

Season's Greetings From Coffee Reserve Brands

*We would like to thank you for your business and support throughout 2012.
We wish you, your family and colleagues a wonderful Christmas and Holiday Season.*

This year, John Gozbekian (our coffee guru) has selected Aida Batlle Select coffee from the El Majahual Farm in El Salvador as our holiday seasonal treat.

In February, John toured this farm with Aida Batlle, a fifth generation Salvadorean coffee farmer. Aida is known for following the highest standards and practices in farming, land stewardship, harvesting and processing.



This special "Day Lot" coffee was harvested on one particular day and only the most perfectly ripe coffee cherries were picked. The focus was on harvesting the best quality not quantity. Aida processed the coffee in a micro mill using three different methods. Each milling method produces very different flavors.

Kenya Washed Process

The cherry/fruit are depulped which means the skin is removed exposing the pulpy seed. The seeds then go through a 48 hour "dry" fermentation process. Every 12 hours, a little fresh water is added and the coffee seeds turned with a wooden paddle which "washes" the parchment. The seeds then go back into the fermentation tank to soak in fresh water for 24 hours and are then placed on a drying bed. This Kenya washed process produces a lively, bright and effervescent cup. The flavors of the El Majahual are of sweet purple fruits, grapey, blackberry, lush and deep.

Pulp Natural Process

The coffee cherry is depulped and the pulpy seeds go straight to the outside patios for drying. This process leaves intact the sweet, honey like pulp of the seed to be partially reabsorbed during the drying, giving a sweeter taste reminiscent of soft sweet, purple fruit.

Natural Dry Process

The cherry goes straight to the patios in its harvested natural state. The "naturalness" of this process can be wrought with danger if not handled properly. At its best this process leaves a flavor of apricot or peach brandy, sweet and very complex in flavors. The El Majahual is some of the best Natural processed coffee John has cupped. Be warned that this process creates a love it or hate it cup. Even amongst coffee professionals, this process and flavor profile can bring about heated debate.