

HOW TO TALK ABOUT EXCELSA?

EXCELSA COFFEE IS MAKING BIG WAVES. WHETHER YOU ARE A COFFEE INFLUENCER OR MEDIA OUTLET, HERE IS HOW TO TALK ABOUT EXCELSA.

There Are Now **Four Independent Species** of Coffee:



Arabica is known for a smooth flavor, low acidity and less caffeine than Robusta. Arabica makes up 60% of the world's coffee production.

ARABICA



Robusta is the considered the most pest resistant species of coffee, grown in more tropical areas with the most caffeine than any other coffee species.

ROBUSTA



Liberica has a strong, nutty flavor. It is the third most produced coffee in the world. Liberica declined in global production due to a coffee rust issue.

LIBERICA



Excelsa is now classified as an independent coffee species. Currently Excelsa makes up 0.01% of coffee production worldwide with about 100k tons yearly.

EXCELSA

3 FACTORS TO WATCH

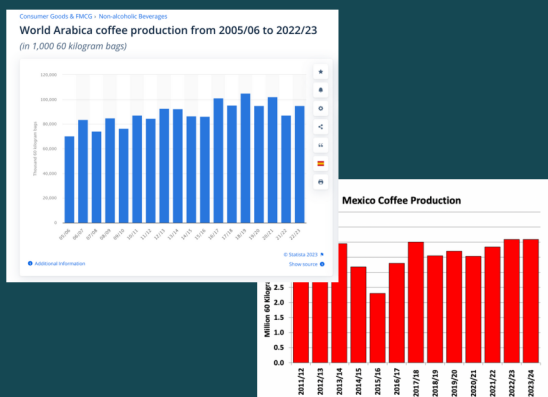
- 1.) IT IS THE MOST CLIMATE CHANGE RESISTANT COFFEE PLANT IN THE WORLD SO MANY FARMS AROUND THE WORLD ARE SWITCHING AS THEIR OTHER CROPS FAIL.
- 2.) IT IS A NATURALLY HALF- CAFFEINATED BEAN WITH 40% THE CAFFEINE OF ROBUSTA AND REQUIRES NO PESTICIDES.
- 3.) IT HAS A UNIQUE FLAVOR PROFILE OF BOTH LIGHT AND DARK ROAST NOTES THAT IS CELEBRATED BY THE HIGHEST ECHELON OF COFFEE ENTHUSIASTS.



Excelsa was discovered in 1906 and misclassified as a sub-species of Liberia until 2007, when it was classified as an independent species.

EXCELSA WAS OVERLOOKED BECAUSE OF THIS FACTOR. AND BECAUSE IT GROWS ON TREES.

2007 re-classification

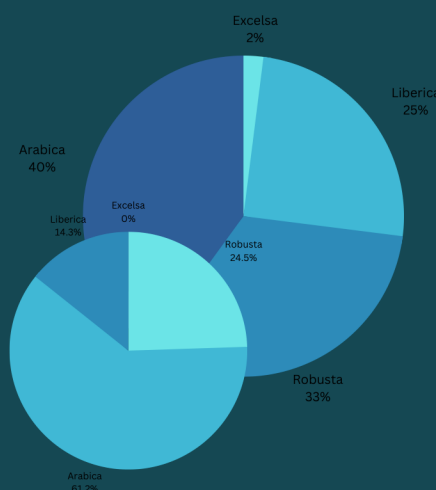


BY REGION AND TYPE

PRODUCTION DATA, IMPORT RECORDS, AND INTERVIEWS WITH FARMS IN 3 CONTINENTS SUGGEST THEIR IS A DECLINE IN PRODUCTION OF ARABICA AND ROBUSTA COFFEE, BUT A CONTINUED DEMAND.

GLOBAL COFFEE INDUSTRY


THE GLOBAL COFFEE INDUSTRY IS VALUED AT \$495 BILLION PER YEAR (WITH AN INCREASE OF DEMAND GROWING AT 5.12%) IF EXCELSA BECOMES 2% OF THE MARKET BY 2033, THIS REPRESENTS A \$9.9 BILLION PER YEAR CATEGORY.



WHAT DOES EXCELSA TASTE LIKE?

EXCELSA COFFEE IS A UNIQUE AND VERSATILE COFFEE BEAN WITH A TART, FRUITY, AND DARK FLAVOR PROFILE. IT HAS LONG BEEN SOUGHT AFTER BY COFFEE ENTHUSIASTS AROUND THE WORLD.

WHAT TO REMEMBER ABOUT EXCELSA:



3 Attributes that make Excelsa unique: Naturally Half-Caffeinated, Climate Change Resistant, and boasts a unique flavor profile.

EXCELSA

"I've never seen a pour bloom like this one did, it blew my mind! Absolutely beautiful. The smell is so unique -I can't place it. Strong cherry maybe? Woodsy? I don't know. But the finish is so nice, not bitter at all. Definitely like a dark roast vibe but with medium body. It is really throwing me for a loop here."

GET MORE INFO:

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