

Product Name: Mirira Farms SL 28 & Ruiru Blend  
Product Type: Arabica Blend  
Origin: Kenya, Muranga; Mirira Farms  
Process Methods: Wet Milled, Sun dried on raised beds  
Roast Level: Medium Roast

Flavor Profile: Fruity with notes of citrus and berries  
Aroma: Medium-bodied with a floral and fruity aroma  
Acidity: Bright and lively acidity  
Body: Medium to full-bodied  
Caffeine Level: Moderate



## Experience Exceptional Flavour

Welcome to Kahawa Direct's newsletter, where we take you on an immersive journey into the world of green coffee. From its humble beginnings as a cherry on a tree to its transformation into the green beans we all know and love, join us as we delve into the intricate processes that define the essence of our beloved beverage.

### Seedling to Sapling: The Birth of Coffee

At Kahawa Direct, our story starts with carefully nurtured coffee seeds sourced from select farms renowned for quality and sustainability. Planted in nutrient-rich soil under experienced farmers' watchful eye, they grow into robust saplings, marking the beginning of our coffee bean journey.



### Cultivation and Care: Nurturing the Coffee Plants

Our farmers employ a blend of traditional and modern techniques, including regular pruning and sustainable irrigation, to nurture thriving coffee bushes with respect for nature and a commitment to environmental preservation.

### Harvesting:

Skilled farmers meticulously handpick only the finest ripe cherries, laying the foundation for the coffee's quality and flavor profile.



### Pulping:

After harvest, the cherries undergo pulping to reveal the precious coffee beans within, a process requiring precision to avoid damage, achieved through specialized machinery or traditional methods preferred by the farmers



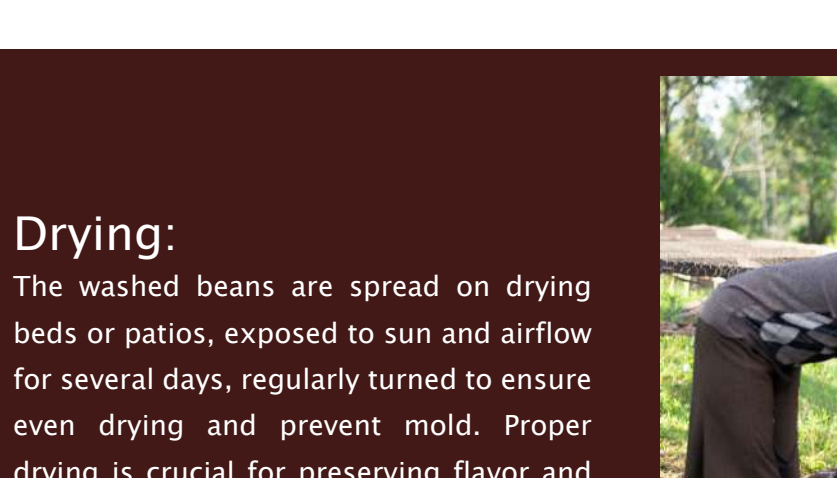
### Fermentation:

After pulping, the beans undergo fermentation to remove residual mucilage, enhancing flavor and aroma and ensuring consistent quality through the breakdown of natural enzymes during soaking.



### Washing:

After fermentation, thorough washing removes debris and halts the process, leaving pristine green coffee beans ready for drying.



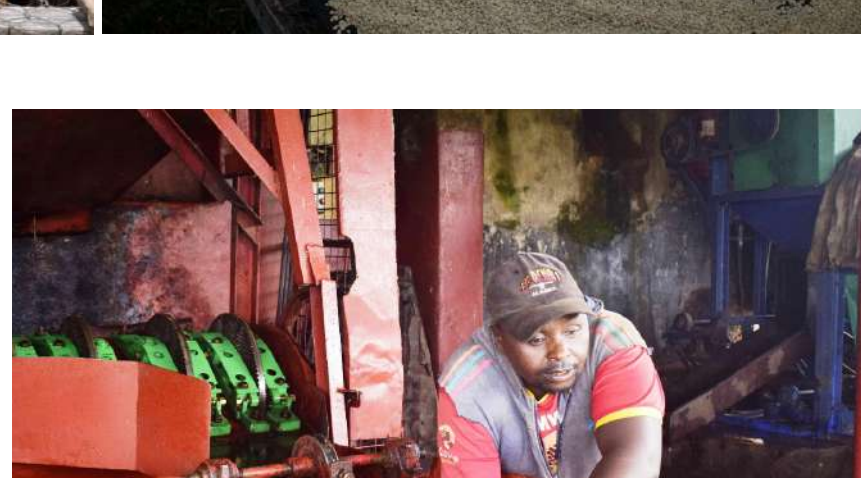
### Drying:

The washed beans are spread on drying beds or patios, exposed to sun and airflow for several days, regularly turned to ensure even drying and prevent mold. Proper drying is crucial for preserving flavor and integrity.



### Hulling:

Once dried, hulling removes the parchment layer, revealing green coffee beans ready for sorting and grading based on size, weight, and quality.



### Grading and Sorting:

At Kahawa Direct, skilled workers meticulously grade and sort our green coffee beans, discarding defects to uphold our commitment to quality excellence.



### Packaging:

The graded and sorted green coffee beans are carefully packaged in sacks, ready to journey to coffee enthusiasts worldwide, embodying our dedication to craftsmanship and passion for exceptional coffee.



## A Journey of Excellence

In closing, the journey of green coffee from seedling to sack is a testament to the artistry and dedication that defines Kahawa Direct. With every step meticulously orchestrated, we ensure that each cup of coffee brewed from our beans is a celebration of quality, sustainability, and craftsmanship. Join us in savoring the fruits of this extraordinary journey and experience the difference that sets Kahawa Direct apart.

Until next time, may your cups be filled with the rich aroma and flavor of our exceptional coffee.

For More information on our coffee beans Visit: [www.kahawadirect.com](http://www.kahawadirect.com)