

EASY RIDER

The ultimate feel-good coffee. Easy like Sunday morning, this blend is smooth enough to handle any bumps in the road of life. It brims with sweet notes of chocolate and hazelnut – for which Central and South American coffees are renowned. And is made with love.

**Chocolate
Hazelnut
Smooth**

Facts

Origin	Peru
Region	Cajamarca, Jaén
District	Huabál
Communities	El Huaco, La Huaca
Processing method	Washed
Variety	Caturra, Typica, Bourbon, Costa Rica 95, Catimor
Certificate	Organic
Altitude	1700 - 1950 Metres

Recipe

Espresso

Dose	19 grams
Extraction time	28 seconds
Shot weight	40 grams

Filter

Dose	15 grams
Water	250 grams at 96 degrees
Procedure	30 seconds bloom with 50 grams of water, fill up with water to 250 grams
Total extraction time	2.30 minutes



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The story

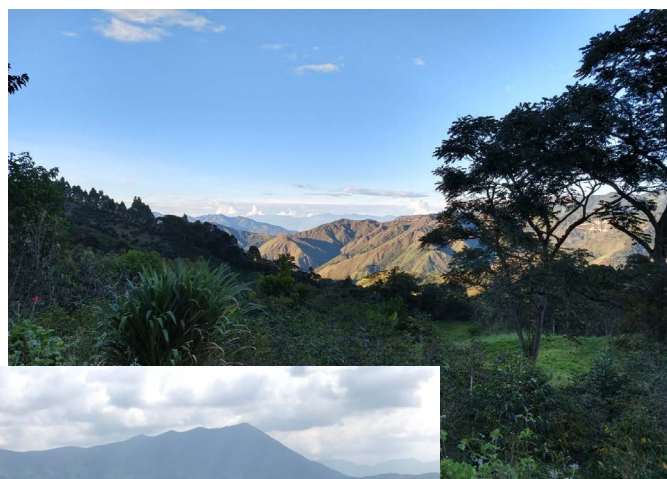
An easy-to-drink organic blend that is a very good fit with everyone. Sweet, yet mild acidic. The obvious choice for those who are looking for a good quality organic coffee.

Community lot Huabál, Peru

The coffee we currently use for Easy Rider comes from two Peruvian communities in the Huabál district: El Huaco and La Huaca. Huabál is located in the Cajamarca region, that is becoming more and more popular because of its outstanding qualities and mouthwatering flavour profiles. The Cup of Excellence has contributed to its fame, as the district is home to several finalists of the competition.

During the Roya (coffee rust) plague in 2012/2013, many farmers in Huabál lost significant parts of their coffee harvest. Luckily, many of them also had other sources of income and therefore they weren't forced to leave their land. Whereas the Peruvian government started promoting resistant cultivars, most farmers in Huabál continued working with trees from traditional varieties that survived the Roya. And with positive effects: these varieties have become quite strong and deliver a much more delicious cup than the Roya resistant ones. As the interest in specialty produce is growing year by year, more farmers are planting back those traditional cultivars.

Huabál has just started its journey to excellence and we're very pleased that, together with our importing partner, we can work together with those dedicated producers from the El Huaco and La Huaca communities. By buying this coffee, we support the farmers so that they can work on improving the infrastructure, drying capacity and storage conditions. It gives them the motivation and inspiration to produce even higher quality coffee in the future and we're looking forward to be part of their journey.



Head Roaster & Q-manager Thijs about Easy Rider:
“The obvious choice for those who are looking for a good quality organic coffee.”



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