry, the farmer keeps a close eye on moisture content and once satisfied, the hulling process can begin. Hulling removes the parchment layer (or endocarp) of the dried cherries. The resulting beans are then graded, sorted and bagged.



## COFFEE CHARACTERISTICS

REGION:	BANI MATAR
ALTITUDE:	2000-2500 METERS
CULTIVAR:	MOKKA
PROCESSING:	NATURAL
SCREEN SIZE:	14
SOIL:	LOAMY
CERTIFICATION(S):	HUMANITERRA



**CUP PROFILE :** This coffee reveals good acidity, complex flavour notes of wine and dark chocolate.



# DISCOVER OUR *South America* GALÁPAGOS COFFEE

In 1990, the Gonzalez family purchased Hacienda El Cafetal. Captivated by the plantation's history, the family saw a unique opportunity presented by the micro climates created by the Humboldt Current, the intense equatorial sun and the dramatic climate change that occurs as the altitude increases. Small rivers fed by the 'El Junco' (a volcanic crater lake) flow gently down the rocky slopes on the island's sun drenched southern side. This mineral-rich spring water keeps the rich volcanic soil moist and fertile, bringing great coffee and life to the island. Today, we are fortunate to enjoy this truly remarkable cup of coffee thanks to the Gonzalez family's dedication and hard work.

## COFFEE CHARACTERISTICS

REGION:	SANTA CRUZ
ALTITUDE:	180-450 METERS
CULTIVAR:	BOURBON
PROCESSING:	WASHED
SCREEN SIZE:	16 +
SOIL:	VOLCANIC
CERTIFICATION(S):	HUMANITERRA



**Cup profile :** Due to the unique climatologic conditions on the island, this organically grown coffee is truly special in its aroma, body and cup. A jewel of gourmet coffees, enjoy its exceptional bouquet and fine taste.



# DISCOVER OUR *Caribbean* JAMAICA BLUE MOUNTAIN

Nestled in a ravine of tropical splendor, bordered by meandering rivers of crystal clear waters and perched on an incline between 2000 to 3000 feet above sea level, stands the beautiful Blue Baron Estate – a spread of 138 acres of ideal Blue Mountain coffee land.

This property which is a part of the larger Cedarhurst lands situated high up in the Buff Bay valley of Portland, has for decades produced an excellent quality Blue Mountain Coffee due to the unique combination of its enriched soils and superb climatic conditions.

Blue Baron Estate is owned by the Minott family of Mandeville, Jamaica – a family that are professionals in growing and processing of coffee with an established business of over 75 years of existence.

Shaded in pristine rows and interspersed between clumps of natural tropical forest, is planted approximately 60 acres of the world's finest coffee. The Blue Mountain's lingering clouds provide a natural buffer for the luscious, green coffee trees, offering shade from the sun's unrelenting rays; the low ambient temperature and relative humidity induced by the cloud cover, contributes to the slow maturation of the coffee bean, enhancing the unique fineness of its quality.

Ripe cherries are lovingly handpicked by crews of trained harvesters, with each tree revisited up to 10 times over the harvesting period. The harvested cherries are pulped and fermented using natural spring water, to further guarantee the quality. The beans are then; naturally dried on barbeques, cured, hulled and then carefully inspected for quality before being tested and packaged for export.

## COFFEE CHARACTERISTICS

REGION:	WEST PORTLAND
ALTITUDE:	600 - 1060 METERS
CULTIVAR:	TYPICA
PROCESSING:	WASHED
SCREEN SIZE:	16+
SOIL:	ALLUVIAL
CERTIFICATION(S):	HUMANITERRA



**Cup profile :** The Blue Mountain distinguishes itself by its incredible fragrance, delicate aroma and amazing sweetness. It is no surprise that coffee experts all deem that this coffee possesses all characteristics in perfect balance. This highland coffee ranks among the worlds most distinguished.

DISCOVER OUR

# JAMAICA HIGH MOUNTAIN

Baronhall Estate coffee is lovingly grown and processed at approximately 2000 feet above sea level at the Baronhall Estate Farm in St Ann, Jamaica.

The largest coffee plantation in Jamaica with approximately 300 acres, this estate is owned and operated by the Minott family with over 75 years of experience in the industry.

Production of Baronhall Coffee begins on a 4 acre nursery where the seedlings are grown in controlled conditions for 6 weeks, then planted and carefully nurtured for 4 years until they become mature coffee bearing trees.

The beans are then harvested by hand and pulped, graded and dried at Baronhall's own pulper, in order to ensure premium quality and consistency. Before receiving the Estate's "Stamp of Approval" Baronhall coffee beans are "cured" for another 8 weeks, and then carefully inspected and "cup-tested" in order to provide you with a perfect "full-bodied" Jamaican bean.

At Baronhall Estate, they use the same seedlings as the World-Famous Blue Mountain Coffee. However, the Estate is located in a different mountain range in the center of the Island. Slightly different soil and climatic conditions combine to produce an exquisite "Estate Grown Jamaican" coffee.

## COFFEE CHARACTERISTICS

REGION:	NORTHERN CLARENDON
ALTITUDE:	550 METERS
CULTIVAR:	TYPICA
PROCESSING:	WASHED
SCREEN SIZE:	17+
SOIL:	TERRA ROSA
CERTIFICATION(S):	HUMANITERRA



**Cup profile :** This coffee is grown in the high mountains of Jamaica under a particular microclimate and favorable soil conditions producing a distinctively smooth yet full-bodied coffee. Its pleasant aroma and clean cup unleash a fruity and nutty aftertaste.