

World Coffee Research

F1 hybrids cupping content package

As you unbox, prepare, and taste our F1 hybrid coffees, we encourage you to document and share your experiences via social media. This is a way to promote your membership to your own audiences and stakeholders by highlighting your role as a member and partner in our work.

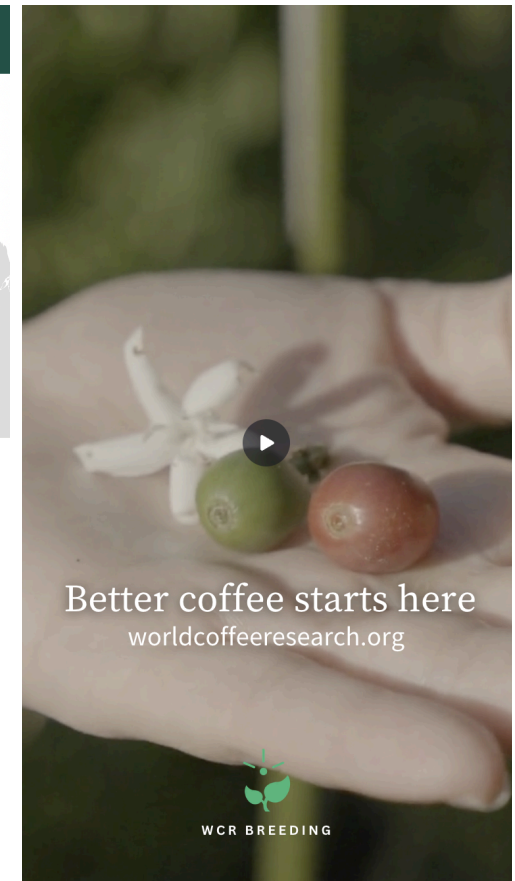
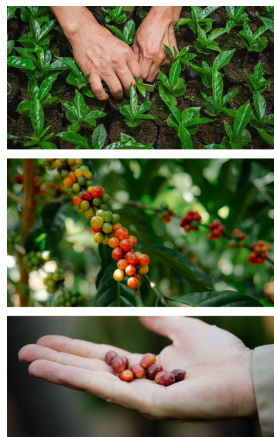
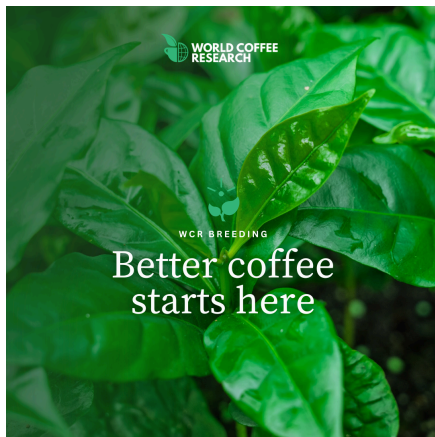
Below, you will find a content package, including cover photos, graphics, a reel-style video (new this year!), and caption language suitable for social media sharing, in addition to instructions on how to best use these assets. If you have any questions, please feel free to reach out to WCR's Industry Communications Manager, Maeve Holler at maeve@worldcoffeeresearch.org. Please remember to tag us in any social posts, and we will amplify your post on our channels with 40K+ followers.

1	2	3	4	5
Select cover photos, graphics, or video	Add your logo to your selected assets	Select a caption and personalize it to align with your brand	Tag WCR—find us at @wcoffeeresearch on IG, FB, and LI	Share your post on your social media profile and WCR will amplify!



GRAPHIC, COVER PHOTO, AND VIDEO OPTIONS

See the pre-created graphics and a video below. You have access to the full set of images in two sizes (standard post and story formats).



Personalize it! Canva templates

We encourage you to personalize your selections by adding your logo and co-branding. Click the links below to access a Canva template:

[Graphics in standard format](#) | [Graphics in story format](#) | [Video](#)



SOCIAL MEDIA CAPTIONS

You can use the captions and key messages below to accompany any of the cover photos and/or graphics above. We encourage you to personalize the captions to align with your unique brand.

- **Better coffee starts here.**
 - The **[Company name]** team is excited to taste the varieties of the future as members of World Coffee Research (WCR).
 - These F1 hybrids are just one part of the larger research and development portfolio WCR is undertaking to drive variety improvement and create a new path for innovation in the coffee sector.
- **We're tasting the future of coffee.**
 - Today, we had the special opportunity to cup a selection of World Coffee Research (WCR)'s F1 hybrids that have now advanced to pre-commercial trials.
 - Improved varieties like these F1 hybrids support farmers and reduce production risks—creating a more sustainable future for our favorite crop.
- **We're planting the future of coffee.**
 - As members of World Coffee Research, **[Company name]** is supporting agricultural science designed to make coffee better for farmers, consumers, and the industry alike.
 - Our recent F1 hybrid cupping experience connected us to how research and development can drive progress for coffee, and we're proud to be playing our part in reenvisioning our industry.
- **Tasting a new coffee variety for the very first time.**
 - We had the unique opportunity to taste a selection of World Coffee Research (WCR)'s final F1 hybrid varieties that have now moved to pre-commercial evaluation.
 - These special coffees are just the first to come from WCR's breeding program, which continues to advance innovation through the Innovea Global Coffee Breeding Network. The first arabica varieties from this initiative will move to trials in 2031.