

VERVE

COFFEE ROASTERS



PRODUCER
REGION
PROCESSING
CULTIVAR
ELEVATION

AURELIO VILLATORO
LA LIBERTAD, HUEHUETENANGO
WET-PROCESS
BOURBON
1700-1850 METERS



CUP CHARACTERISTICS

This classic Huehuetenango, and returning favorite boasts the hard candy sweetness and complex, cola-like spice profile that we know and love.

SOURCING INFORMATION

Finca La Esperanza has been growing amazing coffees since 1956 when Heleodoro de Jesús Villatoro López founded the farm. The farm has since been passed through three generations and is currently under the care of his grandchildren, namely Aurelio Villatoro.

La Esperanza's routine recognition in the Cup of Excellence is testament to The Villatoro family's meticulous attention to every detail. The largest of which; choosing to start their farm in La Libertad, Huehuetenango. La Libertad's mountainous microclimate achieves the perfect balance of hot days, cool nights and a heavy dose of rain during Huehuetenango's wet season. La Esperanza is situated perfectly up a steep slope that starts at a natural spring. The spring not only provides a beautiful back-drop for the farm, but provides exceptionally pure and clean water for processing their coffee.

Smaller details don't go unnoticed either, like continuing to ferment in water and maintaining a steady and quick processing schedule even during the busiest times of harvest. Their mill is on premises and is used for the family's multiple farms.