

Brazilian Premium Coffee Gets a Home in California

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Limoneira Company, a 112 year-old Santa Paula land, farming and food company, is bringing a bit of California and Ventura County history and heritage to its new Limoneira Mercantile, a seven-store retail and food destination in Santa Paula.

The Mercantile, located at 55 Hallock Dr. and Highway 126 at the eastern entrance to Santa Paula, California, will celebrate its grand opening on Saturday and Sunday, March 5 and 6 with prizes and giveaways throughout the weekend.

The Mercantile includes Limoneira Fresh, a 3,200 square foot, open-air farmers' market with farm fresh fruit, nuts and vegetables. "Limoneira Fresh celebrates Ventura County's long agricultural history," says Scott Edwards, general manager of the Mercantile.

Reaching back to the very beginnings of Limoneira Company is the introduction of Limoneira Coffee Company's Café do Brasil. Limoneira Company founders were frequent visitors to South America in the early days of the company.

The Limoneira Coffee Company will serve 100 percent Arabica premium coffee grown and roasted exclusively at a 40,000-acre family-run farm in the state of Minas Gerais, Brazil.

"All Limoneira coffee beans are separated by size, density and color so each bean is roasted under optimum time and temperature conditions," says Bill Allen of Limoneira International Division, which operates Limoneira Coffee Company's Café do Brasil.

"This ensures each cup of coffee comes from perfect beans. Most other retail coffee outlets mix or blend their coffee beans so the beans—and taste—are uneven and inconsistent."

Besides serving and selling only Guará coffee brand products, the café will feature a full coffee house menu including hot and iced coffee drinks, gourmet teas, desserts, baked goods, bags of whole bean coffee and Brazilian coffee and chocolate gift packs.

The café is a wireless Internet hot spot where customers can access the Internet from their wireless laptops or through the coffee house's own bank of computers. Live weekend entertainment is planned.

"The Limoneira Mercantile is a combination of Ventura County history and modern day progress," says Edwards. "Those who visit will be able to enjoy both in one setting."

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