



HARAAZ COFFEE FACT SHEET

What is Haraaz Coffee?

Haraaz is the brand name for Harazi coffee that is grown in the Haraz Mountains, located in the northwest highland region of Yemen. Hundreds of years ago, residents of this mountainous region constructed steep stone terraces, providing a method of farming still used today. The agricultural land in this region ranges from 4,500 feet to 9,000 feet above sea level, remotely located from the rest of Yemen and the world.

Ancestor seedlings of Haraaz Coffee are from the first cultivated coffee in the world. Naturally organic, coffee is grown on small family farms within a pristine environment unchanged by modern technology and civilization.

What varieties of Yemeni coffee grow in this region?

Researchers report several varieties grow throughout Yemen: Dawairi, Tufahi, and Udaini, etc. Two additional varieties have recently been discovered growing on the stone terraces; Shabriqi and Jaa'di. Varieties differ from terrace to terrace, as do the shrubs' production, allowing for different varieties each year. Some varieties produce year around, some alternate years, others once a year.

What are the distinguishable characteristics?

Green beans are small and rounded, about the size of a garden pea. Their color is more yellow than green. . Dry processed, the unique characteristics of roasted beans create a bountiful flavor burst of ancient, exotic spices, a hint of dried fruit, especially raisin, flickering aromas of honey or henna, ending with a lingering bottom note of dried dates.

When is harvest?

The main crop is harvested between October and December; some varieties are harvested between March and April. Average farm size is generally $\frac{1}{4}$ to $\frac{1}{2}$ hectare, producing between 150 – 200kg of green coffee. Approximately 500 farm families reside in the villages sprawled across the Haraz Mountain region.

How is Haraaz Coffee harvested and processed?

Coffee farming in Haraz is organic by default because there is no convenient availability of synthetic fertilizers or pesticides. Cherries are hand picked and carried to the roof-tops for drying under the sun. The red cherries are laid out on mats made from the natural fiber of the date palm. Hard-working farmers take a lot of care to protect the cherries from contamination, mould development or other detrimental effects during the two week drying period. The dried cherries are then collected by the agents of Al-Ezzi from every village, and transported to its collection center in the village of Al Hutaib. Each farmer's coffee is named according to village name and farmer ID number. The coffee is then moved to the company's processing facility outside of Sana'a.

Once the coffee reaches Sana'a, it undergoes several stages of quality checks, beginning with sieve, moisture and density analysis. All test results are mapped to farmer IDs to support the ongoing farmer education programs initiated by Al-Ezzi. The dried cherries are then transferred to breathable jute bags for aging, which is critical for development of the unique 'Mocha' taste. The cool and dry climate at this location provides ideal conditions for this development.

The matured cherries are then hulled on a modern cross-beater and cylinder type huller, ensuring a clean and undamaged green bean output. In-line cleaning, gravity separation and grading further separates the specialty grade beans from the sub-quality beans. These beans are then subjected to a manual cleaning process by trained women, skilled in eye to hand coordination.

The final, screen 13.5+ green beans are then tested again for compliance with the SCAA Green Arabica Coffee Classification System, before they are packed in food-grade jute bags for local sale or export.

For order information, visit www.al-ezzi.com or email info@al-ezzi.com

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