

COLOMBIA

Cup of Excellence #15

Pink Bourbon Special Selection

DIRECT TRADE PARTNER

Miguel Ángel Botina Cerón

ELEVATION

1760 m

REGION

San Agustín, Huila

HARVEST

October-November 2018

CULTIVAR

Pink Bourbon

LOOK FOR

Cherry | Grape | Passionfruit

The Olympics of Coffee

The Cup of Excellence, or “CoE,” is the coffee industry’s most prestigious and professional quality competition. Since its first contest in 1999, it has established itself as the gold standard for coffee quality events and developed an international reputation for its transparency and transformative impact. There is no other coffee competition in the world that comes close to the rigor and discipline of a CoE. Every coffee goes through a minimum of five separate rounds to reach the final. In the course of a competition more than one hundred cups get tested. It is, by several orders of magnitude, the most thoroughly vetted coffee you will ever encounter. Even a single defect can cause a lot to be eliminated from the competition, and more than three dozen individual tasters from different countries need to agree on a coffee’s extreme quality for it to make it through to the end of the competition. From up to 800 entries or more, only 20-30 coffee make it to the auction. It is extremely hard to win a CoE.

Don’t call it a comeback, I’ve been here for years

Pink Bourbon. It even sounds tasty. This variety has been causing quite a stir in the country over the past couple years since its (re)discovery. For decades the local coffee culture in Colombia has been trending towards hybrids — first the

Colombia variety and more recently Castillo — promoted by the National Coffee Growers Federation for their disease resistance, vigor, and productivity. But in recent years, there has been a resurgence of interest among farmers in testing varieties with more differentiated flavor potential. Among the various coffee types that have attracted attention, Pink Bourbon has been gaining the most traction of late.

Miguel Ángel Botina Cerón is a farmer who has embraced the movement toward celebrating diversity in coffee type. In recent years, he has planted several traditional types in his farm, but the star among them at the moment is Mr. Pink, a Bourbon accession that ripens to a reddish-pink color and has been captivating local and international cuppers for the last several years with its tantalizing cup profile.

In Colombia’s 2019 CoE, for which I had the privilege of serving as one of more than 20 jurors, this Pink Bourbon was described as having flavor and aroma traits of berry, cherry, mango, grape, passionfruit, strawberry, and sugarcane. It is a juicy, complex, profoundly enjoyable coffee with mesmerizing tropical fruit tastes and bountiful sugars. Produced with care and meticulous attention to detail by Don Miguel at his small farm La Miel (“The Honey”) in San Agustín, Huila, this coffee is a treasure that we are honored to showcase. Felicitaciones,, Miguel! We congratulate you on your success in the competition, and thank you for producing such a delightful coffee!

Geoff Watts
Vice President of Coffee
Green Coffee Buyer for Colombia

