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SAN CRISTOBAL

COFFEE IMPORTERS

Holiday Greetings & West Welega New Arrival

We hope that this newsletter finds all of you in good health and ready for the holiday season. Understandably the COVID-19 pandemic will continue to pose challenges to business as usual well into 2021, but San Cristobal is here to help as we move forward to the new normal.

Fresh crop Mexican Grupo Terruno Nayarita microlots have landed and are available, both Natural and Washed, Certified Organic and Conventional. Do not hesitate to reach out and explore our new offerings. The washed coffees this year are cupping quite exceptionally!

[---CLICK HERE FOR OUR CURRENT OFFERLIST---](#)

Alongside our scripted Nayarit coffees this year we have a very special partnership in Ethiopia that has come to fruition. Before we spill the beans you need a little backstory:

In 2019, James Kosalos welcomed two interns at our office, Cafes Sustentables de Mexico (CSM), in Tepic, Nayarit, our beloved Jacob Frankel and Mengistu Itafa, an Ethiopian from the Asikana Cooperative in Aria, West Welega, Ethiopia. Mengistu stayed with us in Mexico for five whole months and become very familiar with our quality control procedures and the [Fincalab software and tools](#).



Mengistu Itafa with CSM's Carlos Bustamante, Karen Miramontes.



Mengistu Itafa showing members of the PROCAA Society photos from Ethiopia.

The purpose of his internship was to take the knowledge gained in Mexico back to Ethiopia to improve the efficiency and quality of Asikana's harvest. Mengistu went back to Ethiopia in May 2019 and started making administrative changes to the Asikana Organization to align with what he had learned. In parallel, we provided guidance and mentoring remotely to ensure any questions were answered timely. James and Devorah, San Cristobal's fearless leaders, had

purchased flights to visit the Asikana Farm in December 2019, but strife within Ethiopia saddled their trip for another time.



When the Ethiopian harvest began, he utilized the Fincalab tools and software to keep exact records of all reception data and corresponding aspect/cup qualities in order to make top level choices on milling. After cupping harvest samples earlier this year, we agreed to partner with Asikana and become their first export! Up to this point in time, all of their coffee was sold internally. **In combination of Mengistu's hard work and Asikana's cooperation, San Cristobal Coffee Importers is proud to offer this coffee which just landed this month.**

Ethiopia West Welega Asikana Birbir Sololiya Organic Natural

Microlot ID: ASI0101

This coffee comes from hundreds of small holder farmers, known as “out growers,” who live in small villages near the town of Aira in the West Welega zone of Oromia, Ethiopia. The name “Birbir Sololiya” is derived from the Birbir river, which flows through town, providing irrigation for the coffee plants, and Sololiya is the Oromo name for a beautiful local blue bird.



West Welega, Oromia

Heralding from the lesser known region of West Welega, due West of Nekempti, this is rare coffee grown at elevation (1650masl) from heirloom varieties. Historically it was sold



Organic Natural Process

Asikana only produces sun-dried Natural Process coffees, utilizing African Raised Beds, Certified Organic and Smithsonian Bird-Friendly.



Full Traceability via TYC

With Asikana utilizing Fincalab tools, we can ensure quality. By individually bar-coding each bag of this coffee, we certify traceability via [TrackYourCoffee](#) just like our Mexican coffees.

into the exchange, now with the traceability we have the chance to showcase its unique terroir directly to our supporters.

Cup notes: Red berry, peach, orange, floral, sweet, full body.

This added level of traceability is hard to come by in a country like Ethiopia.

[CLICK HERE FOR ASI0101 FULL TRACEABILITY PROFILE](#)

San Cristobal is very happy to support this new direct-trade relationship which aligns with our enduring focus to ensure protection of the environment and equitable trade. We hope that you reach out, if we already haven't been in touch, to try this new, and what we hope to be, regular, offering!

Happy Holidays and a hopefully & healthy New Year from us all!

-Devorah, James, Kenneth, and Jacob