

VERVE

COFFEE ROASTERS

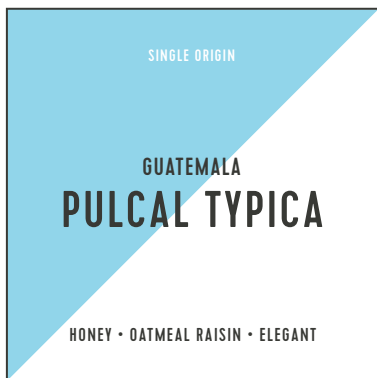
SINGLE ORIGIN

GUATEMALA
PULCAL TYPICA

HONEY • OATMEAL RAISIN • ELEGANT

PRODUCER
REGION
PROCESSING
CULTIVAR
ELEVATION

MARIA ZELAYA AGUIRRE
ANTIGUA
WET-PROCESS
TYPICA
1600 METERS



CUP CHARACTERISTICS

Subtle warming spices and dried fruits evoke the comforts of a warm oatmeal raisin cookie. Tied-together with a honey-like sweetness, this year's Pulcal Typica returns to our menu, nearly as elegant as delightful Maria Zelaya herself.

SOURCING INFORMATION

After two unsuccessful attempts (on account of earthquakes and floods) at settlement, Spanish conquistadors settled present day "Antigua" in 1543 which would remain the military epicenter of the Spanish Colony of Guatemala (read: Central America) for the following 200 years.

Thriving principally on the profits of the coloring material, indigo; coffee wouldn't gain popularity as a cash crop until the late 1800s when chemical dyes would see to the decline of the indigo industry. Several years later, the familia Zelaya would purchase Hacienda Carmona - formerly occupied by the president of Guatemala - and their small coffee empire would be born.

Today, coffee from Hacienda Carmona (branded "Cafe Pulcal") remains overseen by third-generation coffee farmer Maria Zelaya Aguirre and her nephew Luis Pedro Zelaya Zamora. This varietal offering of Typica from Hacienda Carmona is comprised only of coffee selected from the few remaining rows of Typica trees that remain reserved for Verve, year-after-year. After harvesting, the ripe typica cherries are pulped, washed and dried on-site in the shadow of the looming Volcan de Agua.