










Half Moon









HALF
CAFF



Merendon, Cortés, Honduras

 VARIETY: Bourbon, Caturra, Catuai, IHCAFE 90, Lempira, Typica	 PROCESS: Washed	 HARVEST TIME: November–April	 FLOWER SEASON: June–August
		 WET MILLING: Cherry removed by disk depulper, floating as a practice is widespread but not everywhere. Wet milling happens locally to where coffee is grown before being sold as wet parchment to larger, regional Dry Mills	
 ELEVATION: 800–1800 MASL	 PRODUCER: Various smallholder farmers	 DRYING: Patio dried	 DRY MILLING: Sorted for density and defects after parchment is removed

Cerrado Mineiro, Minas Gerais, Brazil

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

Whether it's your first cup of the morning or an afternoon pick-me-up, some moments call for a gentler cup of coffee. That's where Half Moon comes in: this half-caff blend delivers all the comfort of your favorite coffee with only half the caffeine. To create Half Moon, we pair our beloved decaf offering, Nightcap, in a 50/50 blend with a fully caffeinated coffee from Brazil. The resulting profile is sweet and medium-bodied, with notes of walnut, sticky toffee pudding, and vanilla bean—so delicious you'll want a second cup!

The decaffeinated component of this coffee is a Descamex Mountain Water Processed coffee from Honduras, grown on the slopes of the Merendón mountain range in the Cortés department by smallholder producers. These producers participate in a program called LIFT, which offers education and access to “training and technical assistance on best agricultural practices, farm business management, climate smart agriculture, best socio-environmental practices in alignment with the Rainforest Alliance, support to renovation, access to capital and financial risk management and community development.”¹

Its caffeinated counterpart comes to us from the coffee-rich countryside of Minas Gerais, Brazil, where Veloso Coffee has been producing specialty coffees for decades, embodying the wisdom passed on from generation to generation and embracing sustainable innovation.

The coffee, which comes from the family's Paraiso and Santa Cecilia farms, 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**

¹<https://www.comunicaffe.com/mercon-becomes-first-trader-to-close-a-u-s-sustainability-linked-credit-facility/>