

# bolivia cup of excellence

From the Flor de Mayo farm, Chijchipani

## owner

Pedro Castro Conurana

## process

Hand-picked, fully washed with mountain spring water, sun-dried

## varietal

Cattura, Typica

## tasting notes

A medium bodied and well-balanced cup with a leading citrus edge followed by delicious sweet caramel-fudge tones and top notes of cherry and plum.

## region

Caranavi, West Bolivia at 5,000ft

body ★★☆☆☆

acidity ★★☆☆☆

## farm notes

Cup of Excellence remains the most esteemed international award for high quality coffees in particular producer nations. The awards are given to coffees which have consistently scored highly over five rounds of assessment by two 'juries' of specialist cuppers (including international roasters like ourselves). Following a presentation of the awards to the farmers of the winning coffees, the lots are auctioned over the internet to speciality coffee buyers around the world. These buyers pay very large premiums, well over the Fairtrade price, to secure these exceptional and highly prized lots. Cup of Excellence currently operates in a number of Central and South American nations – and this year is due to take place in Rwanda, the first time it has done so outside the Americas.

Castro Conurana is a first generation coffee farmer who is very enthusiastic about the competition, and more importantly, winning it: "We competed in 2005 but did not win, so I wanted better this year." Rich soils, high altitude and good rainfall in the Caranavi region provide the basis for high quality coffee – but it is Pedro's skill in identifying the exceptional flavours and characters which has allowed him to achieve this award. The result is a cup with a pronounced leading citrus-zest quality, followed by tones of cherry, caramel and plum.

Pedro plans to use the premium received from the auction to increase production on the farm and contribute towards his son's education.



Union Hand-Roasted is proud to be associated with Cup of Excellence and to buy regularly through its auctions for a number of reasons. First, because the farmers themselves receive critical acclaim for their work and are noted as a producer of high quality coffee which is clearly differentiated. Second, that the Cup of Excellence helps to create renewed interest by speciality coffee buyers in particular regions of countries, and thus better returns for farmers. Third, that the high premiums paid go directly to the farmer and thus assist them to make investments in their land and communities.

We are delighted to offer this selection from the Flor de Mayo farm which we have sourced through the Bolivia Cup of Excellence auction. The farm owner Pedro



Selected, imported and hand-roasted by Jeremy Torz & Steven Macatonia

hand-made coffee from hands-on people

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