



COFFEE DEFENDERS

COMMUNITY OF BARISTAS THAT SPREAD
THE SUSTAINABLE COFFEE CULTURE

Coffee Defenders is a **community of baristas** and **coffee lovers** aiming **to support farmers** and spread a good coffee culture, in the name of **sustainability**.

With Coffee Defenders, La Reserva de ¡Tierra! highlights the central **role of baristas in the education and involvement** of the Coffee Community.

Benefits that allow baristas to better prepare and narrate the product to final consumer:

SCA COURSES + DIGITAL TRAINING

NEWS AND NATIVE CONTENTS ABOUT LRDT CUBA

DEDICATED IN-STORE VISIBILITY



COFFEE
DEFENDERS

FONDAZIONE
GIUSEPPE E PERICLE LAVAZZA ONLUS

