



SULAWESI



PRIMARY GROWING REGION 

PRIMARY ARABICA COFFEE AREAS 

Sulawesi is one of the largest and oldest islands in the Indonesian archipelago – and it has a long history with coffee. The bean was first introduced by Dutch settlers in the 17th century. Today, coffee thrives in the lush, volcanic soil found in the mountainous Toraja Highlands, named for the indigenous people who live there. Much of the island’s coffee is processed using the traditional wet-hulled method, where ripe cherries are picked from small backyard plots, processed using hand-cranked de-pulpers, and dried under the sun on tarps and woven mats.

Starbucks agronomists and quality specialists provide open-source support to coffee farms on Sulawesi – and throughout Indonesia – from our Farmer Support Center (FSC) on Sumatra, focused on training integrated farming practices for improving coffee quality.

ARABICA ALTITUDE
3,280 ft – 6,562 ft
(1,000 m – 2,000 m)

PRIMARY VARIETALS
C795, Catimor, Typica

PRIMARY PROCESSING METHODS
Semi-washed
(wet-hulled)

HARVEST
April - August

STARBUCKS



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COFFEE ACADEMY