**GUIDELINES FOR PACKING DESIGN**

**TURQUOISE COFFEE**

***Our name and logo represent two things about the identity of our brand Turquoise Blue which is the color of the Honduras flag and the Guacamaya Bird (Ara Macao) national bird of Honduras we want that our logo and our packing reflects the peace that you can find by brewing your coffee and also the quality of our product which comes from one of the greatest coffee beans in the world.***

**FRONT OF THE BAG:**

Logo/ Name of the brand

Type of Roast: Medium Dark

Presentation: NET WT 16OZ (1LB 16OZ) 453g

100% Honduras Coffee

Single Origin

Small Batch Roasted

Farm direct trade

**BACK OF THE BAG:**

Upper side center: Turquoise Coffee is an American company that has partnered with local farmers in Honduras to provide a single-origin coffee. We pick, toast, and pack it ourselves to serve you one of the best coffees in the world.

This special batch has been harvested in La Fortuna farm, located at an altitude of 1350 meters above sea level, delivering you a delicious, full-bodied aroma and rich taste.

We love great coffee and great people like you.

Ingredients: 100% Arabica Coffee

Center Lower side:

Distributed by: Turquoise Coffee, City, State, Zip Code

Packed in Honduras by: Exportart S. de R.L.

Point of contact: @turquoisecoffee website: www.turquoisecoffee.com

Blank Space for: Best if used by (Date)

**SIDE A:**

Honduras is a country that has cultivated Arabica-specialty coffee for over 200 years. This historic tradition of coffee has been maintained and developed by small farmers. Most of the coffee production is exported to Europe. Today, Honduras has established its position as one of the top ten worldwide coffee producers.

Honduras Map

**SIDE B:**

Logo in Monochrome

How to brew the coffee:

Coffee is personal so adjust these measurements to your liking.

We suggest: 1 Tablespoon for each 5 Oz of cold filtered water.

1 Tbs =15 gr

For more information about how to brew a good cup of coffee visit our website:

www.turquoisecoffee.com