

MEXICO — VERACRUZ — HUATUSCO —

 Mexico • Veracruz • Huatusco



ABOUT THIS COFFEE

The Zilli family is part of Huatusco's deep-rooted coffee tradition — a region where coffee has shaped local identity for generations. From his farm, Roque has built a vision that blends inherited knowledge, agronomic innovation, and a genuine environmental consciousness.

His approach is grounded in holistic farm management: balanced plant nutrition, rigorous selection of ripe cherries, and a constant pursuit of cup quality improvement. This philosophy has positioned him among Veracruz's standout producers and earned him an active role in specialty coffee development initiatives.

What makes the Zilli family particularly compelling is that this commitment runs in the family. Roque's son, an agronomist by training, is deeply focused on precision nutrition programs that allow each variety to fully express its potential — a detail that shows in the cup.

The Zilli family represents exactly the kind of producer Belco seeks for long-term partnerships: origin-driven, continuously improving, and built for sustainability — in every sense of the word.

Species	Arabica
Varieties	Marsellesa
Process	Honey
Type of harvest	Manual

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