Alma Coffee Roasters — Seasonal Lineup Copy

Generated Output: Retail Bag Copy, Wholesale Sell Sheet, Email Blurbs

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Ethiopia Guji Natural — Benti Nenka Washing Station

Retail Bag Copy

Blueberry. Dark chocolate. Winey sweetness. A natural-process coffee from the Guji highlands of Ethiopia, dried whole-cherry on raised beds at 2,000+ meters. Bold, unapologetic, and exactly what a great Ethiopian natural should taste like. If you like your coffee bright and fruit-forward, this is it.

Guji Zone, West Guji | Natural Process | Heirloom Ethiopian | 1,950–2,200 MASL

Wholesale Sell Sheet Paragraph

Ethiopia Guji Natural — Benti Nenka Washing Station Origin: Guji Zone, West Guji, Ethiopia | Process: Natural | Varietal: Heirloom Ethiopian | Altitude: 1,950–2,200 MASL | Score: 87.5

A high-scoring natural from the Guji highlands, dried whole-cherry at altitude for maximum fruit development. Cup profile: blueberry jam, dark chocolate, strawberry, winey tartaric acidity, full syrupy body. Recommended positioning: featured single-origin, adventurous drinkers, specialty café programs that want a talking-point coffee. Available in 5 lb bags. Price: *[your wholesale rate]*.

Email Blurb (What's New)

Ethiopia Guji Natural is back on the shelf — and it's a good one. Dried whole-cherry at 2,000+ meters in the Guji highlands. The result is a full, winey cup with blueberry jam and dark chocolate up front and a long, fruity finish. It's the kind of coffee that starts a conversation. Available now in our online shop and at the roastery.

Colombia Huila Washed — Finca La Palma

Retail Bag Copy

Brown sugar. Apricot. Clean finish. A washed coffee from the Huila department of Colombia — crisp malic acidity, honeyed sweetness, and that satisfying round body that makes Colombian coffee so easy to love. From Finca La Palma at 1,700–1,900 meters. Good for every day. Great for a slow morning.

Huila, Colombia | Washed Process | Castillo, Colombia | 1,700–1,900 MASL

Wholesale Sell Sheet Paragraph

Colombia Huila Washed — Finca La Palma Origin: Huila Department, Colombia | Process: Washed | Varietal: Castillo, Colombia | Altitude: 1,700–1,900 MASL | Score: 86.0

A reliable, approachable Huila with broad appeal across customer demographics. Cup profile: brown sugar, dried apricot, caramel, green apple, medium-round body, clean finish. Recommended positioning: everyday drinker, entry-level specialty, wholesale programs serving mixed audiences. Consistent seasonal performer with low return risk. Available in 5 lb bags. Price: *[your wholesale rate]*.

Email Blurb (What's New)

Simple, satisfying, Colombian — meet our Huila from Finca La Palma. Brown sugar sweetness, crisp apricot acidity, and a clean caramel finish. This is the coffee you brew when you want something great without thinking too hard about it. Works on everything from drip to espresso. Now available.

Guatemala Antigua — El Tambor Estate

Retail Bag Copy

Dark chocolate. Molasses. Velvet body. From the Antigua Valley in Guatemala — a classic. El Tambor Estate sits at 1,500–1,650 meters, where the volcanic soil and cool nights produce coffee with deep sweetness and a body that coats the cup. Pull it as espresso. Brew it drip. It holds up either way.

Antigua Valley, Guatemala | Washed, Sun-Dried | Bourbon, Caturra | 1,500–1,650 MASL

Wholesale Sell Sheet Paragraph

Guatemala Antigua — El Tambor Estate Origin: Antigua Valley, Guatemala | Process: Washed, sun-dried on raised beds | Varietal: Bourbon, Caturra | Altitude: 1,500–1,650 MASL | Score: 85.5

A dense, heavy-bodied Antigua with strong espresso credentials. Cup profile: dark chocolate, molasses, toasted almond, toffee, dried cherry, bittersweet finish. Excellent espresso candidate — pulls with good crema and stands up well to milk. Recommended positioning: espresso program,

holiday seasonal, café staple for customers who prefer rich over bright. Available in 5 lb bags. Price: *[your wholesale rate].*

Email Blurb (What's New)

This Guatemala is built for espresso — but it's great as drip too. El Tambor Estate in Antigua: dark chocolate, molasses, heavy velvet body. Classic Guatemalan profile, exceptionally well-grown. We especially like this one pulled as a double shot — it's rich without being harsh. Now on the shelf for the season.

Kenya AB — Nyeri County, Gatura FCS

Retail Bag Copy

Black currant. Tangerine. Sparkling finish. Kenya AB from Gatura FCS in Nyeri County — one of the clearest expressions of why Kenyan coffee commands the prices it does. Double-fermented, traditionally washed, with the bright phosphoric acidity and red-fruit complexity that serious coffee drinkers seek out. It's not for everyone, but if it's for you, you already know.

Nyeri County, Kenya | Washed (Double-Fermented) | SL-28, SL-34, Ruiru 11 | 1,650–1,850 MASL

Wholesale Sell Sheet Paragraph

Kenya AB — Nyeri County, Gatura FCS Origin: Nyeri County, Kenya | Process: Washed, double-fermented, traditional Kenya wet process | Varietal: SL-28, SL-34, Ruiru 11 | Altitude: 1,650–1,850 MASL | Score: 88.0

The highest-scoring lot in our current lineup. Complex, sparkling, and distinctive. Cup profile: black currant, bergamot, black tea, tangerine, red grape, phosphoric brightness, medium-full juicy body. Requires customer education for best reception — best positioned as a specialty-tier, premium-priced offering for programs that serve informed coffee drinkers. Not recommended for broad-spectrum programs. Available in 5 lb bags. Price: *[your wholesale rate].*

Email Blurb (What's New)

If you know Kenyan coffee, you know what this is. If you don't — this is a good place to start. Gatura FCS in Nyeri County: black currant, tangerine, bergamot, sparkling clean finish. Double-fermented, traditionally washed, properly special. Our highest-scored lot this season. Limited quantity — available now.

Refinement Output — Wholesale Copy Revised

After follow-up prompt requesting altitude/process leads and data-driven tone:

Colombia Huila Washed — Finca La Palma (Revised)

1,700–1,900 MASL | Washed | Castillo, Colombia | Score: 86.0 Grown in Colombia's Huila department at high altitude on the Castillo and Colombia varietals. Washed process, mid-crop 2024 harvest. Cup: brown sugar, dried apricot, malic acidity, medium body, clean finish. Consistent seasonal performer with wide demographic appeal. Low customer-return risk. Ideal for wholesale programs looking for a reliable everyday offering alongside more specialized lots.

Kenya AB — Nyeri County, Gatura FCS (Revised)

1,650–1,850 MASL | Washed, Double-Fermented | SL-28, SL-34, Ruiru 11 | Score: 88.0 Nyeri County's traditional double-fermentation wet process produces the phosphoric brightness and red-fruit complexity this lot delivers. SL-28 and SL-34 at altitude, main crop 2024. Cup: black currant, bergamot, tangerine, juicy medium-full body. Premium-tier positioning recommended. Best for specialty café programs with staff equipped to sell complexity. Highest-scoring lot in the current lineup.

Email Blurbs Revised (Two Sentences Maximum)

Ethiopia Guji Natural: Dried whole-cherry at 2,000+ meters in Guji — blueberry jam, dark chocolate, big winey sweetness. Available now, limited run.

Colombia Huila: A reliable Huila from Finca La Palma: brown sugar, apricot, clean caramel finish. Great everyday coffee, available now.

Guatemala Antigua: El Tambor Estate Antigua — dark chocolate, molasses, heavy velvet body, built for espresso. On the shelf now through the holiday season.

Kenya AB: Gatura FCS from Nyeri: black currant, tangerine, bergamot, sparkling phosphoric brightness. Our highest-scored lot this season, limited availability.