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Greenwell Farms Releases New Elizabeth J 100% Kona Coffee Varietal Second in New Greenwell Farms Signature Series

Kona, Hawaii —Greenwell Farms just released, Elizabeth J 100% Kona Coffee, the second release of its new Greenwell Farms Signature Series. Known for delivering award winning Kona Coffee, Greenwell Farms continues to create these signature series releases in honor of the Greenwell family heritage. Elizabeth J Signature Series gets its name from Elizabeth Greenwell, sister to Greenwell Farms president Tom Greenwell. Grown on the Greenwell Family Estate, Elizabeth J 100% Kona Coffee is derived from carefully selected beans from the area of the farm containing the Pacamara coffee varietal.

This coffee offers a very unique experience with a bright, sweet, and fruity cup with good acidity with notes of clove, plum, raisin, apricot, passion fruit, strawberry, and silky chocolate. Fourth generation Kona coffee farmer and Greenwell Farms president Tom Greenwell continues to lead this iconic family farm in a new direction. “This Pacamara coffee is so different, with its unique characteristics, we are really excited to introduce this signature cup of 100% Kona,” said Greenwell. “The cup has really good acidity and the fruity notes are fantastic. It’s the kind of taste certain to make a very high mark in our Signature Series”

Grown in very limited quantities, this new varietal is subject to seasonal availability. A 12-ounce bag of Elizabeth J 100% Kona Coffee retails for \$75 and may be purchased directly at Greenwell Farms Visitor Center or through the farm’s website.

During the month of November visitors to the farm can participate in an Elizabeth J 100% Kona Coffee tasting experience.

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