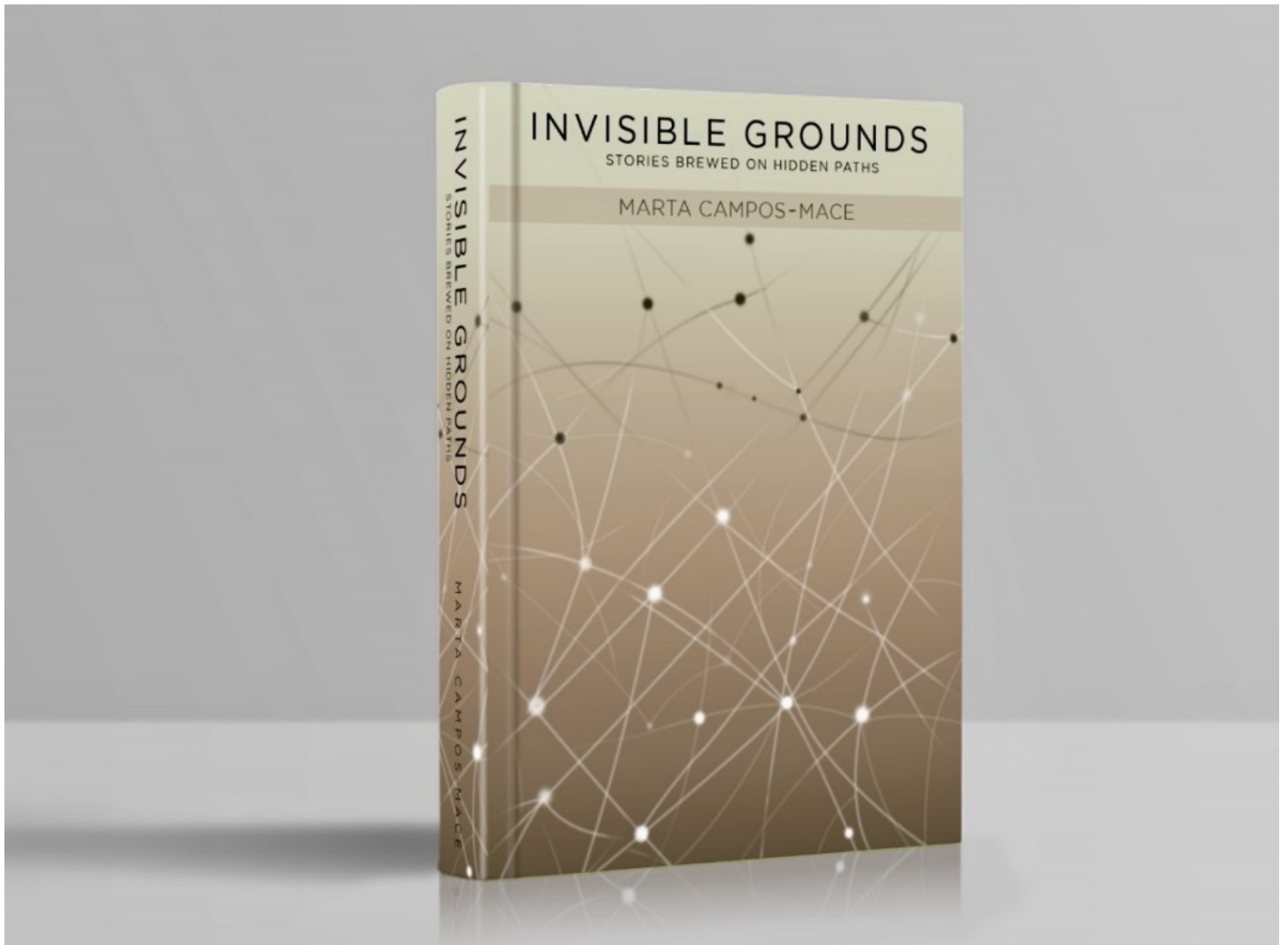


INVISIBLE GROUNDS Stories Brewed on Hidden Paths

A literary nonfiction work revealing the hidden architecture of the coffee world through narrative, memory, and narrative depth.



Houston, Texas Apr 8, 2025 ([IssueWire.com](https://www.issuewire.com)) - Marta Campos-Mace, a voice at the intersection of coffee, culture, and sustainability in the coffee industry, is proud to announce the release of her book: **Invisible Grounds, Stories Brewed on Hidden Paths**. This work captures Marta's profound experiences and insights, highlighting the transformative impact that coffee has on individuals and communities.

INVISIBLE GROUNDS

Stories Brewed on Hidden Paths

By Marta Campos-Mace

"Step beyond the surface into a world shaped by coffee—where destinies intertwine, economies rise and fall, and stories unfold."

Narrative Intent

Invisible Grounds unveils the forces that shape individuals, societies, and cultures. With literary depth and analytical precision, Marta Campos-Mace blends personal memory with the accounts of those who cultivate, trade, and transform coffee—farmers, visionaries, and unseen figures whose influence lingers beyond recognition.

Weaving a narrative essay with cultural analysis, ***Invisible Grounds*** explores the hidden currents behind labor, sustainability, gender equity, migration, and the economic structures that define the industry.

A work that challenges perspectives.

An exploration that disrupts assumptions.

This book redefines coffee as an economic force and a cultural statement.

“Some stories inform. Others immerse. This one transforms.”

Book Description

Invisible Grounds is a nonfiction work with an immersive and evocative narrative style, in which the author weaves personal memory with the stories of individuals throughout the coffee world—and the impact of their journeys within the industry. The prose is precise, refined, and of the highest literary quality, balancing introspection with an analytical exploration of a world shaped by resilience, tradition, and innovation.

Structured as an intellectual conversation with the reader, each story carries layers of meaning that transcend anecdote. Through a combination of analysis and storytelling, the book explores the intricacies of the coffee industry—from production to its global impact—using coffee as the narrative thread that reveals deep connections to economic, cultural, and environmental realities.

It provides a comprehensive perspective, offering a reading experience that is stimulating, immersive, and emotionally resonant for those eager to uncover the deeper layers of the coffee world.

The book also addresses sustainability, the complexity of global consumption models, and the critical decisions shaping the future of coffee. Seamlessly blending data, narrative, and reflection, ***Invisible Grounds*** presents a panoramic view of an industry in transformation.

Author Bio

Marta Campos-Mace is an industry voice with internationally recognized credentials and over 15 years of direct involvement at both the origin and market levels. Originally from Honduras and based in Houston since 2004, her work bridges communities, cultures, and conversations.

Marta Campos-Mace’s influence in the coffee industry goes beyond her personal journey. Through her leadership and consulting work, she has contributed to shaping sustainable coffee practices, advancing the global conversation on social responsibility, and empowering women in coffee. Her efforts have connected coffee communities around the world and have proven essential in driving economic growth and positive industry transformation.

As the founder of Yagual Coffee and Fidelia Consulting, Marta has worked with international

stakeholders and industry leaders to create lasting solutions that promote equity, environmental sustainability, and economic prosperity. She specializes in sustainability in coffee, circular economy, and sensory science, holding certifications in the coffee industry.

Her writing connects the emotional depth of lived experience with the analytical clarity that comes from years of research and fieldwork.

Book Details

- Title: **INVISIBLE GROUNDS, Stories Brewed on Hidden Paths**
- Author: Marta Campos-Mace
- Foreword: Eduardo Lombardini, PhD (University of Georgia)
- Illustrator: Eduardo Lobo (Graphic Designer - Honduras)
- Genre: Literary Nonfiction / Coffee Culture / Narrative Essays / Nature / Environmental Conservation & Protection
- Published: 2025 (Launched at CAFEXPO, entering U.S. market during SCA Expo)
- Format: Hardcover and eBook
- Hardcover: 5.5 x 8.5 inches, 229 pages
- Language: English
- ISBNs: Hardcover — 979-8-9928446-1-0 | eBook —979-8-9928446-2-7
- Library of Congress Control Number: 2025905009
- Imprint/Publisher: CamposMace Books © Marta Campos-Mace
- Available on Amazon (Hardcover and eBook formats)
- Website: www.MartaCamposMace.com/books/



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Source : Fidelia Consulting, LLC ~ CamposMace Books

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