

EQUATOR COFFEES



FOR IMMEDIATE RELEASE

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Equator Coffees co-owned Finca Sophia has set a new world record!

Marin County, CA- In August 2020, Equator Coffees co-owned farm, Finca Sophia, was named the winner of the world renowned 2020 Panama Cup. The Best of Panama annually produces some of the most sought after and record-breaking prices for coffee worldwide. Coffee from Finca Sophia placed **first in the Washed Geisha Category** and **second in the Natural Geisha Category**. Last night, the washed Geisha coffee set a new Best of Panama auction record, selling for \$1,300.50 per pound. Not only is this an incredible recognition for the quality of Finca Sophia's coffee, but this will have positive ripple effects for raising the value of coffee all over the world.

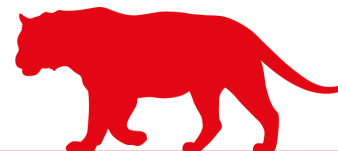
Finca Sophia is co-owned by Helen Russell and Brooke McDonnell, co-founders of Equator Coffees, and Willem and Catherine Boot, of Boot Coffee. In 2008, Equator Coffees was one of the first roasters in the world to invest in their own coffee farm. No stranger to accolades Finca Sophia was recognized as a Good Foods Awards winner in 2016 and won the washed Gesha category in the Best of Panama in 2017.

Finca Sophia was established as an experimental coffee farm with a vision to produce one of the best coffees in the world. Growing coffee at an elevation of up to 2,100 meters, considered at the time too high for coffee in Panama, has allowed Equator to push the boundaries for what's possible and create exceptional and rare coffees. Due to the extreme altitude, Finca Sophia yields a much smaller harvest than lower elevation farms, but with unmatched concentration and expression of flavor.

"Congratulations to the team at Finca Sophia for an incredible showing at this year's Best of Panama! Seeing our coffee set a new world record is immensely humbling honor and we couldn't be prouder," said Equator CEO Helen Russell.

To learn more about Finca Sophia, [watch here](#).

Look out for this year's offering available this upcoming fall.



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