

The unique Profiles of Ecuador

Three farms, three profiles,
one famous producer



Juan Peña's

CAFEXPORTO

- The Specialty Coffee of Ecuador -



All coffee produced at our farms is **Juan Peña Certified**. This means that we control all processes from the **Genetic Bank** where only second generation seeds are maintained, to growing techniques that include the most technically advanced soil enrichment practices in the world, to post harvest processing honed over years of experimentation, to the most advanced dry-mill equipment and management in Ecuador, to Cafexporto's professional logistics team that brings our coffee to your door..

VARIETY

Geisha

Elegance in Precision

In the highlands of southern Ecuador, where sunlight falls evenly across the slopes of **Hacienda La Papaya**, a delicate variety thrives — Geisha. Under the meticulous care of **Juan Peña** and his team, this coffee has become one of the most popular in Cafexporto's portfolio.

Every seed begins its journey in CafExporto's **Genetic Bank**, preserved from **Panamanian Geisha mother plants**. These seeds, re-rooted in Ecuadorian soil, have adapted beautifully to the high-altitude environment of La Papaya, producing a Geisha that retains its classic floral lineage while gaining new structure and depth from Ecuador's Andean microclimate.



The Character of CafExporto Geisha -

Geisha is celebrated for its ethereal qualities — jasmine and bergamot, citrus and honey, a structure more akin to fine tea than traditional coffee. Yet, when grown in Ecuador's volcanic soil, it takes on a character that is **distinctly CafExporto: transparent, sweet, and intricately layered with high-altitude brightness.**

The 2025 harvest from Hacienda La Papaya captures this balance perfectly. A **washed Geisha, scoring 88.75 points**, reveals a composition both luminous and restrained — jasmine and lemon-lime aromatics unfold into black tea, caramel, and panela sweetness. The mouthfeel is silky, the acidity crystalline, and the finish enduringly sweet and floral.



Behind its elegance lies measurable precision: **750 grams per liter in bean density**, and a **moisture content of 10-11%**, ensuring exceptional roast control and longevity. These physical parameters are not coincidental — they result from the **Integrated Coffee Pulse system**, a proprietary network of sensors developed by Juan Peña. This technology monitors soil nutrition, microclimate, and plant health in real time, guiding every agronomic decision from irrigation to fertilization. The outcome is uniform ripening, remarkable density, and unmatched lot consistency for roasters seeking predictability without compromise.

Geisha, Reimagined

CafExporto's Geisha is more than an exceptional coffee — it is a dialogue between origins. Its seeds trace back to Panama, its soul to Ecuador, and its spirit to the future of specialty coffee.

It stands as proof that when **genetic purity, precision agriculture**, and **human dedication** align, coffee becomes more than a beverage — it becomes a living expression of place, craftsmanship, and possibility.

From the first jasmine note to the lingering sweetness of panela, CafExporto's Geisha tells a story of origin, evolution, and excellence — a coffee that honors its past while defining the next chapter of what Geisha can be.



PROCESS

Natural

The **Natural Process** is one of the most expressive and demanding post-harvest methods we use at CafExporto. It enhances the coffee's natural sweetness and complexity while preserving the distinctive identity of each variety and origin.

Through precision control and continuous innovation, our teams at **Hacienda La Papaya, Yacuri, and Yunguilla** transform this traditional method into a process defined by **clean execution, balance, and clarity of flavor**.



Harvesting and Cleaning -

The process begins with **selective handpicking of fully ripe cherries**, chosen at peak sugar concentration.

Immediately after harvest, the cherries are **rinsed with low-pressure, clean Andean water** to remove dust and impurities.

Only cherries in **perfect physical condition** — uniform color, density, and texture — are selected for drying.

This first stage ensures that only high-quality fruit enters the fermentation and drying cycle, minimizing microbial risks and off-flavors.



Transfer to Drying Rooms -

Once cleaned and sorted, the cherries are transferred directly to **solar drying rooms or raised African beds**.

Each drying area is equipped with **Integrated Coffee Pulse sensor technology**, which monitors **temperature, humidity, and airflow** in real time.

These sensors, distributed at multiple heights, send continuous data to a central system that automatically regulates ventilation, shading, and heat exposure, ensuring stable drying curves and protecting the cherries from fermentation defects.



Controlled Drying Phase -

Drying is performed slowly and carefully over **20 to 30 days**, depending on the weather conditions and the specific variety.

During this time, the cherries are **manually turned 3 to 4 times per day** to promote even dehydration and prevent localized overheating.

This level of precision ensures that the natural sugars and fruit esters from the cherry pulp are absorbed by the seed, enhancing the coffee's **sweetness, body, and aromatic intensity**.

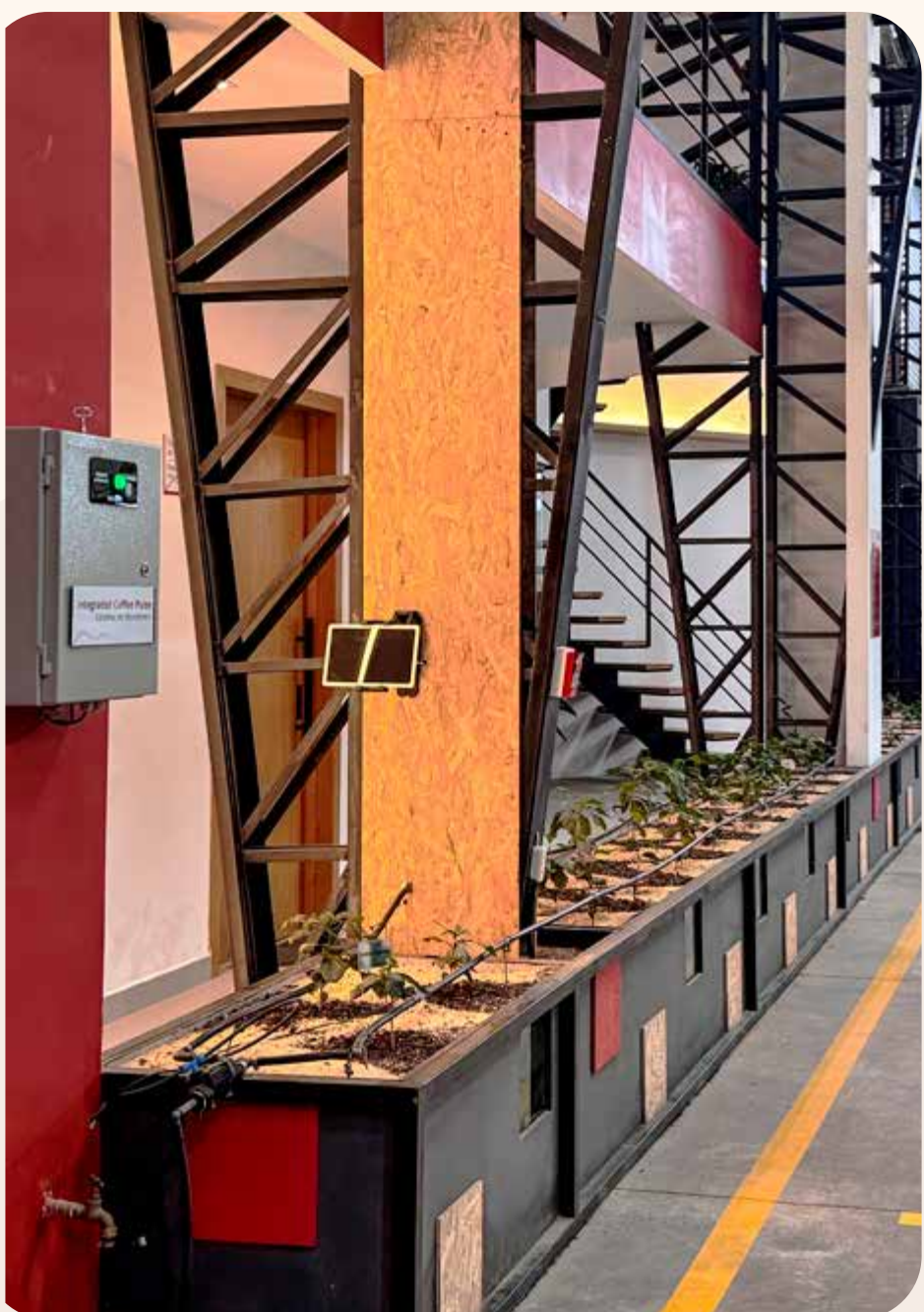
After the drying phase, the coffee rests in parchment for a stabilization period, allowing internal humidity to balance before milling.



PROCESS

CafExporto Dry Mill

At CafExporto, precision defines every step of our process. Each lot is **cupped and approved before it even enters our facility**, ensuring only coffees that meet our standards proceed to dry milling. Once inside, every lot becomes part of **our continuous quality** control program, where it is sampled multiple times throughout processing and again after shipment to guarantee consistency from origin to arrival.



- **Mechanical Classification:** Sorting by bean size and shape through calibrated sieves.
- **Air Purification:** Removal of light materials and impurities using airflow separation.
- **Densiometric Table:** Sorting by density to separate high-quality beans from less dense material.
- **Optical Scanning:** Color-based defect removal, detecting green, over-dried, or inconsistent beans.
- **Manual Selection:** Final hand-sorting by trained staff to ensure perfection before packaging.

Hacienda - la Papaya -



THE FARM

Hacienda la Papaya

The Benchmark of Ecuadorian Coffee Excellence

- **Origin:** Saraguro Formation, Loja, Ecuador
- **Altitude:** 1,800–2,200 meters above sea level
- **Ecosystem:** Andean Highlands, Pacific watershed;
- **Climate:** Dry tropics with seasonal rainfall;
- **Soil:** Clay loam, well-drained with balanced organic matter;
- **Cup Profile:** Complex, floral and fruity with cane sugar sweetness, medium body, and bright, clean acidity.



The Heart of Ecuador's High Coffee Country

Perched high in the Andean range of southern Ecuador, **Hacienda La Papaya** is the origin that defined modern Ecuadorian specialty coffee. Under the vision of **Juan Peña**, this farm became both a field and a laboratory — a place where science, craftsmanship, and terroir meet to produce coffees of international acclaim.

The landscape here is striking: steep volcanic slopes, thin mountain air, and a clear horizon that stretches toward the Pacific. Every element of the environment contributes to flavor — altitude sharpens the acidity, sunlight drives sugar formation, and cold mountain nights preserve aromatic compounds that define the coffee's elegance.

Twelve Hours of Light, Infinite Expression

At nearly two thousand meters above sea level, the farm basks in **twelve steady hours of equatorial daylight**. This consistency gives plants a natural rhythm for photosynthesis and sugar accumulation.

Warm days (20–30°C) and cool nights (15–20°C) extend the cherry maturation cycle, concentrating sweetness while allowing complex acids to develop.

The result is a coffee of exceptional balance — **bright yet rounded, structured yet soft**, a profile that roasters describe as luminous in the cup.

Soil, Water, and Purity -

Hacienda La Papaya rests on Andean clay loam soils, rich in minerals and organic content yet naturally well-drained. Balanced fertilization and precise irrigation sustain plant vitality without excess.

Water comes from high mountain wetlands, filtered through layers of volcanic stone, ensuring purity unmatched in most coffee regions.

This combination of elevation, soil, and pristine water gives the coffee its characteristic clarity and sweetness — flavors of floral honey, citrus fruit, and fine chocolate, with a crystalline finish.

A Dry Tropical Climate for Precision -

Unlike the humid tropics of Yacuri, La Papaya thrives in a **dry tropical climate**. Rain falls briefly and intensely for only two months each year, followed by long periods of cool, dry air.

This climate allows perfect control over flowering, ripening, and harvesting — minimizing fungal risk and creating ideal conditions for both washed and natural processing.

The dry atmosphere also enhances post-harvest stability, preserving **density, color, and longevity** in the green bean.

Every sensory element reflects the environment itself — high light, pure air, mineral soils, and dry mountain wind.



Tradition Guided by Science -

What began as Juan Peña’s experimental project has become Ecuador’s model for agronomic precision. Three resident agronomists oversee all processes, from seed propagation to harvest timing. The farm serves as a **training ground for innovation**, where new varieties and techniques — Typica Mejorado, Sidra, Geisha, and more — are developed and refined.

Behind every harvest is a philosophy: that excellence is repeatable when nature, data, and human skill act in harmony.

The Benchmark in the Cup

Hacienda la Papaya is not just a coffee origin — it is a reference point.

Its environment gives coffees of **refined acidity, floral brilliance, and transparent sweetness**, earning global recognition at barista and brewers’ championships.

Roasters rely on it for consistency, density, and flavor integrity — a true **“benchmark coffee”** that defines Ecuador’s potential at the highest level.

Lot [SG-1384] REF#24 Hacienda La Papaya Geisha Natural

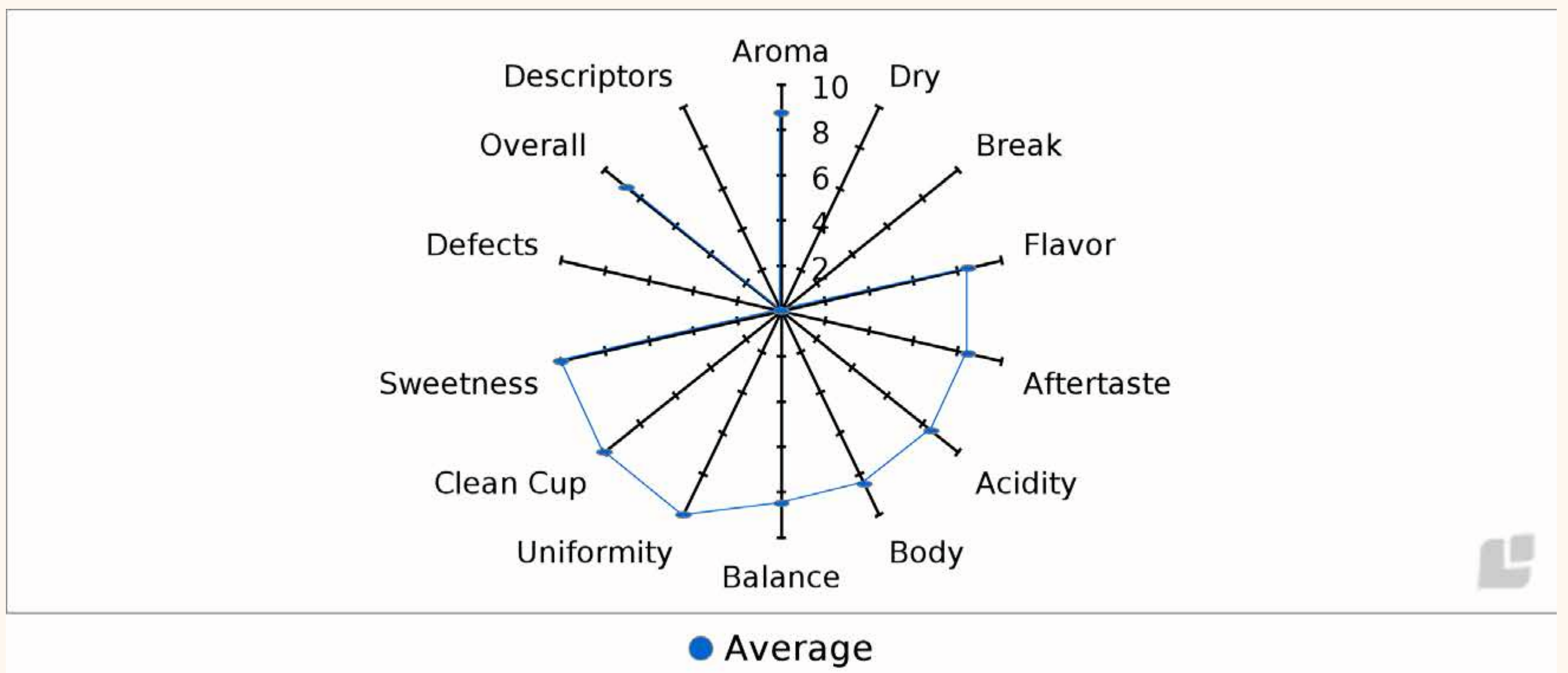
Sample type Offer
Weight 150 g
Sample Weight 0 g
Origin
Status Not rated

Sensorial Analysis - QC-2789 - 2025-09-03 08:20 (Cafexporto Coffee Lab)

Average	90	Min (Value between average and lowest score)	-0											
Max (Value between average and highest score)	0	Number of results that are taken into account for the average value	3											
Ar	Dr	Br	Fl	Af	Ac	Bo	Ba	Un	Cl	Sw	De	Ov	De	FS
8.75	0.00	0.00	8.50	8.50	8.50	8.50	8.50	10.00	10.00	10.00	0.00	8.75	0.00	90.00

Descriptors: Ar ... Aroma, Dr ... Dry, Br ... Break, Fl ... Flavor, Af ... Aftertaste, Ac ... Acidity, Bo ... Body, Ba ... Balance, Un ... Uniformity, Cl ... Clean Cup, Sw ... Sweetness, De ... Defects, Ov ... Overall, De ... Descriptors, FS ... Final Score

Descriptors	Notes
(+) Blackberry, Blueberry, Candy, Citrus Fruit, Floral, Fruity, Jamaica, Juice, Peach, Tea Rose	Clean Complex, Juice, Velvet



Physical Analysis - QC-3034 - 2025-10-20 13:52 (Cafexporto Coffee Lab)

Moisture of beans	10	Group 1 Defects	0
Group 2 Defects	0		

Link Library

Discover our farms, coffees, and projects below (Click or tap to learn more.).



Hacienda la Papaya
Photo Gallery



Hacienda la Papaya
Community & Culture



CafExporto Video



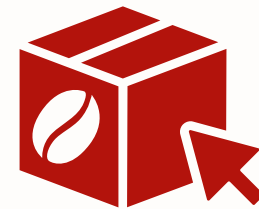
CafExporto
Foundation



Genetic Bank



Quality Control
& Culture



Ordering Process

www.cafexporto.com



cafexporto

CONTACT: Philip Smith
Email: philip@cafexporto.com