

DON JUSTO

TECAPA CHINAMECA, EL SALVADOR



CLEMENTINE | HONEY | FLOWERS

Lot	harvested at the <i>Santa Emilia</i> farm, in Usulután in the Tecapa Chinameca region of El Salvador		
Varietal	Red Bourbon	Process	honey
Altitude	1400 - 1600 m.a.s.l.	Mill	Santa Emilia
Crop	2019	Imported via	Balam Coffee Project

In order to properly represent their family values, the Gonzaleses decided to use the image of their common grand-father Don Justo, who has previously harvested coffee in the Usulután mountains.

Today, each member of the family plays a well-defined role, ensuring high quality at every level. Together, they strive to value honest work, altruism, collaboration and this is what makes their coffee worthy of interest.

NOTES FROM OUR TEAM :



«This coffee is special! As I taste it, I notice clear notes of green plums and persimmon. Overall, the flavours are well balanced and its sirupy texture is really pleasant.» – **Marilu**

«It's a round, accessible coffee. I feel like all attributes complement one another.» – **Anne**

«For my part, it reminds me of Christmas! There is something floral or spicy that stands out, and I really enjoy it.» – **Emilie**



credits : Don Justo



Rosa Emilia and Justo Pastor Gonzales' grandkids are determined to restore the inherited land.

With its Bourbon coffee trees, the plantation was already showing quite intriguing results. Their great attention to detail and their motivation

for specialization were born out of this acknowledgment.

This is how the Gonzaleses won their first Cup of Excellence in 2003, with a coffee harvested on this very crop.



Understanding the great potential to be developed, the family-run business sets high quality standards and gives a significant role to each member.

Justo (grandson) is chief of operations, César takes care of finances and Emilio deals with agricultural engineering.

For her part, Alejandra is responsible for the infrastructure and architecture of their three farms, while Carla is committed to sound environmental practices.

With over 80 years of experience, the Gonzáleses know how precarious and unsteady agriculture can be. This is why they focus on diversification.

Like many other coffee producers, Don Justo experiments more and more with processing in order to enhance different taste profiles of the same coffee.



credits : Don Justo

Balam Coffee Project aims to promote coffee producing farmers that don't receive as much attention as they should, considering their outstanding coffees.

Thanks to them, we have the opportunity to taste this amazing honey processed lot, highlighting the sweetness of their Red Bourbon varietal, grown at 1400-1600 meters high, in the mountains.

In the cup, a honey processed coffee will often show qualities that we usually find in natural coffees, although with much cleaner flavours. The sweet and heavy aromas, associated with fermentation, are also attributes expected with this kind of coffee.

The one we have here has a pleasant fragrance reminiscent of flowers and reveals an harmony of sweet, bitter and acidic flavours, resembling the taste of honey and clementine. With its sirupy and full body, this coffee is very comforting!



Once harvested, the coffee fruits are brought up to what we call in Latin America a *beneficio*. This is where the coffee fruit is processed to become a hard and dry seed, in order to be properly roasted.

The honey process involves drying the seeds with some part of the fruit still attached to them. The name «honey» comes from the sticky texture and the yellowish appearance the coffee beans have during the process.



credits : Don Justo

When we first tasted this lot from Don Justo, we were not just amazed by its clean and well-balanced taste, but also shocked to hear that it had a hard time selling. Even when coffee producers meet the consumers needs or even exceed them, it doesn't mean their coffee will sell more easily.



The **Union Microlot** series seeks to promote entrepreneurs with noble initiatives and whose coffees really stand out as well as paying respectful prices considering the labour required and the quality that results from it.

