

2015

Eco-Parque del Tanamá

Iván Ortiz



[PRODUCT PROFILE - COFFEE]

The following serves as a representation of Eco-Parque del Tanamá's vision on the coffee industry, understanding of market trends, and our commitment to quality in all aspects of the Eco-Parque del Tanamá Coffee experience. Our focus is Gourmet-Artisan Coffee specifically targeted towards the most demanding and knowledgeable coffee consumer: the high end clientele, the aficionado, the connoisseur.

ABOUT US

Eco-Parque del Tanamá is a local corporation focused on exporting and positioning its products to an exclusive captive market. Our specialization is Gourmet-Artisan Coffee, composed of single-sourced Arabica from Puerto Rico. We guarantee our bean mix is 100% of Puerto Rican origin, and never blended to provide our customers with the purest Caribbean flavor. As we say, our coffee is “mixed, but never blended”.

OUR TRAJECTORY, OUR FOCUS

From the beginning, Eco-Parque del Tanamá has valued the Artisan style process of cultivation and picking of coffee by the local “Jibaros”. To create the best possible Caribbean coffee, we select the ripest beans and combine these time honored traditions with the latest in roasting techniques. Our packaging and labeling of the finished product is all handled manually thus ensuring the Artisanal quality of our product. Through this process, we ensure and enhance the distinctive body and flavor of Puerto Rican coffee.

In our effort for sustaining the utmost levels of quality, we established standards set by specialty coffee experts to guarantee an adherence to a targeted flavor, aroma, body, and acidic levels. Furthermore, we strive to establish measures which sustain the forestland biodiversity found within and surrounding local coffee plantations, where farming methods are encouraged and implemented. We believe in continuous improvement in all our systems, as this focus is the guarantor of true quality.

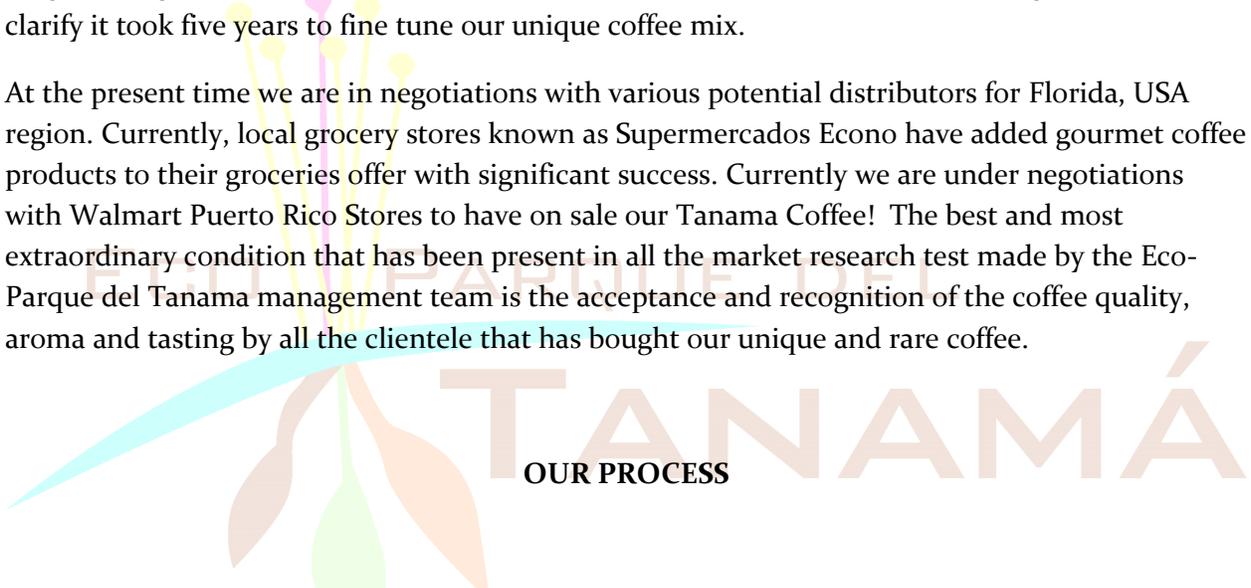
We encourage fair-trade and coffee harvesting practices in harmony with nature. Our reward is always sourcing the best possible beans, so that we may provide our customers with the best possible roast. However, the best beans must come from the best possible and healthy coffee trees. We take care of our trees and their surrounding flora, as these relationships are nearly symbiotic in nature. Our support goes out to the Artisanal coffee farmer whose methods seek to revitalize the farmland and sustain the biodiversity of its surrounding areas for generations to come.

OUR CURRENT MARKET

Presently, one of our main targets remains the Hospitality Industry, where the majority of those whom have selected our coffee are five star resorts. We also strive to seek out Preferred Customers on Private Labels, the Specialty International Food Service Industry, and privately owned top end culinary restaurants. We are also penetrating the local supermarket stores with extraordinary acceptance of the unique coffee product by a large pool of the store's clientele.

Currently, we are positioned as one of the best coffee in sales with **Travel Traders, LLC.**, in Puerto Rico. Travel Trader's has historically provided quality coffee products to a loyal clientele. In less than a year of intensive market entry and positioning, we have challenged and overtaken longstanding stalwarts in the specialty coffee industry and come out on top, though we must clarify it took five years to fine tune our unique coffee mix.

At the present time we are in negotiations with various potential distributors for Florida, USA region. Currently, local grocery stores known as Supermercados Econo have added gourmet coffee products to their groceries offer with significant success. Currently we are under negotiations with Walmart Puerto Rico Stores to have on sale our Tanama Coffee! The best and most extraordinary condition that has been present in all the market research test made by the Eco-Parque del Tanama management team is the acceptance and recognition of the coffee quality, aroma and tasting by all the clientele that has bought our unique and rare coffee.



OUR PROCESS

Eco-Parque del Tanamá has developed a system where we undertake delivery of our coffee forty-eight hours (48 hrs.) after roasting, packaging, and labeling the final product. We believe in processing in smaller batches, each related to specific orders from our clients. Though we maintain a minimum level of stock for retail purposes, we believe ensuring the highest possible quality of coffee requires managing production in similar fashion to Just-in-Time methods that had been in vogue with other industries. Our minimum order is 100 lbs. (45.36 kilograms), with a ten (10) day advance notice. We normally do not store roasted beans. This condition is established to allow for monitoring our processes and maintaining an “associate” relationship with our coffee farmers whom supply us with green coffee in an as-needed basis.

To ensure the quality of our “Medium Dark Roast”, in ground or whole bean fashion, we selected the best packaging (pouches) offered by the leading supplier of bags focused on specialty markets.

Currently, we offer five distinct packaging sizes (pouches), which serve the needs of whole bean or ground gourmet-artisan coffee customers.

- 1) Two ounces (2.0 oz./56.7 g.) pouch [ONLY Ground coffee]
- 2) Seven ounces (7.0 oz./198.45 g.) pouch
- 3) Five pounds (5 #'s)
- 4) Ten pounds (10 #'s)
- 5) Twenty pounds (20 #'s)

These pouches are essential for ensuring the quality of the coffee. They are constructed of high-barrier foil made of three (3)-ply, adhesive laminated materials. The **Aluminum foil** provides a high oxygen and moisture barrier, which prevents the rapid degradation experienced by coffee packaged in lesser materials such as paper based pouches. The **Polyester (PET)** lining provides excellent abrasion, tear, and puncture resistance, thus minimizing losses through waste involved in damaged pouches. Finally, **Linear Low Density Polyethylene (LLDPE)** provides additional strength, bulk, and heat-seal ability.

Furthermore, the 7 ounce, 5, 10, and 20 pounds pouches are delivered with an integrated One-Way Degassing Valve. Fresh roasted coffee emits a large amount of gas (CO₂). Additionally, the one-way system provides protection from oxidation (o₂ entry and chemical reaction) thus maintaining the intended freshness and unique qualities of our coffee.

We have taken these steps to provide the ultimate results, **one of the best Coffee Products of the Caribbean Region!**

FORTHCOMING DEVELOPMENTS

Recently, we have introduced the concept of “**A La Carte**”, suggesting to various selected restaurants specialized in different Cuisines in New Orleans, Orlando, and New York the inclusion of a coffee menu in each of their respective offerings. The owners of these fine establishments have been very receptive to the idea and keen to understanding the edge provided to their clientele from a unique and innovative item: Gourmet-Artisan Coffee, single sourced 100% pure Puerto Rican beans. Such an offering, after properly integrated to their operating system, is surely to distinguish them from the competition. We are very pleased with the current events on this important market penetrating market strategy.

We are the one of the few companies in Puerto Rico willing to certify in writing the origin of its coffee, to always ensure that our customers receive the highest possible quality of pure Puerto Rican coffee. Puerto Rican production is limited, thus very few locations worldwide can take

advantage of offering such a niche product. Offering pure Puerto Rican coffee is a sign of exclusivity!

We have also formalized a non-for profit organization, Eco-Parque del Tanama Foundation, to promote and preserve the coffee harvest tradition of over 275 years! in Puerto Rico and to help the small coffee farmers to improve their quality of life, economically, socially, culturally and most important to support their family's values.

PLEASE FEEL FREE TO CONTACT US

We welcome your communication, please feel free to call or write with reference to our products!

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