



Jorge Raul Rivera Jr – Producer - El Salvador



Jorge Raul Rivera Jr

Producer	Jorge Raul Rivera Jr
Country	El Salvador
Region	Chalatenango
Farms	Santa Rosa, La Fincona, La Esperanza, Duanas

About Jorge Raul

In 1979, Jorge Raul Rivera Jr and his brother Jose Roberto founded Finca Santa Rosa, a pine resin production farm to be sold for use in perfumes. It wasn't until 2003 when Raul and Jose saw the first El Salvador Cup of Excellence Auction program that they considered the potential for the farm to also grow coffee. And so began history - they planted the pacamara variety while retaining their pine forests to continue supplying pine resin, but also to provide shade for the coffee trees in Chalatenango's hot and dry climate.

Since this time, Jorge's coffee company Rivera Coffee has received great acclaim across the world as a producer of high-quality pacamara. He has placed first at the El Salvador Cup of Excellence program on three occasions - 2019, 2017, and 2014 - and received top 10 placements in many other years. Jorge travels extensively to interact and collaborate with his partners, including a range of direct trade relationships facilitated by Project Origin.

In 2019, Rivera Coffee began a new operation at the coffee farm Finca La Fincona, where Jorge seeks to use the same processing methods he uses at Santa Rosa, but grows a range of other varietals, using natural fertilisers to help promote plant and soil health. He continues to grow his high-quality specialty coffee while also harvesting the pine resin and florals for fragrances in an effort to keep the Rivera Coffee business sustainable.



Cherry pods at Santa Rosa - El Salvador



Santa Rosa

Producer	Jorge Raul Rivera Jr
Farm	Finca Santa Rosa
Altitude	1500 - 1600 m
Region	Chalatenango
Harvest	November - February

About Santa Rosa

Finca Santa Rosa is one of the most interesting and beautiful coffee farms in Central America. Looking more like a Scandinavian forest, the farm was originally planted with pine trees to produce resin for perfumes. Now, the pine trees double as shelter and shade for the pacamara coffee trees that line the forest floor, growing and providing cherries for Jorge's coffee business, Rivera Coffee. His coffees have been cultivated so well, that Jorge and Santa Rosa are now known across the world for producing super high-quality pacamara beans. Need proof? In the El Salvador Cup of Excellence program, he has placed 5th in 2013, 1st in 2014, 5th in 2015 and 1st in 2017. We'll say no more on the matter.

Jorge travels extensively to visit and interact with his partners across the world. We first began a partnership with Rivera Coffee when Project Origins founder Saša Šestić met Raul at the 2015 World Barista Championships. Upon visiting the farm at Santa Rosa, they discussed the possibility of creating a new auction program to help the producers of the area connect with international buyers. With Jorge's help, Project origin held the 'Best of El Salvador' auction in 2016 and 2017, including the participation of numerous producers from across the country.

Progressing from this success, in 2017 Jorge and Finca Santa Rosa were integral in establishing the Denominacion Alotepec, a certificate of origin for the Alotepec region of Chalatenango. Jorge credits Project Origin for the idea, saying, "I like the way Project Origin set the price for beautiful coffees, so having the best coffees of El Salvador in this mountain range, it was only logical to brand them as the very best and to make sure they sell for the right price."

Santa Rosa

Varietal: Pacamara

Process: Honey

Lot: P58

Tasting notes: nectarine, confectionary, stewed orange, white sugar, white chocolate, plum, blackberry, black currant, pineapple, creamy



Processing Details

- o Hand picking and hand sorting of ripe cherries
- o Floaters are separated in the fermentation tanks
- o Cherries are partially de-pulped and left in fermentation tanks for 20 hours
- o Coffee is dried on African beds for 30 days in full shade with average temperatures of 20° Celsius and humidity of 70%
- o Moisture content is reduced to 10-12%
- o Beans are stored in parchment until milling for export

Santa Rosa

Varietal: Pacamara

Process: Honey

Lot: P27



Processing Details

- o Hand picking and hand sorting of ripe cherries
- o Floaters are separated in the fermentation tanks
- o Cherries are partially de-pulped and left in fermentation tanks for 20 hours
- o Coffee is dried on African beds for 30 days in full shade with average temperatures of 20° Celsius and humidity of 70%
- o Moisture content is reduced to 10-12%
- o Beans are stored in parchment until milling for export

Santa Rosa

Varietal: Pacamara

Process: Honey

Lot: P89



Processing Details

- o Hand picking and hand sorting of ripe cherries
- o Floaters are separated in the fermentation tanks
- o Cherries are partially de-pulped and left in fermentation tanks for 20 hours
- o Coffee is dried on African beds for 30 days in full shade with average temperatures of 20° Celsius and humidity of 70%
- o Moisture content is reduced to 10-12%
- o Beans are stored in parchment until milling for export