



For Immediate Release

ORIGO BRANDS LAUNCHES AVENIDAS COFFEE

Premium, sustainable coffee, direct from Latin American farms, at a fair price to consumers

DENVER – Feb. 2, 2022 – Origo Brands, a Denver-based company who connects healthy, convenient, authentic Latinx products from the origin to people, today announced the launch of its Avenidas Coffee. Avenidas was started with the idea of bringing the best coffees directly from the farmers of Latin America to cups around the world.

“We’re excited to introduce Avenidas Coffee to Denver and eventually across the U.S. The coffee is 100% Guatemalan grown from eight coffee regions around the country,” said David Cisneros, co-owner of Origo Brands and Avenidas Coffee. “These coffees offer unique differences in flavor, which is impacted by the growing environment, the altitude, and the soil type. In Spanish, the name “avenidas” means roads or avenues. We call our coffee Avenidas because it is the road that directly connects our customers to the beauty and freshness that Guatemala and Latin America has to offer.”

Origo Brands is working with Hans Masch, a Guatemalan coffee grower who has managed his family-owned business that his mother started in 1964. He oversees the company and runs the land, roasting and packaging operations. The original farm has roasted freshly hand-picked beans in the same facility, adapting modern technology to improve the drying, roasting and “embodegado” (quick packing to seal in freshness). “We are also partnering with Hans because of his team’s concern for fair wages and trade practices, as well as the sustainability of their operations,” added Cisneros.

The other symbol for Avenidas Coffee is the “Café Hummingbird”. Hummingbirds are concentrated in coffee growing areas, unique to the Americas, and help to pollinate plants. Guatemala has 40 unique species, including the violet sabrewing or the “Café Hummingbird”. The hummingbird is also a Mayan symbol of endless energy.

The Avenidas coffee comes in four varieties:

- Antigua - This traditional coffee is cultivated in a volcanic soil rich in minerals, with low humidity and varied temperatures. The coffee has an exquisite aroma and a sweet flavor.
- Coban - With an altitude of between 4,300 and 5,000 feet, Cobán is a cloudy, rainy, and cold place all year round. The coffee has fruity notes, with a fine body.
- Huehuetenango - This region is non-volcanic but with a high altitude and a dry environment. With no frost, coffee here grows at up to 6,500 feet and takes on an intense flavor.
- Chilero Blend™ - Our unique blend of dark and light roasts from around the country, mixing coffee beans from different regions, this blend has a slight chocolate taste.

All the coffee varieties are available in whole bean or ground, and in 6oz or 12oz packages. The coffee starts at \$7.99 a bag and customers can purchase at Choice Market or online at: <https://www.avenidascafe.com/>. Foodservice or bulk options are also available, contact PJ Brazill, US Sales Manager for Origo Brands via email at: pjb@wesdenver.com to learn more.

About Origo Brands

Origo Brands is the parent company and creator of LatinX Mesa de la Cocina™. Origo Brands is a unique company whose goal is to connect healthy, convenient, authentic Latinx products from the origin to people, in a unique way, supporting both the people and the earth. The founders are David Cisneros and Steve Meier, who have more than 60 years of combined experience in sales, marketing and global supply of leading international CPG's. That experience and expertise, combined with innovative thinking, is resulting in brands that are leading food development in areas around health, convenience, taste, and authenticity. For more information, visit <https://www.origobrand.com/>.

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