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Greenwell Farms Unveils New Jeni K 100% Kona Coffee Varietal First in New Greenwell Farms Signature Series

Kona, Hawaii —Greenwell Farms announced the release of Jeni K 100% Kona Coffee, the first release of its new Greenwell Farms Signature Series. Known for delivering award winning Kona Coffee for 162 years, Greenwell Farms created Jeni K 100% Kona Coffee in honor of the Greenwell family heritage. This premiere Greenwell Farms Signature Series roast was carefully hand selected from the highest quality trees and grown in perfect climate conditions.

Fourth generation Kona coffee farmer and Greenwell Farms president Tom Greenwell is guiding the iconic family farm in a new direction by planting this new Jeni K Kona Coffee varietal. (A varietal, a term borrowed from the wine industry, indicates distinctive characteristics, e.g. chardonnay and cabernet sauvignon are both grape varietals.) “We started researching and experimenting with the Jeni K varietal about five years ago when we cleared 20 acres of our higher elevation farm land and the results were a superb product,” said Greenwell. “After reviewing and analyzing the Jeni K Kona Coffee cherry for two years, we were so pleased with the product we planted an additional 20 acres.”

Grown at a high elevation in Kealahou, Kona, more than 2,000 feet above sea level, the Jeni K varietal is a unique 100% Kona coffee taste experience with passion fruit and guava notes that give this 100% Kona Coffee a tropical sweetness. Its well-structured body is sparkling clean and finishes with hints of vanilla and chocolate.

Because Jeni K 100% Kona Coffee is grown in limited quantities, this new varietal is subject to seasonal availability. A 12-ounce bag of Jeni K 100% Kona Coffee retails for \$28.95 and may be purchased directly at Greenwell Farms Visitor Center or through the farm’s website.

Greenwell Farm Tours

Located in Kealahou, approximately 15 miles from Historic Kailua Village, Greenwell Farms offers daily tours of its operation and free tastings of Greenwell Farms 100% Kona coffee continuously from 8:30 am to 4:30 pm.

Greenwell Farms Legacy

Greenwell Farms legacy began in 1850 when Henry Nicholas Greenwell left England and first set foot on the fertile soil of rural Kona. Henry spent the next 40 years farming, ranching and perfecting his Kona coffee, soon exporting it to Europe and the Americas. In 1873, the President of the Kaiser’s Exposition in Vienna, Austria awarded the Greenwell’s a “Recognition Diploma” for their Kona coffee at the World’s Fair.

Today, Greenwell Farms is situated in the heart of the Kona Coffee country adjacent to the ancestral home of Henry and Elizabeth, which is now occupied by the Kona Historical Society and Museum. The farm is managed by fourth generation Tom Greenwell. Greenwell Farms grows its own coffee, and operates its processing and visitor attractions on just under 100 acres of the most productive land in the Kona District. The company also purchases coffee cherry from over 400 select farmers from the Kona region, shipping worldwide.

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Note to editors: If you are interested in high-res images to accompany this major announcement or for additional assistance including subject interviews, journalists may contact Laura Aquino at 808-326-7820 or via email at laura@current-events.com