



PACHAMAMA COFFEE COOPERATIVE

UNA COOPERATIVA GLOBAL

Fundada en el 2006

Dueños son los productores de café

Cafe Organico

MISION: Vender cafe en la forma más directa posible, y en hacerlo, mejorar las vidas de pequeños productores de cafe y sus familias.

Productores de café alrededor del mundo se reunieron para crear Pachamama Coffee, ser dueños de su propia marca y vender en el mercado Estadounidense

PORQUE: Falta de equidad en la cadena de cafe



COCLA
PERÚ



PRODECOOP
NICARAGUA



MANOS CAMPESINAS
GUATEMALA



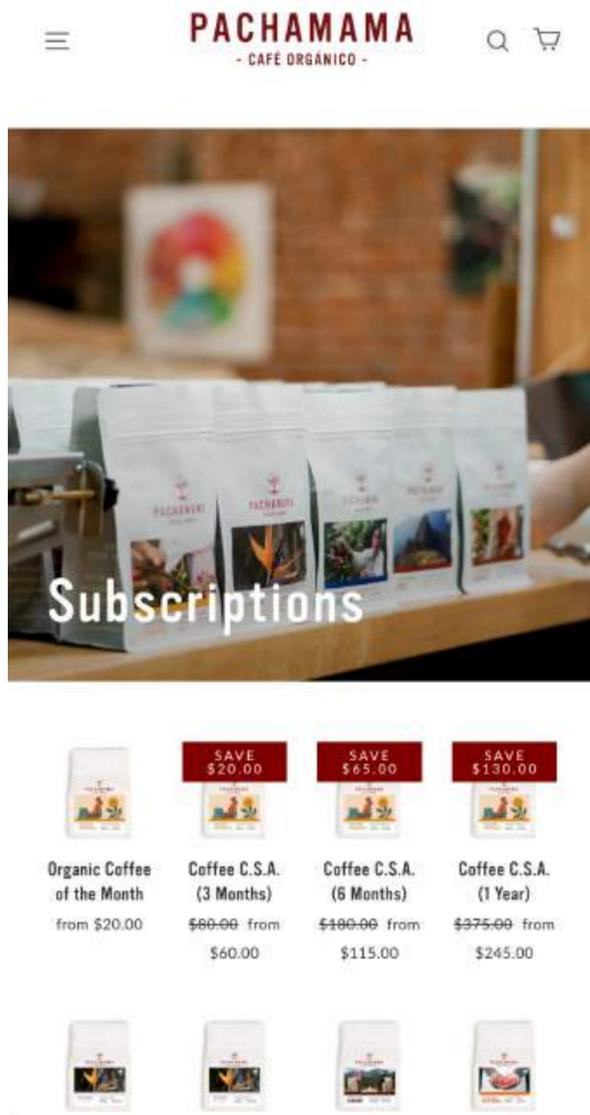
LA UNION REGIONAL
MÉXICO



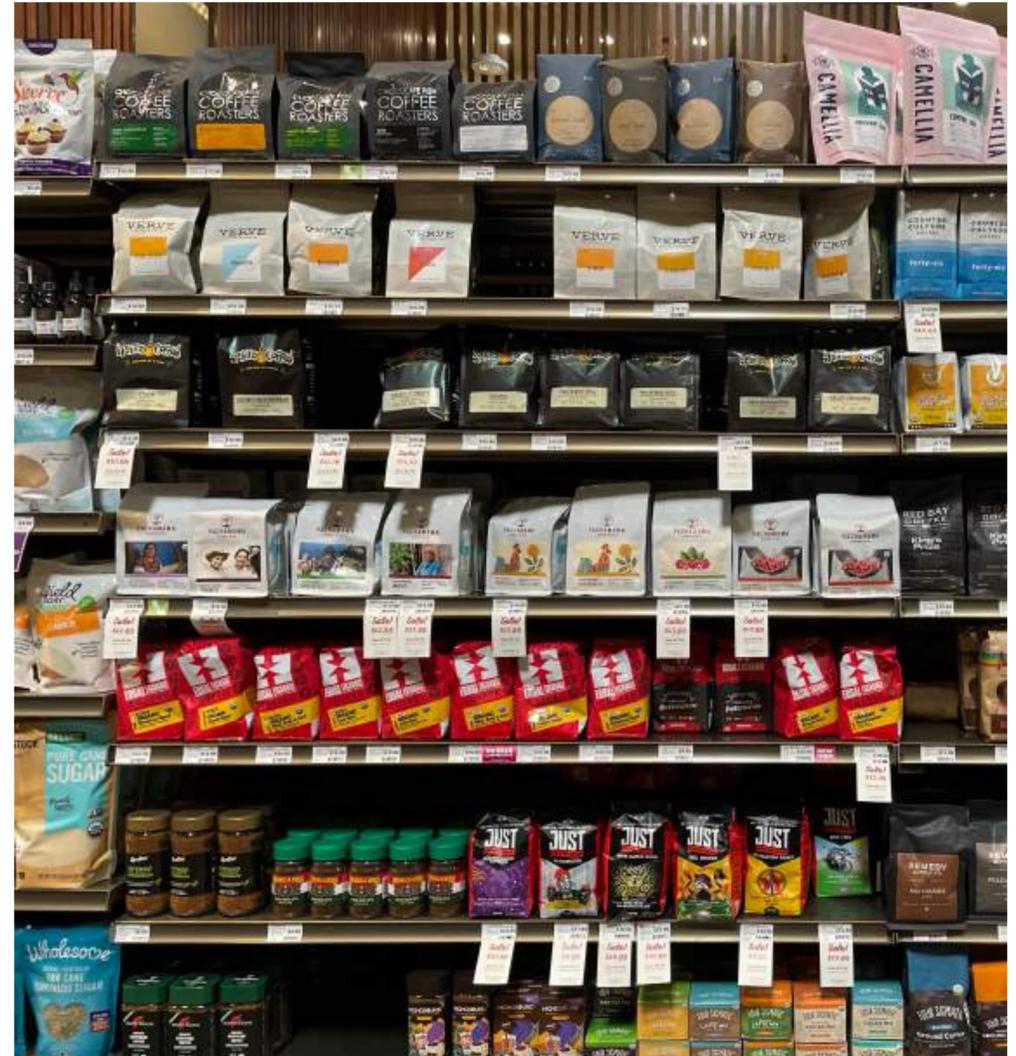
OROMIA
ETHIOPIA



Café (Local)



Comercio en Linea
(E-Commerce)
Pagina de Web



Supermercados

PACHAMAMA COFFEE BAR



PACHAMAMA SACRAMENTO - ESTE
EST. 2015



PACHAMAMA SACRAMENTO - ESTE

EST. 2015

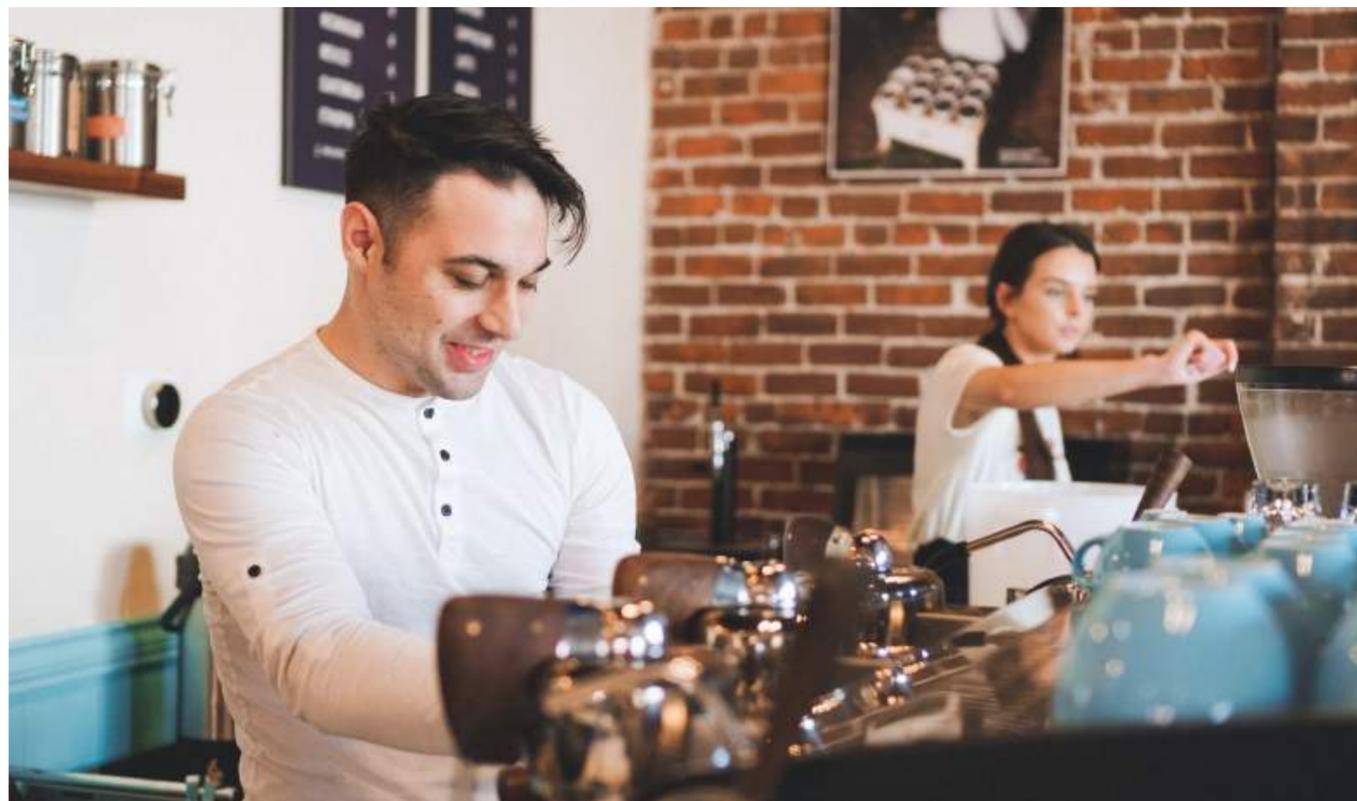


PACHAMAMA COFFEE

PACHAMAMA
ORGANIC COFFEE

PACHAMAMA SACRAMENTO - CENTRO

EST. 2018



PACHAMAMA SACRAMENTO - CENTRO

EST. 2018

PACHAMAMA

- ORGANIC COFFEE -

Special Times
SUMMER Edition
TRIPLE FUDGE
1/2 Espresso, 1/2 Cold Brew, 1/2 Vanilla
Caramel Latte
1/2 Espresso, 1/2 Cold Brew, 1/2 Vanilla
Caramel Latte
Matcha Spritz
1/2 Espresso, 1/2 Cold Brew, 1/2 Vanilla
Caramel Latte
Latte Sprinkle
1/2 Espresso, 1/2 Cold Brew, 1/2 Vanilla
Caramel Latte

PACHAMAMA - DAVIS
EST. 2020



PACHAMAMA DAVIS

EST. 2020



TOSTADOR DE PACHAMAMA - SACRAMENTO

EST. 2013



PACHAMAMA ENVIOS



TOSTADORES DE PACHAMAMA - EL DORADO HILLS (PROXIMAMENTE)

EST. 2021

Storytelling

- Cooperativas tienen la ventaja de compartir las historias de los productores en una forma autentica
- Compartiendo historias y temas de acuerdo a la temporada del año
- Honrar y representar la gente, sus comunidades, sus culturas, sus retos y logros

AWARDS · NICARAGUA · PRODECOOP · WOMEN IN COFFEE · JAN 31, 2022

Merling Preza, Finalist for Specialty Coffee Association Sustainability Award

We are thrilled to announce that Pachamama President Merling Preza has been selected as a finalist for the Specialty Coffee

Association's 2022 Sustainability Award for her impact as a leader in the industry over the past 30 years.

This award celebrates individuals who have significantly contributed to advancing sustainability in the coffee industry by raising awareness of key issues or developing a project or business model that generates positive social and environmental impact.

[Continue reading](#)



CERTIFIED ORGANIC · CLIMATE CHANGE · COFFEE FARMER · COFFEE RUST · GENDER EQUITY · NICARAGUA · PRODECOOP · SHADE GROWN · SUSTAINABILITY · WOMEN IN COFFEE · WOMEN'S HEALTH · OCT 25, 2021

The Widening Coffee Crisis

Climate Change and Economic Struggles at Origin Amidst a Global Pandemic: Firsthand Account Words and photographs by coffee farmer Alexa Marin of Nicaragua. The last couple years amplified many of challenges facing the specialty coffee industry, particularly for the people at origin who make coffee possible. Climate...

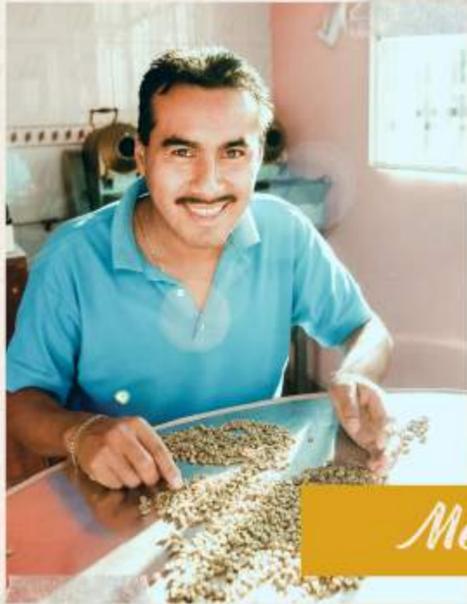
[Continue reading](#)



PACHAMAMA - CSA y CAFE DEL MES

Agricultura Apoyada Por la Comunidad: Subscripciones a nuestro café

COFFEE CSA
community supported agriculture
August Subscription



México

caramel | marzipan | chocolate

Roast: Medium
Origin: Huatusco
Elevation: 4,500 ft
Varietals: Arabica Garnica
Process: Washed
Co-op: La Unión Regional



COFFEE CSA
community supported agriculture
June Subscription



Guatemala

fig | caramel | cacao

Roast: Medium
Origin: Santa Clara, Guatemala
Elevation: 6,000 ft
Varietals: Arabica Bourbon, Typica
Process: Washed
Co-op: Manos Campesinas



COFFEE CSA
community supported agriculture
July Subscription



Ethiopia

jasmine | lemon zest | nectarine

Roast: Light
Origin: Yirgacheffe
Elevation: 6,000 ft
Varietals: Native cultivar
Process: Washed
Co-op: C.C.F.C.U



COFFEE CSA
community supported agriculture
October Subscription



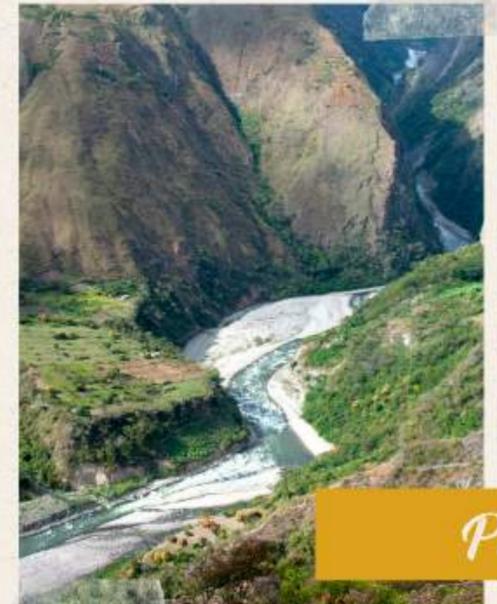
Nicaragua

floral | tangerine | chocolate

Roast: Medium
Origin: San Juan Río Coco
Elevation: 4,000 ft
Varietals: Arabica Bourbon, Typica
Process: Washed
Co-op: PRODECCOP



COFFEE CSA
community supported agriculture
March Subscription

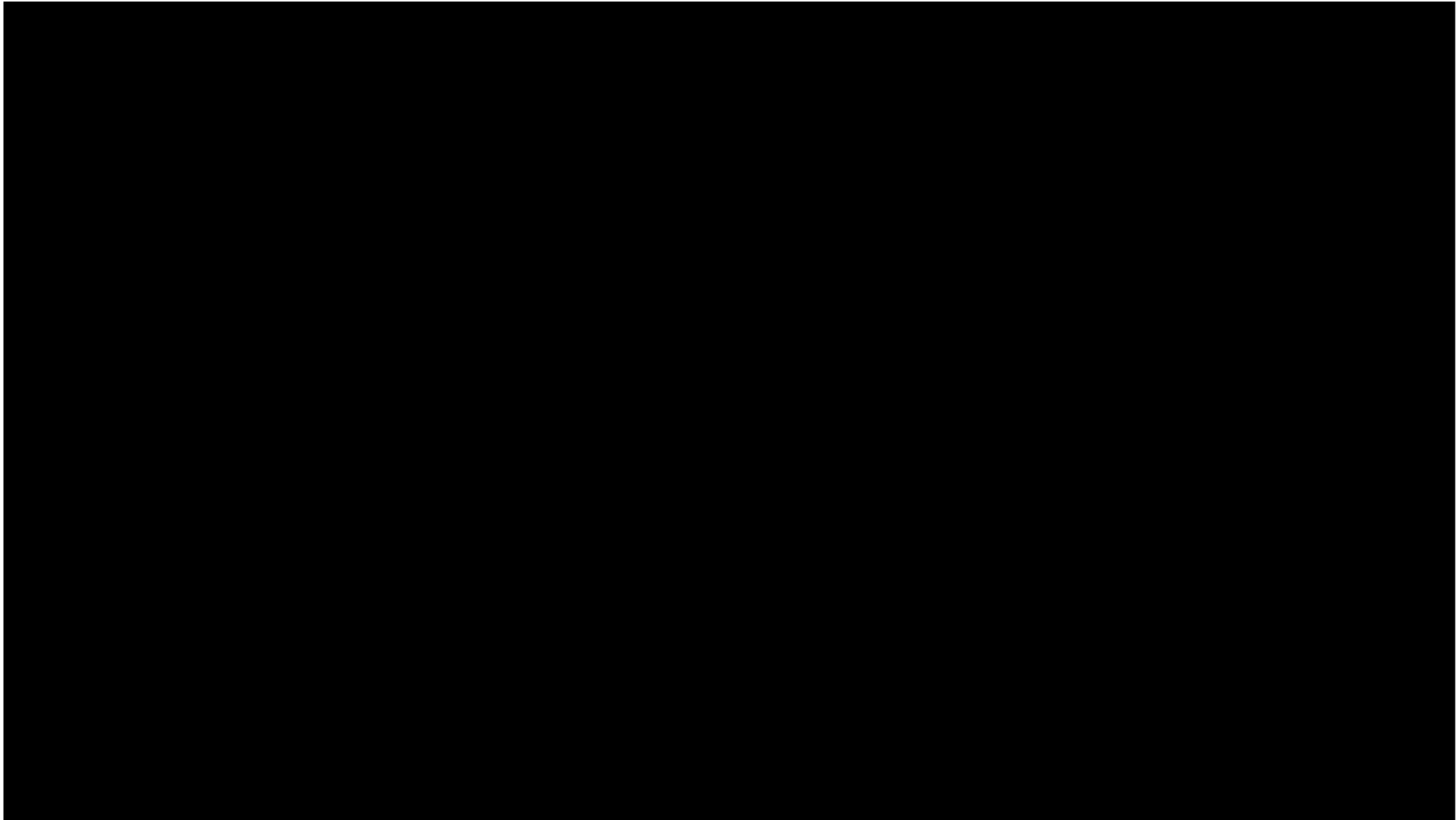


Perú

chocolate | cream | black cherry

Roast: Medium
Origin: Santa Teresa, Cusco
Elevation: 6,000 ft
Varietals: Arabica Caturra, Typica
Process: Washed
Co-op: COCLA





TOSTADOR DE PACHAMAMA - SACRAMENTO

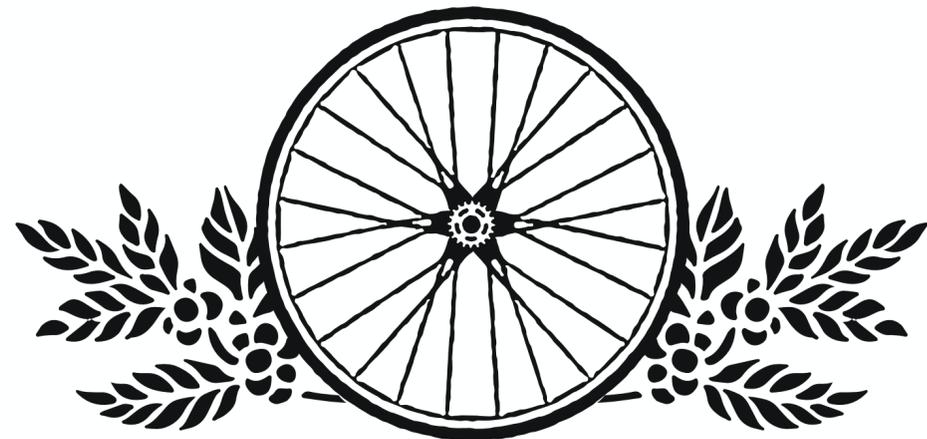
Marca e Identidad

Porque crear una marca

- Da personalidad y reconocimiento
- Crea una relación de confianza
- Es importante tener una marca donde el consumidor puede ver sus valores reflejados en ella
- La marca es la cara a todos nuestros valores, y de todo lo que hacemos
- Es importante crear una marca que a la gente le importe
- Refleja el esfuerzo en el trabajo que hacemos, no solo en el diseño, pero en todo lo que hacemos.



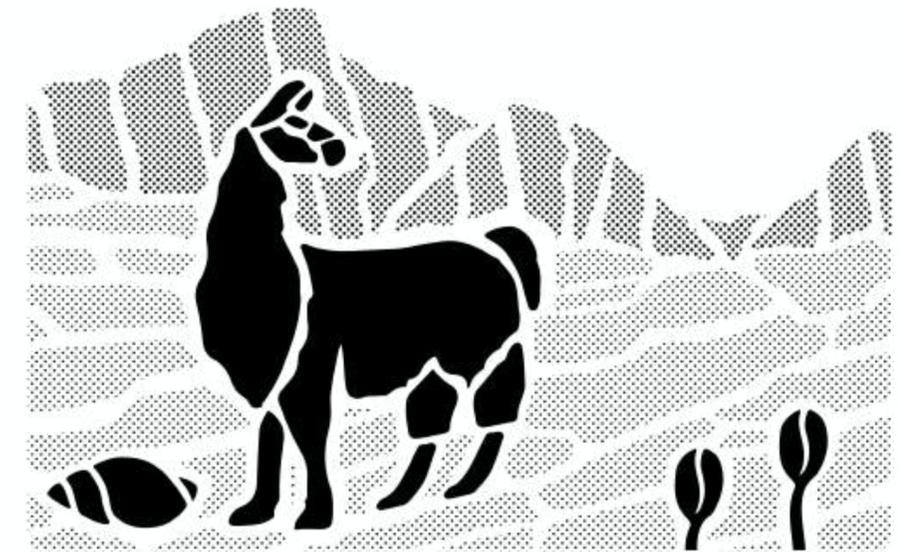
PACHAMAMA
- CAFÉ ORGÁNICO -



DAVIS
PACHAMAMA
- ORGANIC COFFEE -



PACHAMAMA
- CAFÉ ORGÁNICO -



PACHAMAMA
- CAFÉ ORGÁNICO -

PACHAMAMA - SUB-BRANDING

MARCAS DE CAFE O "SPECIALTY COFFEE" RECONOCIDAS EN E.U.



STARBUCKS®



**BLUE BOTTLE
COFFEE**



VERVE
COFFEE ROASTERS



ESTD **COFFEE** 1999
ROASTERS

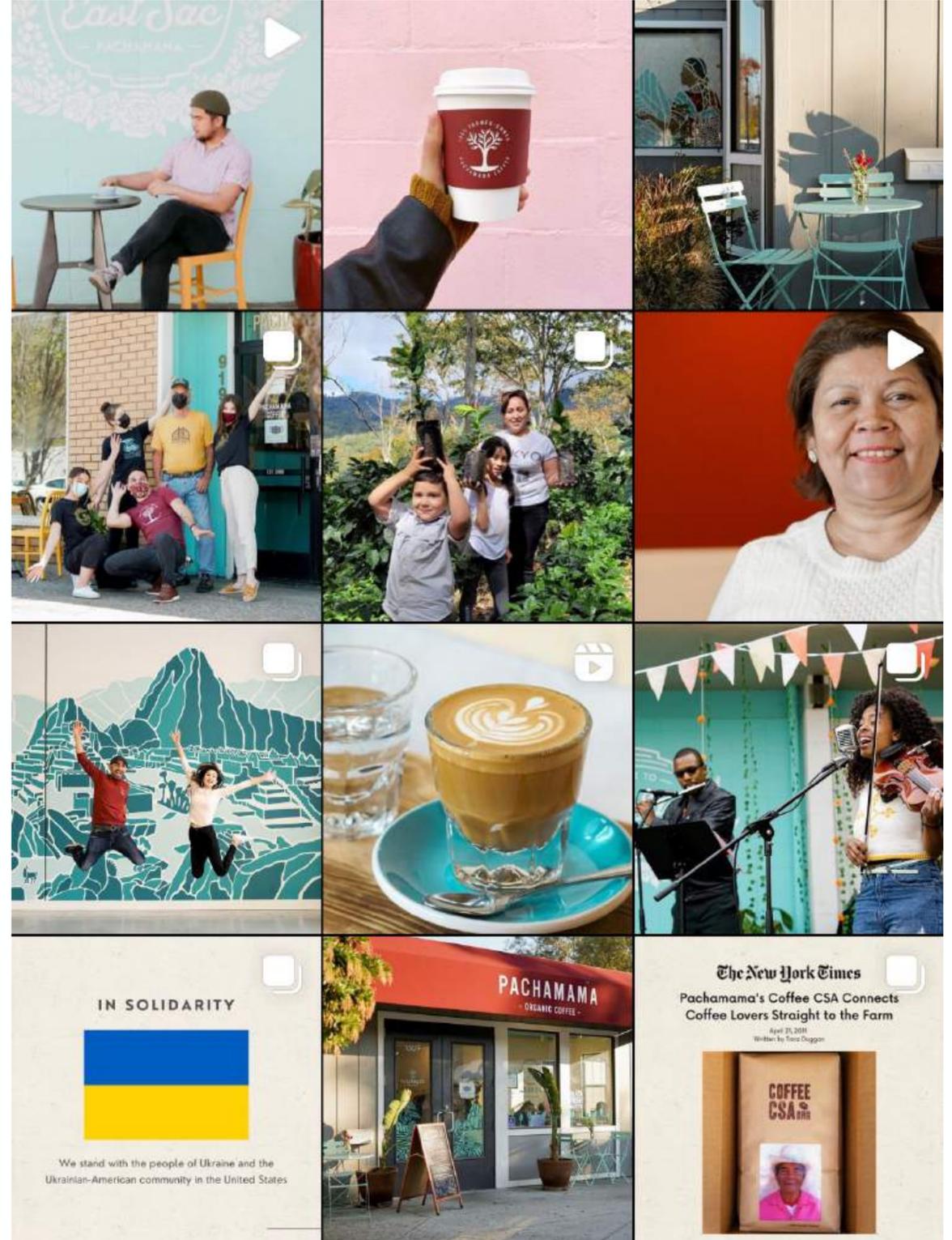
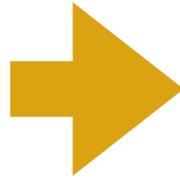


ONYX
COFFEE LAB



BIRD ROCK
COFFEE ROASTERS
CALIFORNIA







PACHAMAMA

- ORGANIC COFFEE -



CERTIFIED ORGANIC

MATAGALPA

GREEN APPLE, HIBISCUS, VANILLA

LIGHT ROAST

NICARAGUA NATURAL

MARACATURRA

NET WT 10oz/283g



— LIMITED RELEASE —
MATAGALPA
Nicaragua | Maracaturra Natural

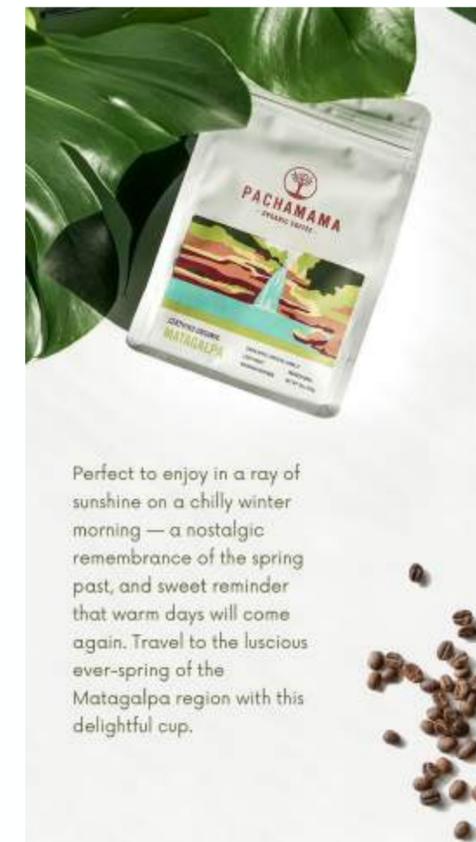


— LIMITED RELEASE —
MATAGALPA
Nicaragua | Maracaturra Natural



green apple | hibiscus | vanilla

Roast: Light
Origin: Matagalpa, Nicaragua
Varietals: Maracaturra
Process: Natural
Producer: Los Corrales



Perfect to enjoy in a ray of sunshine on a chilly winter morning — a nostalgic remembrance of the spring past, and sweet reminder that warm days will come again. Travel to the luscious ever-spring of the Matagalpa region with this delightful cup.



To brew the best cup possible, we recommend grinding this bean finer than you normally would for your brew device of choice.

Because of the beans' large size, the density structure is less than that of a traditional coffee. This means a finer grind will extract the flavors more and deliver a better tasting cup.

Have fun experimenting and let us know how it goes next time you're in the shop!





PACHAMAMA
- COFFEE FARMERS -



AN OFFERING IN CELEBRATION OF OUR 15 YEAR ANNIVERSARY

CERTIFIED ORGANIC
K'INTU

POMEGRANATE, CLOVE, DARK CHOCOLATE
ETHIOPIA GUJI, NICARAGUA, PERU
LIGHT ROAST NET WT 12oz / 340g



K'INTU

AN OFFERING IN CELEBRATION OF OUR 15 YEAR ANNIVERSARY

K'INTU in Quechua and Aymara is the offering of three coca leaves to Pachamama, Mother Earth, who represents reciprocity, the give and take in nature and is the source of all life. We offer our deep gratitude to all that sustains us, including you. We hope to continue to bring you quality organic coffee in the service of small-scale farmers to create a more equitable and sustainable world. ¡Salud!

PACHAMAMA
- CAFÉ ORGÁNICO -



CERTIFIED ORGANIC
K'INTU

STONE FRUIT, ROASTED ALMOND, CHOCOLATE
MEDIUM ROAST WASHED PROCESS
COCLA CO-OP SANTA TERESA, PERU





PACHAMAMA
- COFFEE FARMERS -



CERTIFIED ORGANIC
CANTAGALLO

STONE FRUIT, ROASTED ALMOND, CHOCOLATE
MEDIUM ROAST WASHED PROCESS
PRODECOOP CO-OP ESTELI, NICARAGUA

COOPERATIVE · NICARAGUA · PRODECOOP · TRACEABLE
COFFEE · NOV 04, 2020

Cantagallo Reserve Microlot



2020 Reserve Microlot from PRODECOOP in Nicaragua

We are proud to introduce a new reserve coffee from the Héroes y Mártires de Cantagallo Cooperative in Nicaragua, owned by 116 smallholder families. As members of PRODECOOP and Pachamama, the farmers of Cantagallo are able to export, roast and brew this great coffee for you.

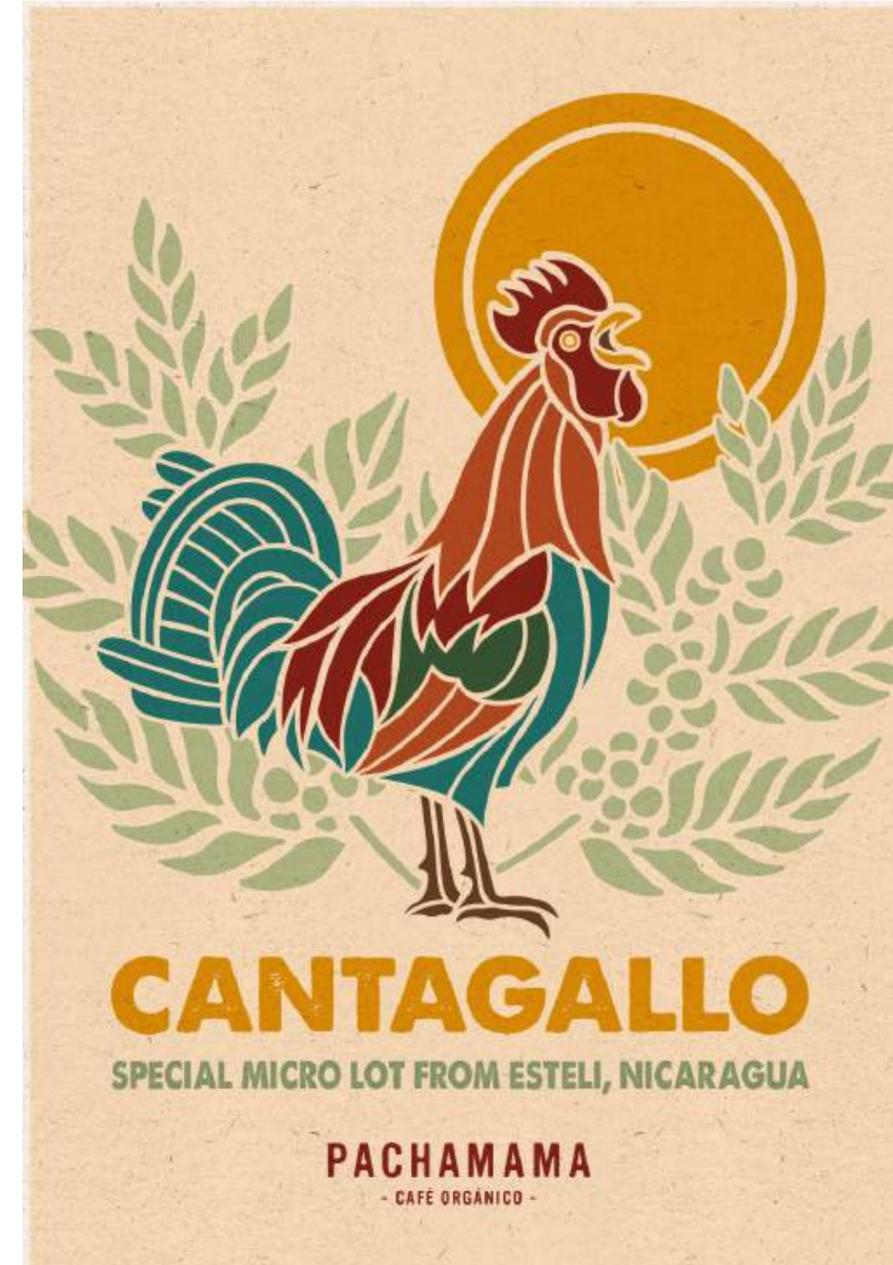
Tasting Notes: *Stone Fruit, Roasted Almond and Chocolate*

[Shop Canatagallo](#)



CERTIFIED ORGANIC
CANTAGALLO

STONE FRUIT, ROASTED ALMOND, CHOCOLATE
MEDIUM ROAST WASHED PROCESS
PRODECOOP CO-OP ESTELÍ, NICARAGUA

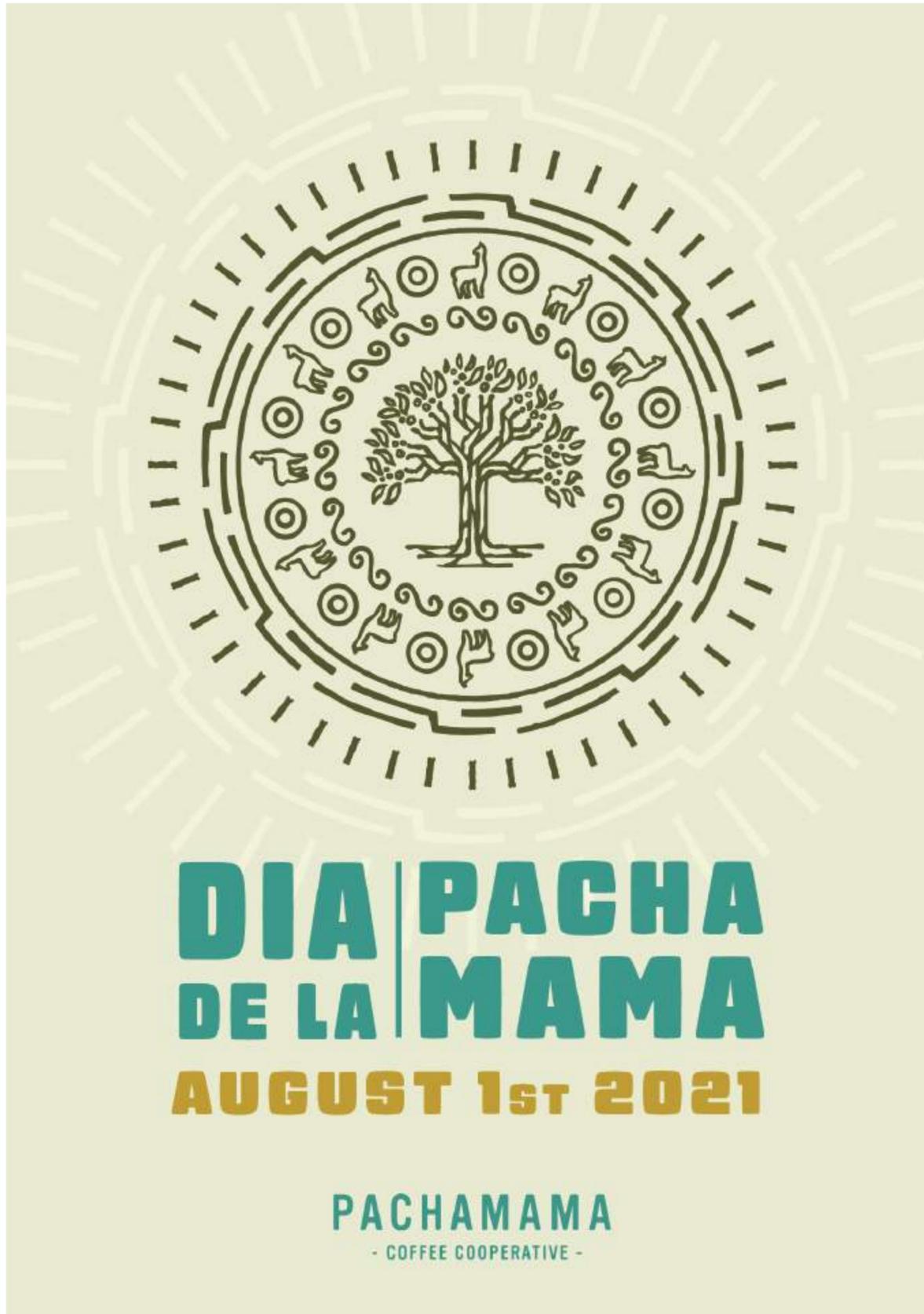




**REGALOS DE
NAVIDAD**



PACHAMAMA - MENU DE TEMPORADA



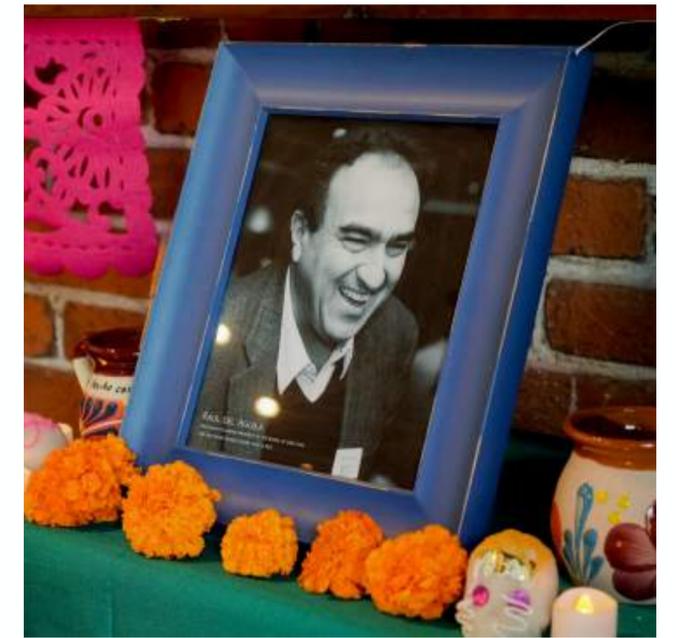


CELEBRA EL
DIA
DE LOS
MUERTOS



EN
PACHAMAMA

OCTOBER 31st
10AM-1PM | pacha east sac
cafe 3644 J st.

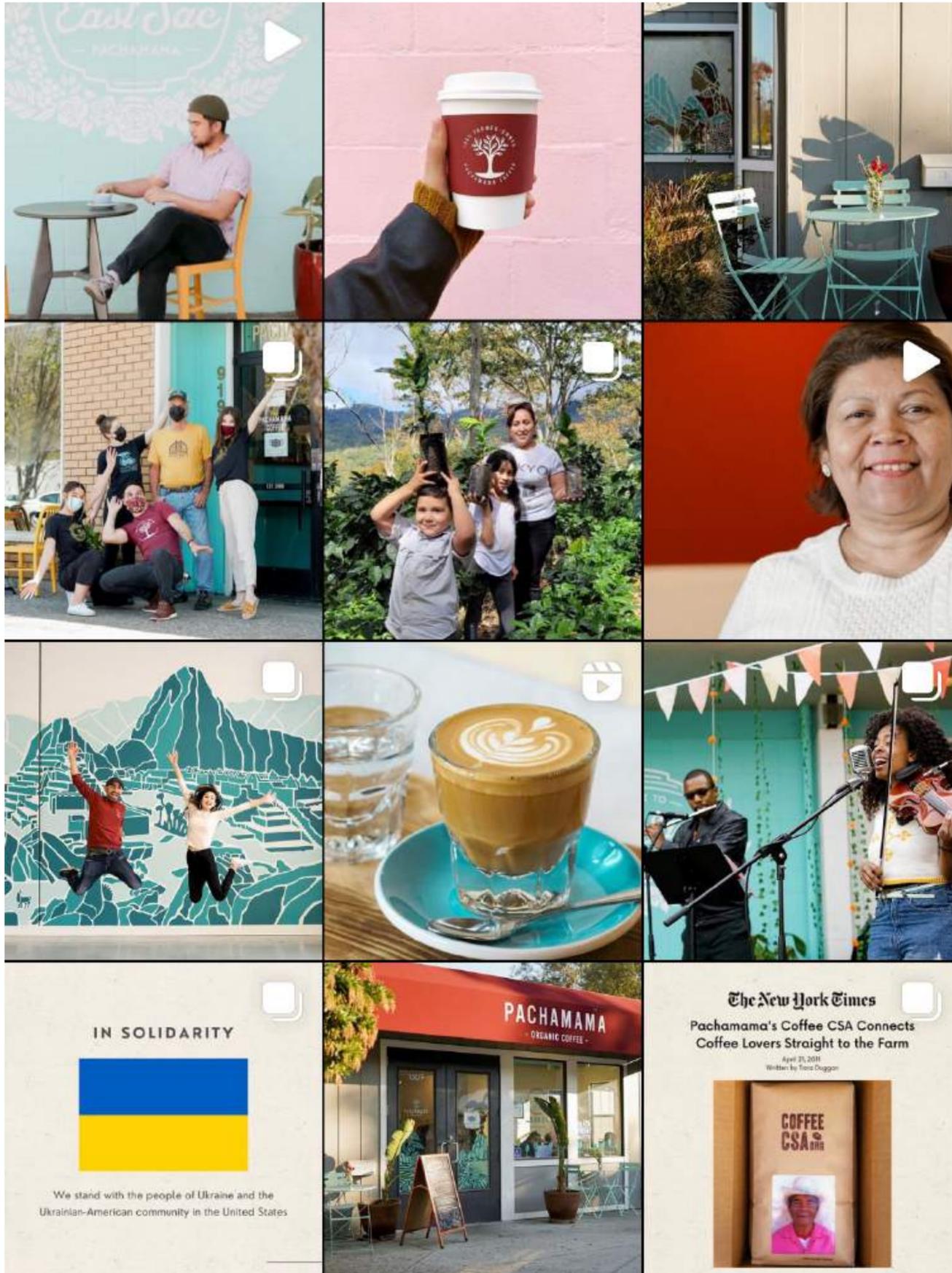




PACHAMAMA - BRANDING/TRENDS

ESTRATEGIA DE MARKETING EN REDES SOCIALES

- Consistencia
- Calidad de Imagen (alta resolución)
- Colores
- Valores
- Variedad
- Producto
- Estilo de vida
- Voz autentica
- Programas
- Eventos
- Acontecimientos
- Establecer Locación
- Educar al consumidor

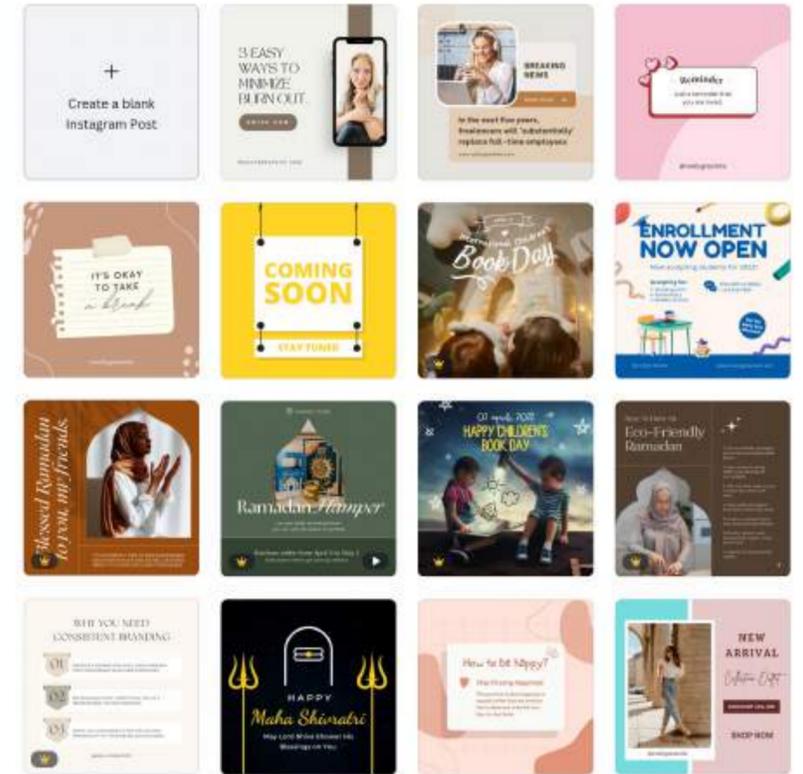


RECURSOS



- GRATIS
- Diseños Impresionantes
- Trabajar en Equipo
- Herramientas de diseño
- Plantillas prediseñadas
- Facil para crear para cada plataforma
- Compartir
- Imprimir

A screenshot of the Canva website's main interface. At the top, there's a navigation bar with the Canva logo, a search icon, and buttons for "Inicia sesión" and "Regístrate". Below this is a large blue-to-purple gradient banner with the text "¿Qué vas a diseñar?" and a search bar containing "Busca logo, póster, ¡lo que quieras!". Underneath the banner are six icons representing different design categories: "Para ti", "Presentacion...", "Redes sociales", "Video", "Impresiones", and "Más". The main content area is divided into three sections: "Brand logos (4)" showing a grid of logo templates including one for "PACHAMAMA ORGANIC COFFEE"; "Brand colors (13)" displaying three color palettes: "Pacha Main Color Palette" (teal, red, yellow, beige, grey), "Secondary (other colors that work for subtleness)" (olive, brown), and "Cantagallo Color Palette" (teal, red, green, orange, yellow, peach); and "Brand fonts" showing a list of font styles such as "Headings, Bernadette Roug...", "Subheadings, Lumios Typewriter Old, 18", and "Body, Now, 12".



RECURSOS



- Plataforma de marketing para planear, organizar y publicar contenido a las redes sociales
- Facebook
- Instagram
- Twitter

The screenshot displays the Later web interface for scheduling social media posts. On the left is a vertical sidebar with icons for home, calendar, media, messages, analytics, and settings. The main area is split into two panels. The left panel shows a grid of 18 coffee-themed images, each with a checkmark in the top-left corner, indicating they are ready for scheduling. The right panel is a calendar view for February 2022, showing a grid of dates from 30th to 5th of the following month. Each date cell contains a small thumbnail of a scheduled post, along with the time and notification status (e.g., "8:01 Auto", "10:02 Auto", "6:00 Notify"). At the top right of the calendar, it says "440 Instagram Posts Left". Above the calendar, there are tabs for "Today", "February 2022", "Stories", "Preview", "Week", and "Month". At the very top, there are social media icons for Facebook, Twitter, and Instagram, and an "Upload Media" button.

¡GRACIAS!

Rosa Angélica Sarabia

Directora Creativa, Pachamama Coffee

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