

# The Waverly

HOUSE  
ESPRESSO



## Cerrado Mineiro, Minas Gerais, Brazil

|   |                             |  |                                   |
|---|-----------------------------|--|-----------------------------------|
| VARIETY:<br>Red Catuaí                                  | PROCESS:<br>Natural         | HARVEST TIME: May–July                 | FLOWER SEASON: September–November |
| ELEVATION:<br>1066 MASL                                 | PRODUCER:<br>Mariana Veloso | DRYING: Spread in patios and sun-dried |                                   |
| DRY MILLING: Cleaning and sorting after removing cherry |                             |  |                                   |

## Jaén, Cajamarca, Peru

|  |  |   |                                 |
|--|--|---|---------------------------------|
| VARIETY:<br>Typica,<br>Caturra,<br>Pache,<br>Bourbon                         | PROCESS:<br>Washed                     | HARVEST TIME: July–September                                  | FLOWER SEASON: November–January |
| ELEVATION:<br>1700–2000<br>MASL  | PRODUCER:<br>Cenfrocafe<br>Cooperative | WET MILLING: Depulped, fermented 12–36 hours, washed in tanks |                                 |
| DRY MILLING: Husks removed, mechanically-sorted for size, density, and color |  |   |                                 |
| DRYING: Attics, garages, covered patios, and beds                            |  |   |                                 |

Lovingly named for our first cafe in New York City, The Waverly is our signature espresso. Seasonally driven, but designed to achieve a balance of body and sweetness with lively fruit notes year-round, this espresso is perfect as a straight shot or in milk. We have carefully sourced two components for this particular blend: a coffee from Brazil, which lends a stable, sturdy body and rich sweetness, paired it with coffee from Peru that add clean, well-integrated acidity to the cup.

Farmed in the Cerrado Mineiro region in the countryside of coffee-rich Minas Gerais, Brazil, Veloso Coffee has been producing specialty coffees in this region for decades, embodying the wisdom passed on from generation to generation and embracing sustainable innovation.



The Veloso family on their farm. From left to right: Pedro Henrique Lima Veloso, Pedro Humberto Veloso, Mariana Lima Veloso.

This coffee, which comes from the Veloso family's Paraiso and Santa Cecilia farms, exemplifies the microterroirs the family is careful to study and cultivate on their land. It's a common practice in Brazil to utilize a "mapping phase" to prepare for selective mechanical picking, which prioritizes only the ripest coffee cherries. Mariana Veloso says this plan depends on GPS technology, in which they go to geographic coordinates every year at the same point and collect the samples in the lower middle, middle and upper thirds of the plants. It is also crucial for producers focused on quality: "With these results, we can plan a better harvest and post-harvest, and even have data about the maturation of a specific variety in a specific area, about the nutrition of each plot, irrigation and uniformity of the plants."

The coffee is grown on wide plots surrounded by protected wildlife regions. The Velosos maintain 38% of their land as natural forest, which is well above the Brazilian agricultural regulation of 20%. For them, investing in reforestation and conservation of the local biodiversity proves to neighboring farms that it is an important component of the collective sustainability of coffee. The lot here is naturally processed: it is spread on drying patios until they reach an 11.5% moisture content, then dry-milled.

Joe  
Coffee

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Its sister component is sourced from Cenfrocafe, which stands for Central Fronteriza del Norte de Cafetaleros, an association of more than 3,000 smallholder farmers in the Cajamarca region of Peru. Cenfrocafe works within the communities of the farmers they serve not only to improve farm output quality and teach best practices, but to provide financial assistance and short-term credit to economic stability to the region year over year.

Education is also an important tenet of Cenfrocafe's mission. Besides providing agronomic assistance, Cenfrocafe collectively owns and operates coffee shops in Jaén, Piura, and the capital city of Lima. Their goal is to prepare and showcase varying levels of quality of coffees grown locally, which is an unprecedented opportunity to encourage sensory development on a local level.

This selection from Cenfrocafe is a regional blend of coffees grown near the town of Jaén. It is a washed coffee which comprises Typica, Caturra, Catuai, and Bourbon varieties, grown between 1,700 and 2,000 meters above sea level. It is depulped with cylindrical depulpers, fermented in small tanks for 30 hours, then washed with freshwater and dried on each family farm—on parabolic beds and covered patios, as well as in farmers' own attics and garages—for 10–15 days. At the dry mill, it is mechanically sorted for size, density, and color while being prepared for export.