



# A CONTEMPORARY SUSTAINABLE COFFEE EXPERIENCE

WITHIN LA RESERVA DE ¡TIERRA! RANGE

La Reserva de ¡Tierra! is the collection of the **finest sustainable coffees**, featuring the **Lavazza Foundation Projects**, selected, blended and crafted to offer a flavour journey from around the world.



## A unique coffee story

La Reserva de ¡Tierra! Cuba is a one-of-a-kind contemporary story of a coffee blend that cares of farmers, consumers, and the local environment.



## More than a Coffee, it's a Journey

GOOD



Unique origin and distinctive taste

ORGANIC



Natural reserves forest coffee

RESPECTFUL AND INCLUSIVE



Women empowerment and short supply chain

TRACED WITH BLOCKCHAIN TECHNOLOGY

