



CONNECT

It's time for the Holiday Blend. Year after year, we make a coffee meant to share with everyone, and this year is no exception. We brought together three distinct coffees to create something you can brew however you like. Whether that means a meticulous pour-over, a shot of espresso, or filling up the Mr. Coffee before everyone wakes up. The idea is simple: a coffee you can confidently bring to any family gathering, one that your grandparents, your coffee-nerd cousin, and your cool auntie can all enjoy. This year's Holiday blend is bold, beautiful and robust. It handles sugar and cream like a champ without turning sour or tea-like and will make you the star in any gathering.

EXPERIENCE

The first sip leans into the familiar: chocolate, sugar cookies, and the kind of comforting sweetness that feels right at home during the holidays. Its bold, balanced bitterness makes it the perfect pairing with milk. The milk chocolate and caramel duo reminds us of sharing a Twix before dinner. As the cup cools the sweetness, transforms into a high quality vanilla bean finish that comforts the soul. The distinct strawberry ice cream-like acidity found from hot to cold keeps the cup interesting, whether you're drinking it black or adding a little milk and sugar. The Holiday Blend is the perfect companion for the winter season.

REGION:

Brazil, Colombia and Ethiopia come together to bring something different to the blend. Brazil's Mogiana region provides the foundation, where its high-volume production and consistently smooth coffees lend a naturally sweet, nutty character and creamy body. Colombia's Huila region adds a sparkle to the blend that comes from its steep terrain, high elevations, and equatorial climate. From Ethiopia's Guji Zone, dense vegetation and diverse microclimates allow coffee to grow throughout small farms in a more integrated agricultural landscape, contributing another layer of complexity and florality. Together, these origins create a cup that moves easily between familiar and unexpected; smooth enough for a crowd, but layered enough to keep a coffee nerd busy.

**PROCESSING
METHOD:
NATURAL
& CO-FERMENT**

The Holiday blend brings together two natural-process coffees and one co-fermented coffee, giving each origin a different way to express itself. The Brazil and Ethiopia coffees are natural processed: only the ripest cherries are selected during harvested and dried whole on raised beds at local processing stations, concentrating sweetness and building the rich fruit and body that support the blend. Colombia takes a more experimental approach. Freshly harvested cherries are sealed and co-fermented with ingredients including pineapple and panela, known as unrefined raw sugar, for 96 hours. The coffee is then pulped and fermented for another 80 hours. Afterward, the coffee is dried mechanically for 15 days until it reaches the perfect moisture level, helping maintain even drying, stability, and consistency. The result is a blend where different processing approaches meet in the cup: sweet and chocolaty at its core, with a little sparkle and enough complexity to reward anyone daring to look closer.

NOTES: