

Sur Coffee Reflects on Central American Sourcing Trip, Deepening Global Partnerships and Local Impact

March 26, 2025

HUNTINGTON BEACH, CA - March 26, 2025 -
Sur Coffee has returned from an inspiring two-week journey through Central America, reaffirming its commitment to sourcing exceptional coffee while deepening relationships with farmers who make their work possible. The trip took the Sur Coffee crew to El Salvador and Costa Rica, two countries known not only for producing outstanding coffee but also for their vibrant local communities. At every stop, the Sur team was reminded of how coffee is more than just a beverage?it?s a shared language that builds bridges, tells stories, and strengthens communities around the world.

The journey began in El Salvador, where Sur Coffee reunited with longtime partner Mauricio, a producer with whom they?ve been working for over a decade. Mauricio?s coffees have previously earned recognition in the prestigious Cup of Excellence and remain a staple in some of Sur Coffee?s most popular blends, including Gaviota and Dawn Patrol. His commitment to quality and innovation continues to push boundaries, and the Sur team was able to tour his farm, observe the latest harvest, and cup a selection of micro lots that will be offered as limited releases in the coming months.

While in El Salvador, the team also had the opportunity to connect with pro surfer and local legend Brian

Perez. Together, they shared stories over great waves and even better coffee, helping shine a spotlight on El Salvador?s emerging reputation not only as a surf destination, but as a serious coffee-producing country. That kind of cultural exchange?where coffee, sport, and community intersect?is at the heart of what Sur Coffee stands for.

The trip continued into the mountains of Costa Rica, where the team visited Diego, another key partner whose family farm is located near the Poás Volcano. Diego?s family has been growing and milling coffee for over 100 years, passing down knowledge and tradition through multiple generations. Their farm?s attention to detail and sustainable farming practices have made them a trusted source of some of Sur Coffee?s most consistent and well-rounded offerings.

During the visit, the Sur crew learned more about Diego?s family legacy, and had the opportunity to witness how coffee farming and Costa Rica?s surf culture overlap in meaningful ways. In a personal and heartfelt moment, the team presented Diego with a signed surfboard from Olympic gold medalist and Sur Coffee regular Caroline Marks. The gift was meant for Diego?s daughter, who is just learning to surf?an act that symbolized not only the connection between coffee and surfing, but the passing of passion and craft from one generation to the next.

These sourcing trips are not just about finding great coffee. They are about building relationships that span continents and last for years. The people Sur Coffee partners with are more than producers?they are mentors, collaborators, and friends. Every handshake, every shared meal, every early morning walk through coffee fields strengthens the bond between Sur and the communities it supports. It?s a reminder that every cup poured in a Sur Coffee café represents a chain of care that starts thousands of miles away.

Co-founder Mark Bell summed up the experience by reflecting on the deeper purpose of these trips. ?Coffee has become so much more than a morning ritual?it?s about connection. Like surfing, it brings people together from all walks of life. From farmers and producers to roasters and baristas, it takes a crew working in sync to create something truly special. It?s wild how a simple cup can spark friendships, build community, and create real impact.?

As a result of this journey, Sur Coffee is excited to offer new micro lot selections from Mauricio?s farm, continuing a tradition of limited offerings that allow customers to taste coffees with rich origin stories. These coffees will be available through Sur?s cafés and the Roaster?s Club subscription, making it easy for guests to bring a piece of the journey home with them.

The trip also reinforced Sur Coffee?s broader mission: to do as much good as possible from farm to cup. By

staying closely connected to its partners at origin, the company ensures its sourcing practices remain intentional, personal, and grounded in shared values. Whether in Central America, the cafés in Southern California, or homes across the country, Sur Coffee continues to prove that good coffee does more than taste great?it creates lasting impact.

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Sur Coffee - Huntington Beach

Sur Coffee is a coastal specialty coffee shop and roastery in Huntington Beach, CA, offering expertly roasted coffee and handcrafted espresso drinks.

Website: https://surcoffee.com/

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