




ISLA CUSTOM COFFEES



ALLIANCE
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PRIVATE COLLECTION AUCTION
HAWAIIAN SPECIALTY COFFEE
MARCH 25, 2021



A background image of a coffee plantation with lush green coffee trees and a clear blue sky. A white rectangular box is centered over the image, containing text.

After almost a decade of sourcing Hawaiian specialty coffees for clients, Isla Custom Coffees has a deep network of farmers throughout the islands — and a track record of developing top-scoring beans in domestic and international cupping competitions. For this auction, Isla worked with its best producers, including winners in the Roaster's Guild Coffees of the Year Competitions (COTY), the Hawaii Coffee Association's cupping competitions, and the Kona Coffee Festival cupping competitions.

The Result

16 winning lots • 11 winning farms • yeast fermentations •
anaerobic processes • honeys • naturals • washed coffees •
certified-organic lots

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RANK: NO. 1

Kona Farm Direct

Kona District, Hawaii Island

1,550' above sea level

Yeast-Processed, Washed SL34

International Jury Cupping Score: 88.38

Tasting Notes: plum, pinot noir, licorice, cola, blueberry, strawberry, winey, rose hip, cranberry, dried apricot, pear, peach, guava, currant, vanilla.

Estimated Lot Sizes: 1a (105-115 lb) and 1b (105-115 lb)



A background image showing coffee plants with green cherries. The image is slightly blurred, focusing on the text in the foreground.

FARM HISTORY

For more than 26 years, Kraig and Leslie Lee have been growing, processing and roasting fine Kona coffee on the slope of Mt. Hualalai. Today, their 4.7-acre farm is home to several coffee varieties, including Kona Laurina Pointu and Kona SL34, both of which have garnered 93+ scores in Coffee Review.

Originally, the SL34 was thought to be SL28. It was part of the University of Hawaii-CTAHR's coffee germplasm collection and labeled as such. Genetic testing by World Coffee Research corrected this label. This year is Kona Farm Direct's second harvest of this variety.

Kona Farm Direct's SL34 seeds originally came from Hula Daddy's farm in the Kona District. This variety was selected for planting at Hula Daddy 11 years ago by Isla Custom Coffees' Miguel Meza — and it has proven to be excellent under Hawaiian growing conditions. From Hula Daddy's farm, it won the Hawaii Coffee Association's cupping competition and Kona Coffee Festival's cupping competition, as well as scored 97 points in Coffee Review.

YEAST-PROCESSED, WASHED SL34

Kona Farm Direct used an Estrada Pulper from Colombia to pulp this hand-harvested auction lot. It was fermented with a wine-yeast strain selected by Meza to enhance the coffee's acidity and tropical-fruit character. The coffee was pre-dried on a covered rooftop patio, and then transferred to a mechanical dryer designed and built by Kraig Lee.

RANK: NO. 2

Black Rock Farm

Kona District, Hawaii Island

1,200'-1,400' feet above sea level

Yeast-Fermented, Aerobic/Anaerobic Natural Typica

International Jury Cupping Score: 87.94

Tasting Notes: brown butter, toffee, golden raisin, melon, pear, guava, sweet plum, vanilla.

Estimated Lot Size: 35-45 lbs



A background image showing coffee plants with green cherries. The plants have dark green, glossy leaves and clusters of small, round, green coffee cherries hanging from the branches. The image is slightly out of focus, emphasizing the text in the foreground.

FARM HISTORY

This boutique farm high above Kealahkekua Bay and Pu'uhonau O Honaunau (Place of Refuge) was founded by the late Melvelyn Ronett "Roni" Washington. Roni had an MS in Agricultural Economics and was an avid horticulturist whose dream was to farm in the tropics. Her vision came true in February 2015, when Black Rock Farm's first six acres of Kona Typica were planted. Black Rock dedicates these coffees in Roni's memory.

The farm's first harvest was in 2017. In 2019, Isla Custom Coffees' Miguel Meza began managing the field, and has worked with the pickers to hand harvest ripe cherries to the highest standards possible. Multiple Black Rock coffees have 93+ scores in Coffee Review, all roasted by Meza's Paradise Coffee Roasters. Four of its coffees are in this auction.

YEAST-FERMENTED, AEROBIC/ANAEROBIC NATURAL TYPICA

This lot was harvested on October 8, 2020 — shortly after the peak of the harvest season, when ripe cherries consistently measured 20+ brix. After harvest, the coffee cherries were placed in bags and inoculated with a wine yeast selected by Meza to produce red fruit and berry flavors. In the initial stage of fermentation, the bags were left open. (Hence the "aerobic" fermentation environment.) Later, water was added to the bags, and then they were sealed to complete the fermentation in an anaerobic environment. The coffee was dried by Doug McKanna of Kealahkekua Bay Farm Management/Kona Geisha Farm, using a J. Estrada dehumidifying dryer.

RANK: NO. 3

Uluwehi Coffee Farm

Kona District, Hawaii Island

1,800'-2,000' above sea level

Anaerobic, Yeast-Fermented, Washed Red Bourbon

International Jury Cupping Score: 87.91

Tasting Notes: peach, cola, yuza, dark cherry, quince, cantelope, dates, apple, berry, chocolate.

Estimated Lot Size: 55-65 lbs



FARM HISTORY

Franck and Nathalie Carisey founded Uluwehi Coffee Farm in Holualoa. This 5-acre farm was planted in 2018 by Kraig Lee of Kona Farm Direct. Lee continues to manage it. Half of the farm is planted with SL34, and the other half is planted with Red Bourbon.

Uluwehi's Red Bourbon seeds originally came from Hula Daddy in the Kona District. In turn, many of Hula Daddy's Red Bourbon seeds came from Rusty's Hawaiian in the Ka'u District. It's a variety that has proven to be excellent under Hawaiian growing conditions: Red Bourbon from Rusty's Hawaiian won Grand Champion in the Hawaii Coffee Association's (HCA's) cupping competition in 2011. Asli Yaman took third place in the 2014 World Brewers Cup with Rusty's Red Bourbon. And Hula Daddy's Red Bourbon won Grand Champion of the HCA's 2015 statewide competition. Both Hula Daddy and Rusty's Hawaiian have roasted it to 94+ scores in Coffee Review.

The Red Bourbon has had similarly excellent results from Uluwehi's farm. Beans from its first harvest roasted by Miguel Meza's Paradise Coffee Roasters scored 95 points in Coffee Review. (Meza also is a co-owner in Isla Custom Coffees.)

ANAEROBIC, YEAST-FERMENTED, WASHED RED BOURBON

This lot is a combination of harvests from November 14, 2020 and December 12, 2020. Both were hand harvested, then processed by Meza and Lee. After harvest, the coffee cherries were pulped, placed in bags and inoculated with a wine yeast selected to showcase floral and stone fruit attributes. The bags were sealed and the coffee fermented anaerobically. The resulting coffee was pre-dried on patios, then finished in mechanical dryers designed and built by Lee.

RANK: NO. 4

Black Rock Farm

Kona District, Hawaii Island

1,200'-1,400' feet above sea level

Yeast-Fermented, Anaerobic Natural Typica

International Jury Cupping Score: 87.69

Tasting Notes: complex tropical fruits, tamarind, spiced plum, lemon curd, green apple, fig, wine, blueberry, treacle, tangerine, sweet spice.

Estimated Lot Size: 40-50 lbs



A background image of a coffee plantation. The image shows several green coffee cherries hanging from a branch, surrounded by large, dark green, glossy leaves. The lighting is natural, highlighting the texture of the leaves and the round shape of the cherries.

FARM HISTORY

This boutique farm high above Kealahkekua Bay and Pu‘uhonau O Honaunau (Place of Refuge) was founded by the late Melvelyn Ronett “Roni” Washington. Roni had an MS in Agricultural Economics and was an avid horticulturist whose dream was to farm in the tropics. Her vision came true in February 2015, when Black Rock Farm’s first six acres of Kona Typica were planted. Her husband, Gary Washington, continues the Black Rock Farm and dedicates these coffees in Roni’s memory.

The farm’s first harvest was in 2017. In 2019, Isla Custom Coffees’ Miguel Meza began managing the field, and has worked with the pickers to hand harvest ripe cherries to the highest standards possible. Multiple Black Rock coffees have 93+ scores in Coffee Review, all roasted by Meza’s Paradise Coffee Roasters. Four of its coffees are in this auction.

YEAST-FERMENTED, ANAEROBIC NATURAL TYPICA

This lot was harvested on August 23, 2020 — shortly before the peak of the harvest season, when ripe cherries were consistently measuring 20+ brix. After harvest, the coffee cherries were inoculated with a wine yeast selected by Meza to produce red fruit, berry and floral notes. The inoculated cherries were submerged under water in sealed bags and allowed to ferment in an anaerobic environment. They were dried by Doug McKanna of Kealahkekua Bay Farm Management/Kona Geisha Farm using a J. Estrada dehumidifying dryer.

RANK: NO. 5

Rusty's Hawaiian

Ka'u District, Hawaii Island

1,600'-1,700' feet above sea level

Yeast-Fermented, Anaerobic Natural Typica

International Jury Cupping Score: 87.61

Tasting Notes: boozy, jackfruit, papaya, blueberry, cherry, cedar, milk tea, orange cream, passion fruit, floral, cardamom

Estimated Lot Size: 120-130 lbs



FARM HISTORY

Started by Lorie and the late Rusty Obra in 1999, Rusty's Hawaiian is one of Hawaii's leading specialty coffee producers and a longtime collaborator with Isla Custom Coffees' Miguel Meza. (Rusty's owners — Lorie Obra, her daughter Joan Obra, and her son-in-law Ralph Gaston — co-own Isla with Meza.)

Among Rusty's awards: 2010 Outstanding Producer from the Speciality Coffee Association of Europe, Grand Champion of the Hawaii Coffee Association's 2010 and 2011 statewide cupping competitions, and top 10 of the 2012 Roasters Guild Coffees of the Year competition. In 2011, Rusty's provided beans for Pete Licata's 2nd-place finish in the World Barista Championship. In 2014, Rusty's provided beans for Asli Yaman's 3rd-place finish in the World Brewers Cup. Rusty's coffees have multiple 93+ scores from its own roastery and others in Coffee Review.

In 2016, the Rusty's team took over a young, 6-acre farm on the southern slope of Mauna Loa. Planted primarily with Guatemalan Typica and Old Hawaiian Typica, this farm also has Bourbon, Caturra and Maragogype varieties. Its yeast-fermented, anaerobic natural Typica took fifth place in this auction.

YEAST-FERMENTED, ANAEROBIC NATURAL TYPICA

Joan Obra led the yeast selection and processing experiments that resulted in this auction coffee. This lot was hand harvested on November 11, 2020, at the peak of the harvest season, and processed at Rusty's mill. After harvest, the coffee cherries were inoculated with a wine yeast known to draw out fruit flavors and complex aromas. The coffee was fermented in an anaerobic environment, then initially sun dried on raised wire screens. Drying was finished on wooden racks. This lot rested as whole, dried cherries for about a month before milling and screening to 16+ size.

RANK: NO. 6

Kona RainForest Farms, LLC
Kona District, Hawaii Island
1,700' to 2,200' above sea level

Certified-Organic, Anaerobic Yeast-Fermented, Washed Typica
International Jury Cupping Score: 87.33

**Tasting Notes: oolong tea, floral, cherry, milk chocolate, stonefruit,
fruit tea, berry, passion fruit, vanilla**

Estimated Lot Size: 165-175 lbs



A background image showing coffee plants with green cherries. The image is slightly blurred, focusing on the text in the foreground.

FARM HISTORY

In 2006, Robert and Dawn Barnes took over Kona RainForest Farms — a South Kona operation whose original plantings date to 1999. Today, 36 acres are planted with 24,000 trees of Kona Typica, Red Bourbon, SL34 and K7. As a certified-organic operation, Kona RainForest makes its own mulch and fertilizer, and it uses a variety of natural methods for pest and weed control. Its sustainable practices extend to the coffee mill, which is run on solar power.

Kona RainForest has won a number of awards over the years. Two notable ones: In 2019, its Natural Kona Typica took second place overall (and second place in the Kona District) in the Hawaii Coffee Association's statewide cupping competition. In 2012, its washed Kona Typica took first place in the Kona Classic Division of the Kona Coffee Cupping Competition. Its coffee, roasted by Cafe Virtuoso, scored 93 points in Coffee Review. Kona RainForest has two coffees in this auction.

CERTIFIED-ORGANIC, ANAEROBIC, YEAST-FERMENTED, WASHED TYPICA

This lot was hand harvested on November 24, 2020, then placed in a Bendig tank and inoculated with a wine yeast known for bringing forth red-fruit and berry flavors. After fermenting in an anaerobic environment, this coffee's initial drying was done on a patio. It was finished in a mechanical dryer. After about two-and-a-half weeks of resting, the coffee was milled and screened to 16+ screen size.

RANK: NO. 7

Aroma Coffee Farms

Ka'u District, Hawaii Island

1,800'-1,900' above sea level

Yeast-Fermented, Anaerobic Natural Typica

International Jury Cupping Score: 87.06

Tasting Notes: grape, boozy, red wine, ripe berries, tropical fruit, cinnamon, apple, rum, marzipan

Estimated Lot Size: 20-30 lbs





FARM HISTORY

In 2005, partners Amelia Biason and Marlon Biason launched Aroma Coffee Farms in the Pear Tree area of the Ka'u District. Coffee from this farm scored 9th place in the 2007 SCAA-Roasters Guild Cupping Pavilion Competition — the first year that Ka'u coffees made their mark in the specialty-coffee industry. However, this farm was difficult to access and manage, and they sold the lease in 2009.

Four years later, Amelia Biason decided to get back into coffee farming by herself, this time planting a 7.3 acre farm near the Wood Valley area of the Ka'u District. Her varieties: mostly Guatemalan Typica and Old Hawaiian Typica. “The business around Ka'u coffees was much better when I started the new farm in 2013 compared to the 2000s,” she explained.

Biason had her first small harvest in 2016, and since that time has balanced managing it with her day job as a certified nursing assistant at the Ka'u Hospital. “I want to keep doing the work on the farm as long as I'm able,” Biason said. “I take pride in doing a lot of the work myself, seeing how the coffees grow and keeping the farm in good condition.”

YEAST-FERMENTED, ANAEROBIC NATURAL TYPICA

This lot was harvested in November 2020. After harvest, the coffee cherries were inoculated with a wine yeast selected by Meza to highlight red fruit and floral notes. The inoculated cherries were submerged under water in sealed bags and allowed to ferment in an anaerobic environment. They were dried by Doug McKanna of Kealakekua Bay Farm Management/Kona Geisha Farm using a J. Estrada dehumidifying dryer. This lot rested as whole, dried cherries for about a month, then was milled and screened to 16+ size.

RANK: NO. 8

Aloha Hills Kona Coffee

Kona District, Hawaii Island

2,200' above sea level

Washed Kona Maragogype (Dry Fermentation, Plus Rinse)

International Jury Cupping Score: 86.69

Tasting Notes: kiwi, apricot, jamaica, white chocolate, floral, canned peach, cherry, tobacco, hazelnut

Estimated Lot Size: 175-185 lbs





FARM HISTORY

Aloha Hills Kona Coffee has been growing and milling coffee since 2005. It fully owns and manages one farm planted with Kona Typica and Maragogype. In addition, Aloha Hills' owners partially own and manage two other Kona coffee farms. Currently, Aloha Hills tends more than 120 acres of Kona coffee.

In addition to farming, Aloha Hills operates a wet and dry coffee mill. This operation handles all the coffee from the acreage it manages. It also provides custom processing and milling for other coffee farmers.

Aloha Hills has been recognized multiple times for the farms it manages. Twice, its coffees have received first-place awards at the Kona Coffee Cupping Competition — one in 2011's Kona Classic Division, the other in 2017's Artisanal Division. Its coffees also have won first place in the 2014 and 2016 Hawaii Coffee Association's statewide cupping competition, commercial division. In Coffee Review, its Maragogype has earned 93+ scores as roasted by Rusty's Hawaiian and Miguel Meza's Paradise Coffee Roasters. (Together, the Rusty's Hawaiian partners and Meza also co-own Isla Custom Coffees.) Aloha Hills has two coffees in this auction.

WASHED KONA MARAGOGYPE (DRY FERMENTATION, PLUS RINSE)

This lot was hand picked in November 2020. Immediately after harvest, the cherry was pulped on an Estrada pulper, then the wet coffee parchment was dry fermented overnight. The next morning, the wet parchment was rinsed and spread out on a patio to sun dry. After drying, this lot rested for more than two months, then was milled and screened to 19+ size.

RANK NO: 9

Kona Geisha Farm
Kona District, Hawaii Island
1,000' above sea level

Yeast-Fermented, Anaerobic Natural Geisha
International Jury Cupping Score: 86.59

Tasting Notes: blood orange, berries, stone fruit, apricot, molasses, jasmine, red wine, guava, pomegranate, tea tree, spice, floral

Estimated Lot Size: 95-105 lbs



FARM HISTORY

In March 2015, Doug McKanna imported Geisha seeds to Hawaii from Finca La Milagrosa in Boquete, Panama. After raising the seedlings in quarantine, as per the requirements of the Hawaii Department of Agriculture, McKanna planted 2,000 Geisha trees in February 2018.

Kona Geisha Farm sits directly below Black Rock Farm -- the source of four coffees in this auction.

This isn't McKanna's first farm. He also tends other fields planted with Kona Typica. All of McKanna's coffees are processed as naturals, which is unique for Hawaii. He mechanically dries whole coffee cherries in dehumidifying dryers.

2020 was Kona Geisha's first commercial-sized harvest. In Coffee Review, its coffee scored 95 points as roasted by Miguel Meza's Paradise Coffee Roasters. (Meza also is a co-owner in Isla Custom Coffees.)

YEAST-FERMENTED, ANAEROBIC NATURAL GEISHA

Meza started yeast-fermentation trials on Kona Geisha's coffee cherries in July 2020. After testing a dozen different wine yeasts, Meza settled on an anaerobic natural process with several yeast strains designed to highlight tropical fruit and stone fruit aromas in the coffee.

This auction lot was harvested between late October and early December 2020. The individual harvests were inoculated with selected yeast strains and fermented in anaerobic environments. The coffee cherries were dried in a dehumidifying dryer designed and built by McKanna. All of the individual harvests were milled in December 2020, then combined to create this auction lot.

RANK: NO. 10

Aloha Hills Kona Coffee
Kona District, Hawaii Island
2,200' above sea level

Washed Kona Typica (Dry Fermentation, Plus Rinse)
International Jury Cupping Score: 86.58

**Tasting Notes: panella, citrus, cedar, peach, cherry, red apple,
starfruit, berry**

Estimated Lot Size: 225-235 lbs





FARM HISTORY

Aloha Hills Kona Coffee has been growing and milling coffee since 2005. It fully owns and manages one farm planted with Kona Typica and Maragogype. In addition, Aloha Hills' owners partially own and manage two other Kona coffee farms. Currently, Aloha Hills tends more than 120 acres of Kona coffee.

In addition to farming, Aloha Hills operates a wet and dry coffee mill. This operation handles all the coffee from the acreage it manages. It also provides custom processing and milling for other coffee farmers.

Aloha Hills has been recognized multiple times for the farms it manages. Twice, its coffees have received first-place awards at the Kona Coffee Cupping Competition — one in 2011's Kona Classic Division, the other in 2017's Artisanal Division. Its coffees also have won first place in the 2014 and 2016 Hawaii Coffee Association's statewide cupping competition, commercial division. In Coffee Review, its Maragogype has earned 93+ scores as roasted by Rusty's Hawaiian and Miguel Meza's Paradise Coffee Roasters. (Together, the Rusty's Hawaiian partners and Meza also co-own Isla Custom Coffees.) Aloha Hills has two coffees in this auction.

WASHED KONA TYPICA (DRY FERMENTATION, PLUS RINSE)

This lot was hand picked in November 2020. Immediately after harvest, the cherry was pulped on an Estrada pulper, then the wet coffee parchment was dry fermented overnight. The next morning, the wet parchment was rinsed and spread out on a patio to sun dry. A couple of days afterward, the coffee was finished in a mechanical dryer. This lot rested for more than two months, then was milled and screened to 16+ size.

RANK: NO. 11

5 A's Coffee Farm

Ka'u District, Big Island

2,000' above sea level

Yeast-Fermented, Anaerobic Natural Typica

International Jury Cupping Score: 86.53

Tasting Notes: black tea, grapes, cherry, molasses, hibiscus, tangerine, chocolate, yogurt, strawberry, pineapple, grapefruit

Estimated Lot Size: 55-65 lbs



A background image showing coffee plants with green cherries. The image is slightly blurred, focusing on the text in the foreground.

FARM HISTORY

In 2017, Mathias Abellera launched his 8-acre coffee farm as a retirement project in the Pear Tree area of the Ka'u District. You could say coffee farming is in his blood; two of Abellera's brothers already were tending their own coffee farms in Ka'u. He planted Guatemalan Typica, Old Hawaiian Typica, and Red and Yellow Caturra from several sources — including seedlings from his sister-in-law, Lorie Obra at Rusty's Hawaiian.

"I like coming up to my farm, and I really enjoy the processing of coffee, the drying, the soaking," Abellera says. "All the steps to making the coffee from the cherry stage until it's in the GrainPro bag."

2020 brought 5 A's first commercial-sized harvest. Its yeast-fermented, anaerobic natural Typica took 11th place in this auction.

YEAST-FERMENTED, ANAEROBIC NATURAL TYPICA

This lot is composed of harvests from two dates: November 5, 2020 and November 12, 2020. After harvest, the coffee cherries were inoculated with a wine yeast selected by Meza to highlight berry and floral notes. The inoculated cherries were submerged under water in sealed bags and allowed to ferment in an anaerobic environment. They were dried by Doug McKanna of Kealakekua Bay Farm Management/Kona Geisha Farm using a J. Estrada dehumidifying dryer. After resting for about a month as whole, dried cherries, this lot was milled and screened to 16+ size.

RANK: NO. 12

Ka'u Mountain Farm

Ka'u District — Hawaii Island

2,300' above sea level

Yeast-Fermented, Anaerobic Washed Typica

International Jury Cupping Score: 86.47

**Tasting Notes: boozy, malted grain, prune, fig, raisin,
dark chocolate, berry, red wine, cinnamon, floral**

Estimated Lot Size: 85-95 lbs





FARM HISTORY

In 2001, Dennis Albert acquired Ka'u Mountain Farm. Its 12 acres are located in the remote and peaceful Wood Valley on the southeastern slope of Mauna Loa volcano. Farm managers Ruslan Kuznetsov and Alla Kostenko have been maintaining its day-to-day operations since 2018. The farm's primary varieties are Typica and Caturra, with a small patch of Geisha trees planted in 2019.

Coffees grown by Ka'u Mountain have received ratings of 92 points (roasted by Kona Roasted) and 93 points (roasted by Big Island Coffee Roasters) in Coffee Review. Ka'u Mountain's yeast-fermented, anaerobic washed Typica took 12th place in this auction.

YEAST-FERMENTED, ANAEROBIC WASHED TYPICA

This lot was hand harvested in late October 2020. The cherries were pulped with a Penagos pulper. The wet parchment was inoculated with yeast and fermented in an anaerobic environment. This coffee's initial drying was done on raised screens, and then it was finished in a Penagos mechanical dryer. After about one-and-a-half months of resting, the coffee was milled and screened to 16+ size.

RANK: NO. 13

Kona RainForest Farms, LLC

Kona District, Hawaii Island

1,700' to 2,200' above sea level

Certified-Organic, Anaerobic Washed Typica

International Jury Cupping Score: 86.47

**Tasting Notes: apricot, honeydew melon, pear, grapefruit peel,
lemongrass, pipe tobacco, hard candy, green tea**

Estimated Lot Size: 95-105 lbs





FARM HISTORY

In 2006, Robert and Dawn Barnes took over Kona RainForest Farms — a South Kona operation whose original plantings date to 1999. Today, 36 acres are planted with 24,000 trees of Kona Typica, Red Bourbon, SL34 and K7. As a certified-organic operation, Kona RainForest makes its own mulch and fertilizer, and it uses a variety of natural methods for pest and weed control. Its sustainable practices extend to the coffee mill, which is run on solar power.

Kona RainForest has won a number of awards over the years. Two notable ones: In 2019, its Natural Kona Typica took second place overall (and second place in the Kona District) in the Hawaii Coffee Association's statewide cupping competition. In 2012, its washed Kona Typica took first place in the Kona Classic Division of the Kona Coffee Cupping Competition. Its coffee, roasted by Cafe Virtuoso, scored 93 points in Coffee Review. Kona RainForest has two coffees in this auction.

CERTIFIED-ORGANIC, ANAEROBIC WASHED TYPICA

This coffee was hand harvested on November 24, 2020, then placed in a Bendig tank. After fermenting in an anaerobic environment, this coffee's initial drying was done on a patio. It was finished in a mechanical dryer. After about two-and-a-half weeks of resting, the coffee was milled and screened to 16+ screen size.

RANK: NO. 14

Black Rock Farm

Kona District, Hawaii Island

1,200'-1,400' feet above sea level

Yeast-Fermented, Anaerobic Honey Typica

International Jury Cupping Score: 86.28

Tasting Notes: black tea, stonefruit, prune, fig, raspberry, nougat, almond, lemon, grapefruit peel, nectarine, hazelnut, vanilla

Estimated Lot Size: 135-145 lbs



A background image showing coffee plants with green cherries. The image is slightly blurred, focusing on the text in the foreground. The cherries are small, round, and green, hanging from the branches of the coffee plants. The leaves are dark green and glossy.

FARM HISTORY

This boutique farm high above Kealahou Bay and Pu'uhoonani O Honaunau (Place of Refuge) was founded by the late Melvyn Ronett "Roni" Washington. Roni had an MS in Agricultural Economics and was an avid horticulturist whose dream was to farm in the tropics. Her vision came true in February 2015, when Black Rock Farm's first six acres of Kona Typica were planted. Black Rock dedicates these coffees in Roni's memory.

The farm's first harvest was in 2017. In 2019, Isla Custom Coffees' Miguel Meza began managing the field, and has worked with the pickers to hand harvest ripe cherries to the highest standards possible. Multiple Black Rock coffees have 93+ scores in Coffee Review, all roasted by Meza's Paradise Coffee Roasters. Four of its coffees are in this auction.

YEAST-FERMENTED, ANAEROBIC HONEY TYPICA

This lot was harvested on September 7 — at the peak of the harvest season, when ripe cherries measured an average of 22-23 brix. After harvesting, the coffee cherries were inoculated with a wine yeast selected by Meza to increase acidity and accentuate citrus and tropical fruit notes. The cherries were fermented anaerobically in sealed bags before being brought to neighboring Aloha Hills' coffee mill. Aloha Hills pulped the coffee and dried it on a patio with mucilage still on the parchment. After resting in parchment for 60 days, the coffee was milled and screened to 17+ size.

RANK: NO. 15

Noelani Coffee Farm

Kona District, Hawaii Island

2,500' above sea level

Yeast-Fermented, Anaerobic, Washed Typica (or K7)

International Jury Cupping Score: 85.72

Tasting Notes: tart apple, pear, melon, lemon-lime, hibiscus, stewed fruits, mandarin, cocoa, orange peel, gum drops, cherry cola

Estimated Lot Size: 20-30 lbs



A background image showing coffee plants with green cherries. The image is slightly blurred, focusing on the text in the foreground.

FARM HISTORY

Located in the Holualoa area, Noelani Coffee Farm is one of the Kona District's highest-elevation farms. Its owner (who prefers to remain anonymous) planted two acres of what was thought to be Kona Typica trees in 2018. Kraig Lee of Kona Farm Direct, the current manager of Noelani, added an acre of the K7 variety in 2020.

Lee is having Noelani's original plantings genetically identified by World Coffee Research — as he believes they also are K7, not Typica. (The results of this genetic testing should be in before this coffee auction. We will update this post with any changes.)

Noelani's yeast-fermented, anaerobic washed Typica (or K7) took 15th place in this auction.

YEAST-FERMENTED, ANAEROBIC, WASHED TYPICA (OR K7)

This lot was hand harvested on December 9, 2000. Lee processed this coffee at Kona Farm Direct's wet mill, using an Estrada Pulper from Colombia to pulp these coffee cherries. They were inoculated with a wine-yeast strain selected by Isla Custom Coffees' Miguel Meza to produce tropical fruit and citrus flavors. After fermenting in an anaerobic environment, the coffee initially was dried on a covered rooftop patio. It was finished in a mechanical dryer designed and built by Lee.

RANK: NO. 16

Black Rock Farm

Kona District, Hawaii Island

1,200'-1,400' feet above sea level

Washed Typica (Dry Fermentation, Plus Rinse)

International Jury Cupping Score: 85.45

Tasting Notes: citrus, apple, red grape, hazelnut, spice, cacao,
pomegranate, roasted hazelnut

Estimated Lot Size: 165-175 lbs





FARM HISTORY

This boutique farm high above Kealahou Bay and Pu'uuhonau O Honaunau (Place of Refuge) was founded by the late Melvelyn Ronett "Roni" Washington. Roni had an MS in Agricultural Economics and was an avid horticulturist whose dream was to farm in the tropics. Her vision came true in February 2015, when Black Rock Farm's first six acres of Kona Typica were planted. Black Rock dedicates these coffees in Roni's memory.

The farm's first harvest was in 2017. In 2019, Isla Custom Coffees' Miguel Meza began managing the field, and has worked with the pickers to hand harvest ripe cherries to the highest standards possible. Multiple Black Rock coffees have 93+ scores in Coffee Review, all roasted by Meza's Paradise Coffee Roasters. Four of its coffees are in this auction.

WASHED TYPICA (DRY FERMENTATION, PLUS RINSE)

This lot is a blend of coffee cherries harvested from September 8-17 — at the peak of the harvest season, with most ripe cherries measuring 22-23 brix. Processing was done at the neighboring Aloha Hills coffee mill. Ripe cherries were pulped in the afternoon and most of the fruit mechanically demucilaged. The coffee was allowed to dry ferment overnight, before rinsing and drying on patios. After resting in parchment for 60 days, the coffee was milled and screened to 17+ size.

PRE-AUCTION SAMPLES AVAILABLE THROUGH
MARCH 4, 2021

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REGISTRATION WITHOUT SAMPLES

\$25

<https://allianceforcoffeeexcellence.org/product/isla-custom-coffees-auction-registration/>

QUESTIONS?

Contact R. Miguel Meza at miguelmeza@islacoffees.com
Or contact Ralph Gaston at ralphgaston@islacoffees.com

AUCTION DATE
MARCH 25, 2021