



Tasting the future of coffee

Today's tasting features coffees from F1 hybrid varieties developed by World Coffee Research



Natural

Variety
WCR 19



THE FUTURE OF COFFEE—TOGETHER

Improved varieties like these F1 hybrids support farmers and reduce production risk. These are the first coffees bred by WCR, and we continue to innovate by creating new, climate-resilient varieties through our breeding program. Scan the QR code to learn more about the Innovea Global Coffee Breeding Network, which launched in 2022.



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Washed

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