

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

Typica Mejorado – *The Heart of Ecuadorian Coffee*

Among the misty slopes of Ecuador’s Andean highlands grows a variety that has quietly become the country’s signature — Typica Mejorado.

This coffee is more than a cultivar; it is a symbol of Ecuadorian precision, genetic intrigue, and timeless sweetness.

Born from the marriage of classic Typica lineage and Ethiopian landrace genetics, Typica Mejorado carries a dual heritage — the elegance and balance of traditional Typica, infused with the vivid floral and fruit complexity of Ethiopia’s ancient varieties.

This genetic combination produces a coffee that is unmistakably clean, deeply sweet, and endlessly expressive.



An Origin Perfected by Nature and Intention

Typica Mejorado is grown across CafExporto’s farms — **La Papaya, Yunguilla, and Yacuri** — each contributing its own nuance to the cup.

The region’s twelve hours of equatorial sunlight, cool Andean nights, and pure volcanic soils foster an environment where cherries ripen slowly and sugars accumulate gradually. The result is a cup of luminous sweetness and refined structure — a coffee that balances fruit, florals, and clarity in perfect harmony.

In the 2025 harvest, Typica Mejorado achieved scores above 87, with cup notes of honey, citrus fruit, red apple, caramel, and delicate florals. The texture is silky yet structured, with a round body and a clean, honeyed finish.



The Science of Consistency -

Behind Typica Mejorado's natural grace lies a rigorously engineered process.

Using **Integrated Coffee Pulse**, a proprietary monitoring system developed by Juan Peña, every farm tracks its soil nutrition, moisture, and environmental data in real time. This precision ensures:

- Optimal fertilization tailored to each lot
- Uniform cherry maturation across elevations
- Stable moisture content and bean density for predictable roasting

By managing the plant's health through data, CafExporto achieves **exceptional bean homogeneity** — a gift to roasters seeking precise heat control and reproducible flavor development. A denser, more uniform bean responds predictably in the roaster, revealing Typica Mejorado's nuanced layers without risk of inconsistency.

An Expression of Ecuadorian Identity –

If Geisha represents the world's search for the extraordinary, Typica Mejorado represents Ecuador's quiet mastery of balance. It is the variety that best expresses the country's terroir — sweet, floral, bright, and composed, with a lineage as complex as its flavor.



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**.

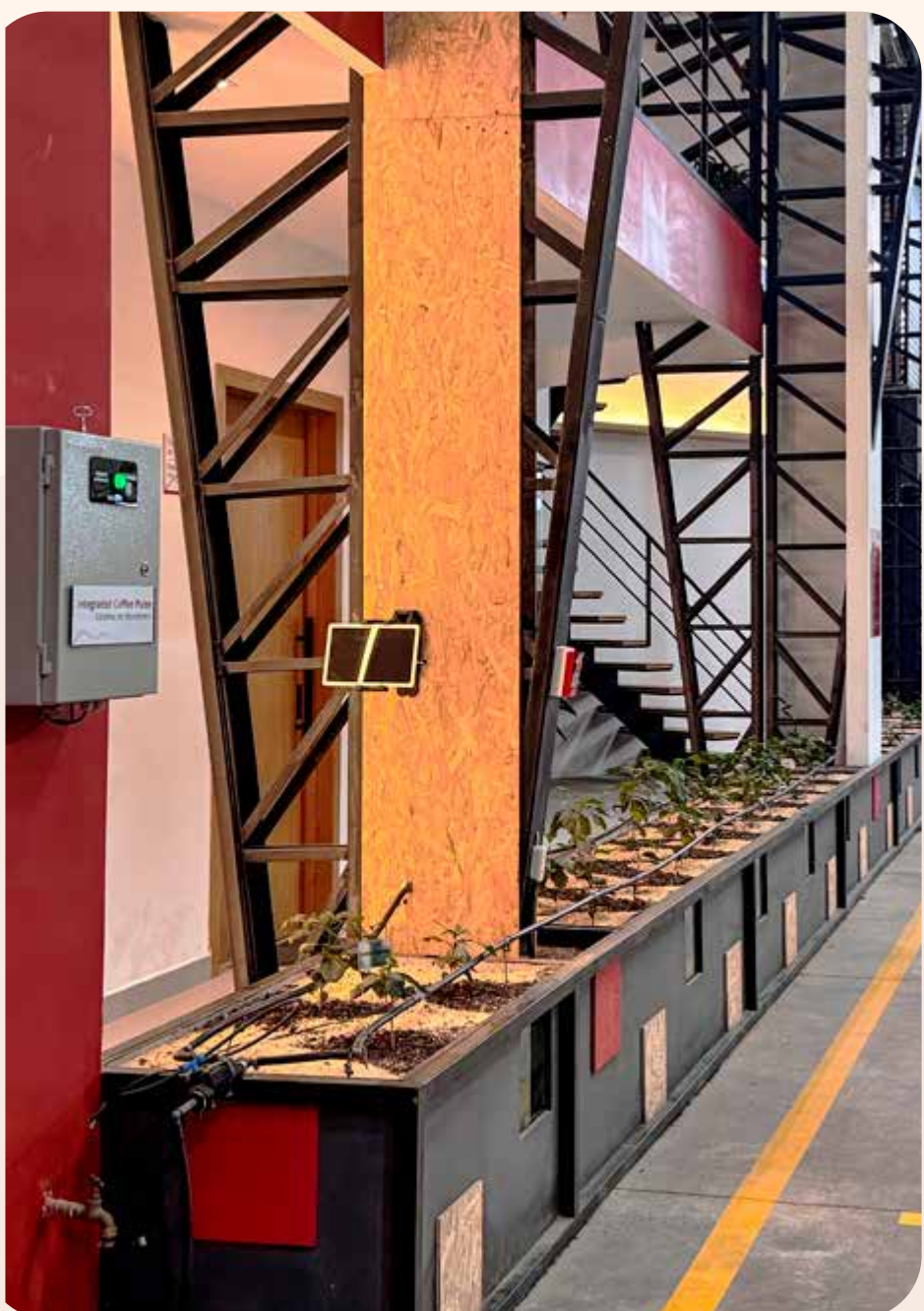
After the drying phase, the coffee rests in parchment for a stabilization period, allowing internal humidity to balance before milling.



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.



THE FARM

Yacuri

Where the Andes Meet the Amazon

- **Origin:** Upper Mayo–Chinchipec Basin, Loja, Ecuador
- **Altitude:** 1,300–1,800 meters above sea level
- **Ecosystem:** Podocarpus–El Cóndor Biosphere Reserve
- **Climate:** Humid tropics with year-round daylight
- **Soil:** Clay loam with natural spring-fed irrigation
- **Cup Profile:** Bright acidity, medium-thick body, dark chocolate, citrus, spice, and caramel tones



The Land That Shapes the Cup

Yacuri Farm lies at the meeting point of two worlds — the Andes and the Amazon — where mist, sunlight, and mineral-rich soils converge to create one of the most naturally balanced coffee terroirs on earth. The farm's location inside a protected biosphere ensures pristine air, unpolluted water, and abundant biodiversity that together nurture exceptional coffee plants.

At **1,300–1,800** meters, the trees experience warm days and cool nights. This slow, steady ripening enriches sugars within each cherry, producing beans of **high density and natural sweetness**. It is here, in this gentle rhythm of temperature and light, that Yacuri coffee develops its structure — the fine acidity, deep cocoa sweetness, and floral high notes that roasters love to work with.

A Perfect Equatorial Rhythm

Situated on the equator, Yacuri enjoys **12 hours of sunlight every day** of the year. This stability provides a consistent photosynthetic cycle and predictable maturation season to season. Roasters benefit from this natural consistency — each harvest behaves reliably in the roaster, offering **uniform performance and repeatable flavor expression**.

Soil, Water, and Microclimate -

Beneath Yacuri's slopes lies a **clay-loam soil** enriched by organic matter and natural springs that flow directly through the farm. The soil's water-holding capacity sustains healthy root systems, ensuring even cherry development and balanced bean size. Frequent but gentle rainfall, ranging from 1,000–2,500 mm annually, creates a humid equilibrium that enhances bean density and preserves the bright acidity that defines Yacuri's profile.

Topography ranging from 20% to 80% slope creates diverse microclimates.

- Lower slopes yield notes of caramel and chocolate.
- Upper elevations contribute citrus, green tea, and floral aromas. Each lot expresses a distinct layer of the landscape — a natural blend of mountain sweetness and rainforest complexity.

The Andes–Amazon Interface

Yacuri's rare position at the transition between two ecosystems infuses its coffee with contrast and depth:

- From the Andes come minerals, structure, and cocoa tones.
- From the Amazon, humidity, florals, and aromatic lift.
Morning mists diffuse sunlight, cooling the cherries and allowing flavors to form slowly and evenly. This unique balance gives Yacuri coffee its signature harmony — **lush yet refined, sweet yet vibrant.**

Rooted in Tradition, Guided by Knowledge -

Generations of farming families tend the slopes of Yacuri using traditional, shade-grown methods that respect the natural contour of the land. Through the **CafExporto Foundation**, local youth study agribusiness and return to the farm with new technical insight — ensuring that the ecological and cultural wisdom of Yacuri endures.

The Cup That Location Built -

Every physical and sensory trait of Yacuri coffee is born from its geography:



- Altitude creates sweetness and structure.
- Soil ensures density and uniformity.
- Light stabilizes growth.
- Biodiversity enriches aroma.

The result is a coffee with **bright acidity, medium body, and balanced sweetness** — carrying notes of **spice, citrus, caramel, dark chocolate, almond, and red apple.** For roasters, Yacuri means reliable density, even roast behavior, and a transparent expression of Ecuador's most complex terroir.

Lot [SG-1504] REF#8 Yacuri Typica Mejorado Natural



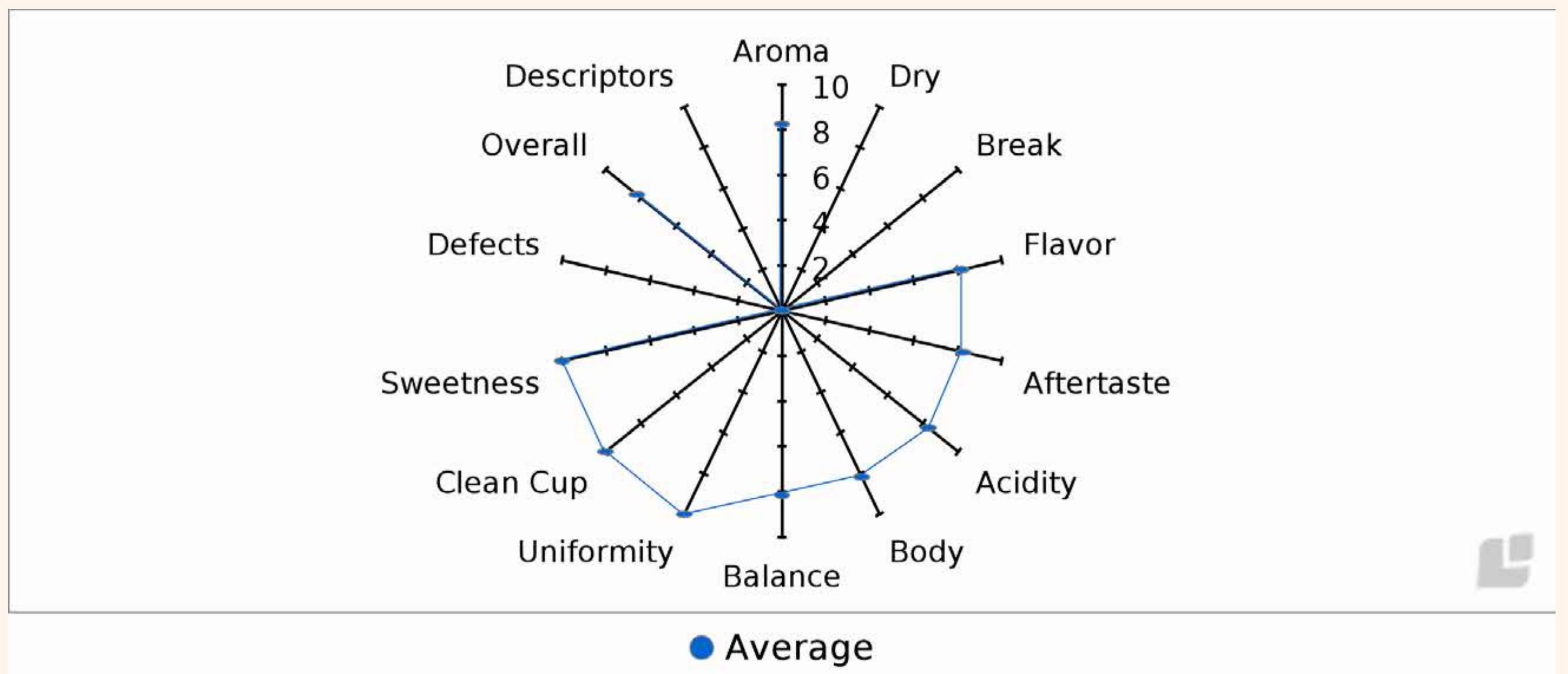
Sample type	Evaluation
Weight	150 g
Sample Weight	0 g
Origin	
Status	Accepted

Sensorial Analysis - QC-3008 - 2025-10-15 08:10 (Cafexporto Coffee Lab)

Average	87.58	Min (Value between average and lowest score)	-0.58											
Max (Value between average and highest score)	0.42	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
8.25	0.00	0.00	8.17	8.25	8.33	8.17	8.17	10.00	10.00	10.00	0.00	8.25	0.00	87.58

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
(+) Berry, Chocolate, Fruity, Grapefruit, Orange, Sweet & Sugary	Juice



Physical Analysis - QC-3007 - 2025-10-15 08:06

Moisture of beans	10.9	Group 1 Defects	0
Group 2 Defects	0		

Link Library

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



Yacuri
Photo Gallery



Yacuri
Community & Culture



CafExporto Video



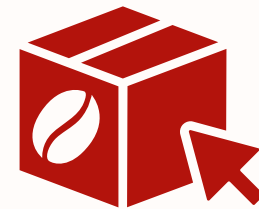
CafExporto
Foundation



Genetic Bank



Quality Control
& Culture



Ordering Process

www.cafexporto.com



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