

## Coffee Portfolio

Objetivo: Incentivar que quieran probar nuestro café, **narrativa>data**

1. **Narrativa de marca**: Explicación breve + eslogan: “Prueba Costa Rica en micro-lotes”
2. **Aspectos esenciales del proceso**: explicación corta y visual del impacto de los procesos en el sabor (lavado VS honey)
3. **Variedades** (Caturra, Sarchimor, Villa-Sarchí): Características, sabores, consejos para la preparación, perfil, carácter en taza, altitud, perfil...
4. **Tueste que ofrecemos + servicio**: Ligero / Medio / Oscuro, cantidad mínima, plazo de entrega
5. **CTA para comprar**: Email / QR / web / teléfono...

Narrativa de la marca

### **Taste Costa Rica, one micro-lot at a time.**

At Natural de Costa Rica, every coffee tells the story of our land, volcanic highlands, fertile soil, and generations of craftsmanship.

We work directly with small producers on the slopes of the Poás Volcano, in the province of Alajuela, who cultivate and select micro-lots that capture the essence of Costa Rican terroir: vibrant acidity, natural sweetness, and balance in every cup.

Our current selection is a Red Honey Caturra, a Washed Sarchimor, and a Washed Villa Sarchí, three high-altitude and high quality varieties representing the diversity and precision of Costa Rican specialty coffee.

Our coffees are available both unroasted and roasted, the latter roasted by our partners, Café Gener (Igualada, Spain) and Wild Coffee Roasters (Brussels, Belgium).

Their roasting ensures each variety's character is expressed at its best.

We don't chase volume. We chase flavor, precision, and consistency, so you can taste Costa Rica, one micro-lot at a time.

## **Coffee Varieties**

1. Título
2. Subtítulo
3. Ficha técnica / Tabla

Quality control, data that supports every cup

- Physical and sensory parameters monitored at Café de Altura (Costa Rica) and in Spain

Our Specialty Coffee Varieties

### **Caturra - 100% Arabica**

Origin: Poás Volcano, Alajuela, Costa Rica

Altitude: 1,400 - 1,600 m

Process Method: Red Honey (60% mucilage retained)

SCA Scoring: 85

Strength: 3/5

Profile: Smooth and round with medium body

Notes: Sweet, caramel, fruity brightness

Selective harvesting ensures that only ripe cherries are picked, securing the perfect sugar–acid balance.

During the Red Honey process, 60 % of the mucilage remains on the parchment. As the beans sun-dry, natural enzymatic reactions allow sugars and organic matter to absorb into the bean, increasing density and caramelization.

The result: a fuller, sweeter cup with honeyed texture, caramel and red fruit notes, and a balanced acidity.

Every turn of the parchment refines the cup — too fast, sweetness fades; too slow, defects emerge.

Cup Outcome: Dense, sweet, complex — perfect for espresso and medium roasts emphasizing body and depth.

### **Sarchimor - 100% Arabica**

Origin: Poás Volcano, Alajuela, Costa Rica

Altitude: 1,400 - 1,600 m

Process Method: Traditional Washed

SCA Scoring: 83

Strength: 4/5

Profile: Medium-full body, clean finish

Notes: Chocolate, nutty, mild spice

Fully ripe cherries undergo wet fermentation (12–72 h) in water tanks, where microbial activity removes all mucilage.

This precision enhances the bean's clarity, structure, and flavor integrity, producing a clean, transparent profile that reflects the origin's terroir.

After washing, sun drying stabilizes moisture and locks in brightness.

Cup Outcome: Clean, structured, and consistent, chocolate and nut tones balanced by a bright, crisp finish. Ideal for filter brewing or lighter roasts.

### **Villa-Sarchí - 100% Arabica**

Origin: Poás Volcano, Alajuela, Costa Rica

Altitude: 1,400 - 1,600 m

Process Method: Traditional Washed

SCA Scoring: 89

Strength: 3/5

Profile: Silky, balanced, elegant

Notes: Floral, fruity, raspberry- caramel sweetness

Processed through the Traditional Washed method, fermentation gently removes mucilage while preserving the bean's intrinsic floral and fruity compounds.

Careful drying and stabilization at 10–12 % moisture maintain aromatic precision and silky mouthfeel.

The high altitude and volcanic soil amplify its natural complexity, revealing delicate raspberry, caramel, and floral layers.

Cup Outcome: Elegant and aromatic, with floral clarity and refined sweetness, best showcased in light to medium roasts or pour-over brewing.

Iconos Danae = **Objetivo: Poner Iconos que describan la info de cada variedad**

- Origin: (volcán) / (Costa Rica)
- Altitude:
- Process Method
- SCA Scoring:
- Strength: Strength = (nosotros lo hacemos sobre 5, no sobre 3)



- Profile:
- Notes:

## OUR ROASTING PARTNERS

### When Scales Meets Craft

To preserve the integrity of every bean, Natural de Costa Rica partners with two roasting houses that complement each other's strengths.

Cafès Gener (Cardona, Catalonia) represents precision at scale — a third-generation roaster with state-of-the-art Loring and Probat UG machines, able to handle consistent specialty batches while maintaining character and control.

WILD Specialty Coffee Roasters (Namur, Belgium) adds a more artisanal, small-batch approach rooted in proximity and freshness, enhancing the connection between local markets and our micro-lot origins.

Together, they reflect the dual philosophy behind our coffee: industrial precision and local craftsmanship, both aligned to express the full potential of each variety.

## CAFE GENER

Fundada en 1950, Cafès Gener comenzó como una pequeña empresa familiar que tostaba café para los bares locales del pueblo de Cardona.

Hoy, en su tercera generación, la empresa importa, tuesta y distribuye cafés de alta gama procedentes de todo el mundo.

Cafès Gener tuesta nuestros cafés utilizando tostadores Loring y Probat UG, dos de las máquinas más avanzadas y consistentes para el tueste de cafés de especialidad

Cada lote, de entre 7 y 25 kg, se tuesta con precisión para respetar el carácter y cuerpo de cada variedad, seleccionando la curva de tueste ideal para maximizar su perfil natural y conseguir la excelencia en cada tueste.

## WILD COFFEE ROASTERS

Ubicada cerca de Namur, en el corazón de Valonia, WILD Specialty Coffee Roasters combina el tueste artesanal con la cercanía de un proyecto local.

Especializados en cafés de especialidad y con un modelo de coffee shop móvil, WILD mantiene un enfoque preciso y humano en cada lote, garantizando frescura, trazabilidad y control en todo el proceso de tueste.

Su proximidad con el consumidor final y su escala reducida les permite adaptar el perfil de tueste con una atención al detalle que refuerza la conexión entre origen, calidad y sabor.

## Tostado según tus necesidades

Para compras B2B, el nivel de tueste, puede ser claro, medio u oscuro, nuestros tostadores se adaptan al perfil que el comprador desee, asegurando la expresión óptima de cada variedad según su uso final.

En cambio, las compras B2C se ofrecen siempre con tueste medio, el punto ideal para equilibrar dulzura, cuerpo y acidez.

La cantidad mínima de tueste es de 25 kg por lote.

## Fotos

- Imágenes de la maquinaria de Café Gener y Wild Specialty Coffee Roasters