

WORLD COFFEE RESEARCH | Sample invitation email for WCR F1 hybrid tasting

Subject: Say Hello to the Future of Coffee

Dear [Name],

I'm excited to invite you to a tasting event featuring brand-new coffee varieties developed by [World Coffee Research](#). As a member company of WCR, we will have the special opportunity to taste samples of these coffees, and I hope you will be able to join us. The tasting will take place at **[Location]** on **[Date]** at **[Time]**.

WCR first created F1 hybrid varieties in 2015 and between 2024 and 2029, WCR partners are evaluating the four finalist hybrids in pre-commercial trials in Costa Rica, Guatemala, and Peru—for eventual release of the best one(s) to farmers in 2030.

We're excited to come together and experience a selection of these coffees. At the tasting, you will have the chance to learn more about F1 hybrid varieties and how they fit into the future of coffee, as this trial is just one part of a larger research & development program portfolio that WCR is undertaking worldwide to create more resilient coffee varieties in the face of climate change. Ultimately, this will benefit farmers and improve their livelihoods, as well as ensure the supply of quality coffee for businesses like ours.

Sincerely,
[Your name]

Commented [AH1]: Too much emphasis on trials and not the creating part