

CAFÉ CON HISTORIA



It stands out for its sensory quality, traceability, and careful attention throughout the entire process, from farm to cup.



no. 06



SPECIALTY COFFEES

Crop 2026 - 2027

During anaerobic fermentation, variables such as time, temperature, and pressure are monitored. Some producers even use valves to release gases or record pH changes.



@eccalifornia

One-of-a-kind origin



The flavor map of Specialty Coffee



Exportadora de
Café California



Exportadora de Café California with 85 years of export experience, the leading service company in the coffee value chain in **Mexico**.

We are part of the **Neumann Kaffee Gruppe (NKG)**, the world's number one green coffee service group. In 2014, Exportadora de Café California managed to market specialty coffee for the first time. After seven years of development, the company decided to form a team to control and operate specialty coffee.

Our specialty coffee is the result of a lifetime of work by our producers, focused on achieving the highest quality of their coffee. Many of them are part of our "Por Más Café - Bloom" program. This program offers our partner-producers the opportunities and resources they need to achieve the maximum potential of their crops. Some of our special coffee brands carry the seal of the mentioned program.

In 2023, we expanded and remodeled our specialty coffee laboratory to continue the commitment of our Q-Graders in ensuring and maintaining coffee quality. Additionally, we aimed to provide our clients with the ideal environment for a professional cupping experience.

EVERY BEAN MATTERS,

EVERY COFFEE COUNTS.



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Bellavista



Cup Profile

Type: **Specialty**

Trademark: **Bellavista**

Altitude: **1,600-1,850 m.a.s.l.**

Variety: **Caturra, Catuai, Bourbon**

Harvest period: **Feb through April**

Milling process: **Washed, Sundried**

Aroma: **Stone fruits**

Notes: **Vanilla, Stone fruits, Apricot**

Sweetness: **Caramel**

Acidity: **Frutal**

Target Score: **84**

Origin

Frontera, Chiapas lies in the Sierra Madre bordering with the Huehuetenango mountains and shares the same microclimates. Coffee is planted between forests with a vast endemic flora and fauna.

Producers

This coffee comes from a group of small producers located in the region of Frontera, Chiapas, mostly in Bellavista. These producers are also part of our Por Más Café – Bloom program. They harvest and process their coffee with handcrafted methods such as hand depulping, wooden tank fermentation and patio sundrying.

Coffee

This coffee is grown under shade trees using native species, following sustainable practices that exclude the use of pollutants. The combination of factors mentioned above, including microclimate, location, practices, producers effort, passion and love creates an exceptional and exquisite cup with notes of butter, vainilla, caramel, hazelnut and chocolate pepermint are found in this coffee.

Brand

The VW Bus, known as the 'Kombi,' was originally built in the early '60s for use as a utility vehicle in factories. Surprisingly, it gained popularity among surfers, families, and the hippie movement. In the 1970s, Mexico began producing and selling the 'Vocho' and the 'Kombi,' both of which became widely popular throughout the country.

In Bellavista, it is common to see these cars transporting coffee and people to and from buying stations and coffee farms. The idea of using the 1976 model originates from a German family that imported this car from Germany to Costa Rica and traveled throughout all of America in the '80s.

The yellow color was chosen because of a popular game in Mexico called 'Vocho amarillo.' The game involves calling out every time you see a yellow Beetle car; failing to do so might result in getting punched in the arm. **So, every time you spot a Bellavista bag, let the games begin!**



El Jaguar

Origin

Frontera, Chiapas lies in the Sierra Madre bordering the Huehuetenango mountains and shares its microclimates. Coffee is grown between the forests with a vast endemic flora and fauna.

Producers

This coffee comes from a group of small producers located in the region of Frontera, Chiapas, mostly in Siltepec. Many of these producers belong to our Por Más Café – Bloom program and use handcrafted methods such as hand depulping, wooden tank fermentation and patio sundrying to harvest and process their coffees.

Cup Profile

Type: **Specialty**
Trademark: **Jaguar Siltepec**
Altitude: **1,600-1,850 m.a.s.l.**
Variety: **Caturra, Catuai**
Harvest period: **February through April**
Milling process: **Washed, Sundried**
Aroma: **Spicy, Clove, Dark chocolate**
Notes: **Cacao, Spicy, Light Mint**
Sweetness: **Caramel**
Acidity: **Fine acidity**
Target Score: **84**



Coffee

This coffee is grown under shade trees using native species, following sustainable practices that exclude the use of pollutants. The combination of factors mentioned above, including microclimates, location, practices, producers effort, passion and love creates an exceptional and exquisite cup with notes of dark chocolate, cacao fruit, cardamom, clove, anise, mint and other spices.

The jaguar is the third-largest feline in the world, after the lion and the tiger. It is one of the most emblematic species in Mexico, particularly due to its spiritual importance for some indigenous people, such as the Mayans and the Mexicas. Producers mention that there are many sightings of jaguars in the coffee plantations. The jaguar is a symbol of respect and the preservation of culture; it represents the link between our coffee producers and their region.

Brand



El Buho



Cup Profile

Type: **Specialty**

Trademark: **El Buho**

Altitude: **1,600-1,850 m.a.s.l.**

Variety: **Caturra, Bourbon**

Harvest period: **Feb through April**

Milling process: **Washed, Sundried**

Aroma: **Tropical, Flowery**

Notes: **Jazmin, Tangerine**

Sweetness: **Star fruit**

Acidity: **High citric acidity**

Target Score: **85**

Origin

Los Altos is located in the northeast highlands of Chiapas, just a two-hour drive from its capital, San Cristobal de las Casas. This well-known magical town resembles Antigua, offering the added benefits of an amazing cuisine and rich culture. The region features vast valleys and hills with diverse flora and fauna, ranging from 1500 to 3000 meters above sea level. It boasts rich deposits of stones, including marble and others. Due to the preservation of nature in these areas, you can find primary forests that border the Lacandona jungle, where the Mayan ancestors once settled.

Producers

Tzeltales (Winik Atel) are among the primary Mayan descendants, residing in the highlands of Chiapas, Mexico, and striving to preserve their traditions and culture. In this region, almost everyone speaks Tzeltal as their first language. Pantelho and the surrounding areas are self-governed, allowing the ethnic population to rule according to their own customs and laws. Unfortunately, the lack of education, medical assistance, and high poverty levels are prevalent in this community.

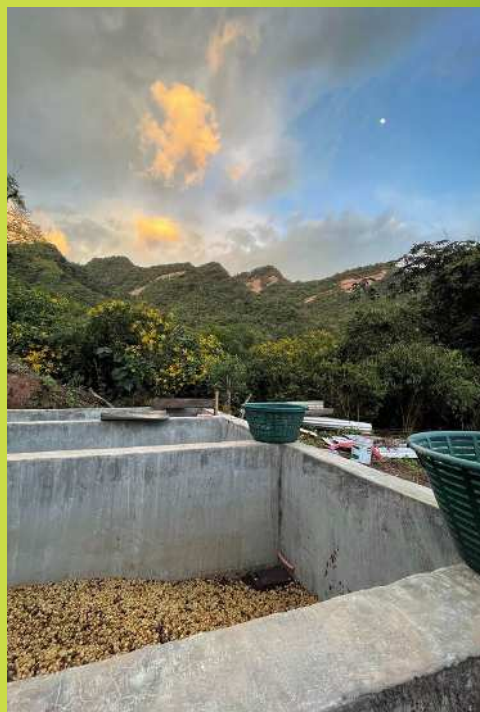
Coffee

This coffee is shade tree-grown under native species, employing sustainable practices where no polluting products are used. Everything described above such as microclimate, location, practices, producers effort, passion and love creates an exceptional and exquisite cup with notes of Jazmin flower, tangerine with a high citric acidity.

Brand

The owl holds a special significance in ancient Mayan cultures. Legend has it that the tecolotl possesses the ability to enchant people, opening their eyes to see what is hidden within their souls. This magical bird is thus believed to be connected to the Mayan gods by local people.

It is thought that Nahuales (warlocks with the ability to transform into animals) were charmed by owls to safeguard their people, beliefs, and culture. The design and colors of the owl create an 'Alebrije,' which is an animal believed to help humans cross from the human world to paradise. Therefore, every time an owl howls, it signifies that an 'Alebrije' is aiding someone in completing their spiritual journey.



El Venado

Cup Profile

Type: **Specialty**

Trademark: **El Venado**

Altitude: **900-1,000 m.a.s.l.**

Variety: **Catuai, Caturra, Bourbon, Geisha**

Harvest period: **February through March**

Milling process: **Washed, Sundried**

Aroma: **Spicy**

Notes: **Tobacco, Clove, Spicy**

Sweetness: **Caramel, Silky**

Acidity: **Grapefruit**

Target Score: **83**

Origin

Nayarit is situated on the west coast of Mexico and is the most northwestern region of coffee being grown in America. Nayarit means the son of the God that lies between the sky and the sun. It comes from a famous indigenous Cora leader that was the founder of the Huacica kingdom which resisted the Spanish conquest for almost 200 years.

Producers

The coffee comes from small producers located in various Tepic regions, including El Venado, Cuarenteño, and others. The region is being known for its low production yields - but also for its exceptional quality. The primary source of income for the producers in Nayarit is avocado, cultivated alongside the coffee plants. The coffee plantations have experienced minimal pruning, allowing the coffee to grow in a wild manner. The successful implementation of new practices has resulted in increased productivity within these plantations.



Coffee

This coffee is cultivated under the shade of avocado trees without any specific farming practices. This results in an exceptional and uniquely rare cup, featuring notes of tobacco, malt, pepper, ginger, clove, and grapefruit acidity, accompanied by a silky body.

In Nayarit, Huichol art holds great popularity. It involves assembling small, colorful pieces to create diverse patterns, e.g. animals, and is commonly used in crafting necklaces or clothing. The "Los Huicholes" are an ethnic group residing in the Nayarit region, and their distinctive art has gained global recognition. The deer, in particular, holds a sacred significance for the Huicholes. According to their legend, during a time of starvation, the indigenous people sent four young men to hunt, each representing one of the four elements—water, earth, air, and fire. After days of pursuit, they encountered a deer leaping energetically. Upon catching it, the deer transformed into a plant known as Peyote. Bringing it back to their village, the plant miraculously ended the villagers' hunger and thirst.

Brand

Finca Teresa

Cup Profile

Type: **Specialty**

Trademark: **Finca Teresa**

Altitude: **1,400-1,800 m.a.s.l.**

Arabica variety: **Sarchimor, Bourbon**

Harvest period: **Dec - March**

Milling process: **Washed, Sundried**

Aroma: **Tropical red fruits**

Notes: **Blackberry, Raspberry**

Sweetness: **Caramel**

Acidity: **Pomegranate**

Target Score: **85**



Origin

Fraylesca, a significant economic region in the state of Chiapas, is renowned for its cattle farming. In the highlands, coffee and corn cultivation thrives. The name originates from the colonial era when Villa Corzo was under the governance of the Dominican Friars (Frayles dominicos). Additionally, one of the highest coffee-producing mountains, reaching an altitude of 2500 meters above sea level, is known as "Los Tres Picos" or the Three Peaks.

Producers

This coffee comes from a group of small producers located in the region of Fraylesca, Chiapas, mostly in Sierra Morena. These producers are integral members of our Por Más Café – Bloom program. Employing traditional techniques, they harvest and process their coffee manually, including hand depulping, plastic tank fermentation, and African beds—a method uncommon in Mexico. They also do a cleaning process of their parchments with handmade screens. Additionally, the producers delved into other processes such as naturals, honeys, carbonic maceration, anaerobic fermentation so they could improve their coffee quality and receive better prices for their success.

Coffee

This coffee is cultivated under modern practices with less shade than traditionally done in the past. Everything detailed above, including the location, farming methods, producers' dedication, passion, and care, culminates in an outstanding and refined cup. Expect notes of blackberry, blueberry, raspberry, and cranberries, alongside sweetness reminiscent of dragon fruit, pineapple, passion fruit, and mango, balanced with a hint of pomegranate acidity.

Brand

This logo was inspired by a true story from Villa Corzo. Upon the arrival in Villa Corzo, We were surprised to find it fully surrounded by cattle farms on an altitude of only 500 m.a.s.l. After an hour's drive we started to wonder: where are the coffee farms? Where does the renowned specialty coffee come from? As we ascended the mountain, the slopes became extremely slippery, and our car struggled. Reaching 1,100 meters above sea level, coffee trees started to appear, but the terrain got even more difficult which led our car to finally break down. We continued by feet and the higher we climbed, the more exceptional and distinctive coffee farms emerged. Despite the challenging journey, it was undeniably rewarding, as we were treated to a breathtaking view overlooking the coffee plantations.

Due to the steep, uneven, and rugged terrain of the road, the producers rely on mules and cows to bring down their coffee. The red bean positioned above the skull serves as a symbol of the social assistance provided by coffee itself, as it uplifts their livelihoods through better prices for their outstanding quality.



Zongo Veracruz



Origin

Zongolica, Veracruz, lies in the highlands of Veracruz, just a two-hour drive from the port, at an altitude of 1600 meters. Its diverse microclimates and primary forests combine to create the perfect ecosystem for the cultivation of this exceptional coffee.

Producers

This coffee comes from a group of small producers located in the region of Zongolica, Veracruz. All these producers belong to our Por Más Café – Bloom program and use handcrafted methods such as hand depulping, wooden tank fermentation and patio sundrying to harvest and process their coffees.



Cup Profile

Type: **Specialty**

Trademark: **Zongo**

Altitude: **900-1,600 m.a.s.l.**

Arabica Variety: **H1, Obata, Sarchimor**

Harvest period: **January through March**

Milling process: **Washed**

Aroma: **Cedar**

Notes: **Coffee blossom, Cedar**

Sweetness: **Slightly caramel**

Acidity: **Lemony**

Target Score: **83.5**

Coffee

This coffee is grown under shade trees using endemic species and sustainable practices, meaning there is no use of pollutant products. Everything described above, including microclimates, location, farming practices, producers' effort, passion, and love, contributes to creating an exceptional and exquisite cup. Expect notes of cedar, coffee blossom, cucumber, and lime acidity.

There is a town nestled in the slopes of the Zongolica mountain range, where a waterfall emerges from the Rio Blanco. This enchanting place is known as "The Elephant," as locals believe the rock formations resemble the head of an elephant, with the water forming its tusks. It is revered, and many people come here to pay homage to this breathtaking landscape.

Brand



Women Power

Cup Profile

Type: **Specialty**

Trademark: **WP Zongolica**

Altitude: **900-1,600 m.a.s.l.**

Variety: **Sarchimor, Obata, H1**

Harvest period: **January through March**

Milling process: **Sundried**

Aroma: **Sweet, Dark Chocolate**

Notes: **Chocolate, Pomegranate**

Sweetness: **Caramel**

Acidity: **Citrus**

Target Score: **84.5**

Producers

Coffee availability in Mexico has significantly declined due to a combination of factors, including coffee rust and the aging of plantations. This decrease in production has prompted entire families or parts of families to migrate to urban areas, resulting in the abandonment of coffee farms. Male migration has reshaped traditional social norms, leading to increased involvement of women in agriculture. Women have always played an essential role in economies, not only as farmers but also as entrepreneurs and custodians of cultural heritage. However, existing gender inequalities, particularly in rural areas, restrict women's control over resources, education, employment, and decision-making, leaving them in a state of heightened vulnerability. The majority of female coffee farmers find themselves trapped in these circumstances.



The farmers group consists of 94 women, with 32% of them under 35 years old. In an effort to address persistent inequalities and create more economic opportunities for women, we aim to support women coffee farmers.

The women coffee farmers in this group are small-scale tenants, typically operating farms of around 1.50 hectares. The majority of coffee produced here comes from traditional Arabica tree varieties, with a higher proportion of Sarchimor, Obatá, and H1. Producers usually pulp their coffee by hand and ferment it in small tanks. We propose a synergistic partnership based on shared values aimed at promoting sustainable and inclusive coffee sourcing from a group of women coffee farmers as follows:

- * 94 women coffee farmers in the group.
- * 2,000 bags of 69 kgs.
- * 5 municipalities.

Coffee

Women coffee farmers in this group are smallholders with an average farm size of 1.50 hectares. Nearly all coffees produced here are of the old-fashioned Arabica tree varieties, with a higher proportion of Sarchimor, Obatá, and H1. Producers typically hand-pulp their coffee and ferment it in small tanks.

Brand

Women Power honors the coffee produced by indigenous women, who play an important role as custodians of traditional knowledge crucial for preserving Mexican heritage and culture within communities. We created this mark for the group of women in the Zongolica region who cultivate and harvest this coffee with love every year. Our mission is to provide full traceability, rewarding these remarkable women for their high-quality coffee standards and their unique contribution to the world.



Women Power

Producers

Coffee availability in Mexico has significantly declined due to a combination of factors, including coffee rust and the aging of plantations. This decrease in production has prompted entire families or parts of families to migrate to urban areas, resulting in the abandonment of coffee farms. Male migration has reshaped traditional social norms, leading to increased involvement of women in agriculture. Women have always played an essential role in economies, not only as farmers but also as entrepreneurs and custodians of cultural heritage. However, existing gender inequalities, particularly in rural areas, restrict women's control over resources, education, employment, and decision-making, leaving them in a state of heightened vulnerability. The majority of female coffee farmers find themselves trapped in these circumstances.

The farmers group consists of 102 women, with 12 being under 29 years old, 57 between 30 and 50 years old, and 33 older than 50 years. This initiative aims to address persistent inequalities and create additional economic opportunities for women.



Cup Profile

Type: **Specialty**

Trademark: **WP Los Altos**

Altitude: **1,100-1,500 m.a.s.l.**

Variety: **Typica, Bourbon, Caturra**

Harvest period: **Dec through March**

Milling process: **Sundried**

Aroma: **Stone fruits, Floral**

Notes: **Passion fruit, Pineapple, Caramel**

Sweetness: **Caramel**

Acidity: **Citrus orange**

Target Score: **85**

We propose a synergistic partnership based on shared values aimed at promoting sustainable and inclusive coffee sourcing from a group of women coffee farmers as follows:

- * 102 women coffee farmers in the group
- * 1,500 bags of 69 kgs
- * 5 municipalities

Women coffee farmers in this group are smallholders with an average farm size of 1.20 hectares. The majority of coffee produced here consists of traditional Arabica tree varieties, including Typica, Bourbon, Caturra, and Catuai. Producers typically manually pulp their coffee and ferment it in small tanks.

Coffee

Brand

Women Power honors the coffee produced by indigenous women who play a crucial role as custodians of traditional knowledge essential for preserving Mexican culture within communities. We have created this label for the group of women in the Los Altos de Chiapas region who cultivate and harvest this coffee with love every year. Our mission is to provide full traceability, rewarding these remarkable women for their high-quality coffee standards and their unique contribution to the world.



Finca Santoli



Origin

In 1950's grandfather Crecencio Pérez Fernández instilled love for the countryside, production, agriculture, and nature in his grandson Ranulfo Lara Pérez in the neighboring municipality of Juchique de Ferrer, in Plan de Las Hayas, Veracruz. Over the years, and with great effort, the first property of 5 hectares was acquired, where coffee, banana, orange, and endemic fruits began to be cultivated in the municipality of Teocelo, Veracruz, at the Santa Rosa Coffee Farm. Continuing the family tradition, Don Ranulfo's sons continue to produce and market the aromatic Santa Rosa coffee.

Cup Profile

Type: **Specialty**
Trademark: **Finca Santoli**
Altitude: **1,200 - 1,350 m.a.s.l.**
Arabica variety: **Anacafé 14**
Harvest period: **December onwards**
Milling process: **Hydro Natural**
Aroma: **Stone fruits**
Notes: **Stone fruits, tropical fruits, wine.**
Sweetness: **Stone fruits**
Acidity: **Light winy**
Target Score: **86**



Producers

Finca Santoli is a third-generation coffee farm located in the beautiful landscapes of Veracruz. It is a symbol of the dedication of coffee producers who have devoted their lives to cultivating high-quality Arabica beans while prioritizing sustainability. The farm's name pays homage to the Santa Rosa community in Teocelo, Veracruz.

The farm is now managed by the Lara Hernández brothers, who oversee farm operations. The Lara Hernández family values supporting the local community, providing employment opportunities and dignified transportation to workers in the region. This commitment ensures that workers return each season or even secure permanent positions.

Coffee

Produced from the Anacafé 14 variety, this 2025–2026 harvest delivers a vibrant, sweet, and characterful cup. Its distinctive profile is shaped by a 72-hour Hydro Natural process, in which whole coffee cherries undergo a controlled fermentation in water-filled tanks. The coffee is then sun-dried for 20 days, allowing its unique attributes to fully develop in the cup.

With a cupping score of 86, this coffee is an excellent choice for those seeking the balanced flavors of a naturally processed coffee. It is equally enjoyable as a filter coffee or in milk-based beverages, where its character remains vibrant and harmonious.



Dragon Natural



Origin

Between the highlands of Tepic, a two-hour drive along dirt roads leads you to Cofradía de Chicolón, a small town nestled in the middle of nowhere at an altitude of 1400 meters above sea level. Despite its remote location, the town offers a spectacular view, refreshing ocean breezes, and surprisingly lush forests that envelop coffee plantations filled with Bourbons and Caturra varieties. These wild coffees bear the marks of time. Given the distinctive environment, it's no surprise that this region produces coffee with a unique and complex flavor profile.

Cup Profile

Type: **Specialty**

Trademark: **Dragon Natural Tepic**

Altitude: **800-1,400 m.a.s.l.**

Arabica variety: **Bourbon, Caturra**

Harvest period: **December onwards**

Milling process: **Natural anaerobic**

Aroma: **Chocolate, Spicy**

Notes: **Cacao fruit, Tropical fruits**

Sweetness: **Stone fruits**

Acidity: **Light winy**

Target Score: **86.5**

Natural Specialty Coffee is renowned worldwide for its uniqueness and rarity. Dragon Natural is, and will continue to be, a coffee sourced from various regions, featuring different varieties and undergoing different natural processes, including Natural Anaerobic and traditional natural.

Producers

Brand

The Axolotl, also known as the water monster, is native to the Valley of Mexico, specifically Lake Xochimilco. This peculiar creature has been documented in historical records since the time of the Mexicas (Aztecs), but gained notoriety in Europe when Alexander von Humboldt was captivated by it and brought it to Paris. Nowadays, there are breeders around the world, and it is sold as something exotic and rare, much like our Naturals.

Introducing the Axolotl into the realm of space serves as a metaphor for the evolution of our natural coffees, elevating them to the next level—an outer-space experience for your palate, with exotic, almost otherworldly flavors.

Coffee

This coffee is grown under avocado trees in the shade, with absolutely no interventions. This results in an exceptional and uniquely rare cup, characterized by notes of tobacco, malt, pepper, ginger, clove, and grapefruit acidity, with a silky body.



Dragon Natural



Cup Profile

Type: **Specialty**

Trademark: **Dragon Natural Chiapas**

Altitude: **1,400-1,600 m.a.s.l.**

Arabica variety: **Sarchimor, Caturra**

Harvest period: **March onwards**

Milling process: **Natural anaerobic**

Aroma: **Chocolate, Spicy**

Notes: **Cacao fruit, Butter, Almond**

Sweetness: **Caramel**

Acidity: **Fruit like**

Target Score: **86**



Origin

Fraylesca, a significant economic region in the state of Chiapas, is renowned for its cattle farming. In the highlands, coffee and corn cultivation thrives. The name originates from the colonial era when Villa Corzo was under the governance of the Dominican Friars (Frayles dominicos). Additionally, one of the highest coffee-producing mountains, reaching an altitude of 2500 meters above sea level, is known as "Los Tres Picos" or the Three Peaks.

Producers

Mr. Victor Ruiz, the second generation in his family, has been cultivating this Natural coffee for the past three years. He initially started with just one quintal as a trial, aiming to enhance the quality of his coffee. Today, after achieving considerable success, he manages 30 hectares of land and produces 50 bags of natural coffee, which are sun-dried on patios or raised beds.

Coffee

Natural Specialty Coffee is renowned worldwide for its uniqueness and rarity. Dragon Natural is, and will continue to be, a coffee sourced from various regions, featuring different varieties and undergoing different natural processes, such as Natural Anaerobic and traditional natural.

Brand

The Axolotl, also known as the water monster, is native to the Valley of Mexico, specifically Lake Xochimilco. This peculiar creature has been documented in historical records since the time of the Mexicas (Aztecs), but gained notoriety in Europe when Alexander von Humboldt was captivated by it and brought it to Paris. Nowadays, there are breeders around the world, and it is sold as something exotic and rare, much like our Naturals.

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Blue Skull



Cup Profile

Type: **Specialty**

Trademark: **Blue Skull**

Altitude: **1,400 m.a.s.l.**

Variety: **Sarchimor**

Harvest period: **February through April**

Milling process: **Semi Washed, Sundried**

Aroma: **Stone fruits**

Notes: **Vanilla, Stone fruits, Apricot**

Sweetness: **Caramel**

Acidity: **Brilliant citric**

Target Score: **88**

Origin

Located in the Highlands of Chiapas, Pantelhó is a mountainous region surrounded by exceptional natural richness, with a temperate climate, high humidity, and soils rich in organic matter. What stands out most about Pantelhó is the connection between nature and culture: Tsotsil and Tzeltal indigenous communities have cultivated coffee for generations, preserving traditional practices that are reflected in beans with complex, balanced profiles full of character.

Producers

Mario Santiz López was born in Chiapas, in the San José Buenavista community. From a very young age, his parents taught him how to grow coffee.

His passion for coffee persisted over the years, leading him to purchase his own plot in Vista Hermosa, consisting of two hectares at an altitude of 1400 meters above sea level.

The plot he purchased had been severely affected by coffee rust. As a solution, he opted to renovate it with Sarchimor plants, which are resistant to this particular plague and are highly productive. With assistance from ECC's Por Más Café technicians, who provide fertilization plans, advice on pest monitoring, and guidance on contour plowing, Mario has learned sustainable practices and new techniques. These measures not only ensure the health of the plants but also contribute to the production of excellent coffee.

After Marios passing in 2023, the farm is being lovingly and passionately continued by his family.

Coffee



Mad Mash

Cup Profile

Type: **Specialty**

Trademark: **Mad Mash**

Altitude: **1,780 m.a.s.l.**

Arabica variety: **Sarchimor, Bourbon, Caturra**

Harvest period: **February through April**

Milling process: **Semi-washed**

Aroma: **Spicy, Cedar, Lime**

Notes: **Plum, Green apple, Orange, Melon**

Sweetness: **Citric fruits, green grapes**

Acidity: **Bright green and citrus grape**

Target Score: **86**

Origin

"Chimhucum", which means "Two Rivers" in the Tzotzil language, is located in the upper area of Chiapas. This human settlement is situated in the highest part of the region, resulting in a typically humid and cold climate for much of the year.

The population of Chimhucum is 100% indigenous, and they primarily speak the Tzotzil language. The Tzotziles and the Tzeltales are two related Mayan groups that, along with the Tojolabales, inhabit the Los Altos region of Chiapas and some municipalities in the surrounding area.



Producers

This coffee originates from a small group of producers situated in the Chimhucum region of Los Altos, Chiapas. Many of these producers are part of our Por Más Café - Bloom program. They employ artisanal methods such as hand depulping, fermentation in tanks, and sun drying.

What sets this coffee apart is the semi-washed process utilized by the producers. They ferment the coffee for only 6 – 12 hours, resulting in unique flavors.

Brand

Mad Mash is a combination of English and Tzotzil. "Mad" in English means crazy, while "Mash" in Tzotzil refers to monkey. Therefore, MAD MASH translates to "Crazy Monkey"!

While listening to some German reggae (Alles Neu by Peter Fox) on the road to Chimhucum, it felt like driving through a game, speeding up and down dirt roads in the mountains. Overwhelmed with joy and feeling funky all over, it was a true Mad Mash experience, without a care in the world.

Coffee

The coffee is cultivated under shade trees in the mountains of Los Altos. The varieties grown include Sarchimor, Caturra, and Catuai. Sustainable practices are employed on the plantations, such as composting and water treatment.

All of these factors combine to create a microclimate conducive to producing exceptional coffee. The resulting cup boasts explosive berry notes, hints of apple and melon, with a sweetness reminiscent of citrus fruits, green apple, and a bright acidity.



Tierra de Reinas



Cup Profile

Type: **Specialty**

Trademark: **Tierra de Reinas**

Altitude: **1,433 m.a.s.l.**

Arabica variety: **Caturra, Typica**

Harvest period: **January - March**

Milling process: **Natural, Sundried**

Aroma: **Caramel, Chocolate, Cocoa,**

Strawberry, Red fruit, Dried fruit,

Tropical fruit, Lychee, Grapes

Notes: **Chocolate, Caramel, Red grape,**

Flowers, Tangerine, Stone fruits

Sweetness: **Caramel, Floral flavors,**

Brown sugar

Acidity: **Tangerine citrus**

Target Score: **87**

Origin

Located in the High Mountains region, Xonotzintla (51 km from the Citlaltepétl Volcano) offers us spectacular views of nature and incredible biodiversity. Its climate and altitude create a unique environment for our coffee. At 1,433 meters above sea level, with water flowing from the mountains and natural tree shade, combined with meticulous dedication, Xonotzintla transforms our coffee into more than just a gift from nature.

Graciela Cuevas Panzzi is a trailblazer in the current generation of coffee production. In her first harvest in 2022-2023, she processed her coffees using the natural, washed, and honey methods with great love and passion. In her inaugural harvest, Graciela participated in the Cup of Excellence 2023 and 2026, advancing past the initial round with outstanding scores. The majority of the land is being harvested by women, given the migration of men to urban areas. Women have taken on crucial roles in the fields, such as maintaining the coffee plantations year-round.

Producers

Through their hard work and dedication, the quality of the coffee harvest has seen significant improvement, achieved through selective harvesting. Graciela also focuses on training the entire team involved in the coffee production chain, equipping them with appropriate tools to enhance productivity and safety in the fields. This concerted effort has resulted in higher scores and remarkable outcomes for the coffee.

Coffee

Tierra de Reinas coffee is grown under the shade of native trees in the forest. Combining this natural approach with the passion and empowerment of women results in an exceptional and meaningful cup. Expect to discover notes and flavors of chocolate, caramel, brown sugar, and tropical fruits.



Coaqueche

Cup Profile

Type: **Specialty**

Trademark: **Coaqueche**

Altitude: **800-900 m.a.s.l.**

Variety: **Romex**

Harvest period: **December through April**

Milling process: **Anaerobic**

Aroma: **Spicy, Clove, Cacao nibs**

Notes: **Cinnamon, Cacao nibs, Violet**

Sweetness: **Cacao nibs, Anise**

Acidity: **Fine acidity**

Target Score: **86**

Origin

Huatusco is recognized for its fertile land, privileged climate, and coffee-growing tradition passed down from generation to generation. Among mist-covered mountains and volcanic soils, a coffee with character is born, carefully nurtured from the very origin by expert hands that understand the value of every single bean.



Producers

Marco is a young coffee producer representing the new generation of coffee. While his father continues working on the farm, he leads management and special projects. His passion and vision have taken him to stand among the Top 10 in competitions like the Cup of Excellence, with standout natural process coffees.

Robusta coffee arose from a project in the area of Huatusco, Veracruz. It's a coffee that stands on its own. They are using a fermentation method where they place the coffee cherries in tanks for 40 days before drying them on African raised beds until they reach the desired humidity level of 11%.

Coffee

Thanks to its unique processing, this coffee boasts an exquisite flavor profile, offering a smooth acidity in the cup with lingering notes of cinnamon, cacao nibs, violet. Remarkable for its variety and processing method, this fine Robusta has earned its place as a specialty coffee and a favorite among our palates.

Brand

The Coaqueche is a monotypic species endemic to Mexico. They primarily eat fruits and seeds. This small rodent is often observed at night near coffee plantations. The Coaqueche is incredibly astute, carefully observing and perceiving every movement, much like coffee during its fermentation process. Although difficult to spot, once encountered, it captivates one's attention, making it irresistible to stop following it.



Purple Haze

Cup Profile

Type: **Specialty**

Trademark: **Muxbal Purple Haze**

Altitude: **1,500 - 5,000 m.a.s.l.**

Variety: **Caturra, Mondo Novo and Catuai**

Harvest period: **December onwards**

Milling process: **Washed**

Aroma: **Almonds, Walnuts**

Notes: **Vanilla, White chocolate, Light butter**

Sweetness: **Brown sugar**

Acidity: **Citrus**

Target Score: **84.5**



Origin

The Estate has an extension of 236 hectares bordering Guatemala territory, about half of it is planted with coffee; the other half is an ecological reserve of primary rainforest, protecting rivers, springs, flora and fauna. The rich volcanic soil, good environmental practices, shade three grown coffee creates a microclimate that provides an extraordinary coffee cup and excellent production.



Producers

Muxbal's history begins in the late 1700's when it started as a coffee farm, we know very little about the early years but have found documents from when Chiapas still belonged to Guatemala.

It was later owned by the Brown family for many years till the Reforma Agraria in 1915, The Brown family moved into Mexico City after losing most of their land, the Ochoa brother's, sons of Mr. Brown's second marriage inherited Muxbal.

The story begins with Don Enrique Rodriguez. In 1959, Don Enrique had been working with coffee from an early age, and co-owned a plantation with his father in law Juan Luethje, while looking for a new plantation and visiting different ones, the Ochoa brother's passed by and offered to show him Muxbal.

Don Enrique is the father of the actual owner, Mrs. Maeggi Rodriguez and is managed by her sons Jorge and Juan Pablo Gallardo (after six generations!).

Little by little, he got the mill – both wet and dry functional, and he replanted the plantation. Construction of the road was undertaken in 1965 or so and it would take a decade for it to be completed. First, it was broadened so that the mules could carry the coffee down, then for a car to drive up.



About us:

CHIAPAS

- Regional Office: Tuxtla Gutierrez
- Dry Mill: Huixtla
- Farm: Alianza, Génova, Independencia.
- Purchasing Center: Pantelhó, Yajalón, Tuxtla, Chicomuselo, Comalapa, Jaltenango, Huixtla, Villaflores.
- Nursery: Tapachula.



PUEBLA

- Farm: La Puebla
- Purchasing Centers: Zacapoaxtla & Xicotepec

VERACRUZ

- Office: Veracruz
- Dry Mill: Veracruz
- Wet Mill: Sumidero
- Purchasing Center: Sumidero
- Nursery: Omealca

NAYARIT

Agronomic attention to producers and purchase of coffee.

GUERRERO

Agronomic attention to producers and purchase of coffee.

CIUDAD DE MÉXICO

Sales to roasters and coffee shops.



Notes:





WE'RE ALL ABOUT COFFEE. TODAY, TOMORROW, TOGETHER.