



# El Salvador

## Finca Los Planes - Lote La Lagunita

Direct Trade  
Passport Reserve

Country..... El Salvador  
Farm..... Finca Los Planes  
Varietal..... Bourbon  
Altitude..... 1600 Meters  
Process..... Washed

### Cupping Profile:

Acidity - 9  
Body - 8.5, Round  
Flavor - 9.5, Brown Sugar, Cinnamon  
Aftertaste - 9, Clean, Sweet Fruit  
Sweetness - 9, Orange, Honey Suckle  
Roast - Light  
PT's Score - 91

Many of you may be familiar with Finca Los Planes' spectacular Pacamara variety. In recent years, Sergio Ticas has been participating in the Cup of Excellence competition with a different variety, and has been showing consistent improvement with their Bourbon variety, Lote la Lagunita. This year the Lote la Lagunita took 6th place in the Cup of Excellence competition, a very admirable finish in a country that is producing some of the best coffees in the world.

Finca Los Planes, owned by our friends Sergio and Isabel Ticas, began production 18 years ago in the mountainous region of Chaletenango, El Salvador. Following the 2006 2nd place finish with their Pacamara variety in the El Salvador Cup of Excellence, Jeff traveled to El Salvador to meet with Sergio and Isabel, and they quickly became good friends. During that visit, he was immensely impressed that Sergio used the money from the Cup of Excellence auction to improve the beneficio on the farm, thereby improving the processing of future harvests. Sergio's usage of the money showed us that Finca Los Planes was truly dedicated to quality and constant improvement.

Our relationship with Finca Los Planes has developed into a standard setting model for our Direct Trade program. We are proud to be partners with Finca Los Planes on many projects to help out their community and improve the farm. Since 2007, PT's and Finca Los Planes have placed a high priority on supporting the surrounding community. The neighbors to the farm are also the pickers and day laborers. Supporting them with medicines for the clinic and uniforms for the football team have created a solid foundation of trust between the farm and the community. Everyone in the community has a vested interest in a successful harvest each year.



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785.862.JAVA office  
929 SW University, Ste. D-2  
PO Box 19229  
Topeka, Kansas 66619