



Label
El Santo

Luchador
Altura
Veracruz
Mexico

Producer	Veracruz
Altitude	1200 - 1700
Environment	
Species	arabica
Varietal	Pluma, Typica
Harvest period	October to march
Harvest type	Manual
Process	Washed
Drying	Patios

Sensory profile

« Orange, pepper, hazelnut, chocolate. »

ABOUT

El Santo comes from the Veracruz region in southern Mexico.

Our partner, La Laja, is a Mexican coffee production company present in southern Mexico with three production sites, in Puebla, Veracruz and Chiapas. La Laja brings together several farms in these 3 regions. La Laja is Rainforest Alliance, UTZ (Coffee, Cocoa and Tea Sustainability Certification Program) and 4C certified (certification that works for sustainable supply chains in coffee and improved living standards for farmers).

The company has also developed social-economic programs such as the production of seedlings delivered to producers, training, loans and production participations. Regarding societal topics, La Laja works to develop leisure activities for the most precarious households, develop mutual aid in the community and education.

In the Veracruz region, La Laja has a wet beneficio with a production capacity of 850,000 kilos of cherries per day. Fully washed process has been mechanized and it reduces water consumption by 500% compared to the traditional process.

La Laja is present in 42% of the production areas of Veracruz and has more than 3,000 producers.

Luchador

xxx

STRENGTH

Local exporter | Purchased as cherries | Saving water process



Ground

XXX



Rainfall

XXX



Temperature

XXX



Humidity

0.00



Shadow

XX

THE STORY OF THE PRODUCER

XX

ANALYSIS OF GRAIN

Density (g/l) : **703.00**
Humidity rate (%): **12.50**
Water activity: **0.65**
Screen:

SENSORY PROFILE

Sweetness: **6**
Acidity: **6**
Taste: **6**
Variability: **High (> 20%)**

MY CUPPING PROFILE