

FILTER

EL CONJURO  
PERU

## PLUMP AND JAMMY WITH NOTES OF RED APPLE, ALMOND, MARMALADE

Back for a Third year, El Conjuro is the name of a regional blend of coffee produced by around 60 producers in Cajamarca, Northern Peru. Grown with care and expertise, this coffee is processed and dried at farm level by the producer, then blended with similar quality grades, and matching flavour profiles before being shipped to us here in Melbourne. It's the third year we've committed to purchasing from this particular group of producers. This versatile crowd pleaser impressed the team once again with it's landed quality, this year featuring slightly higher levels of acidity making it perfect for any filter method of brewing!

Along the highlands surrounding the small industrial city of Jaen, there is a hilltop that local people call Cerro Conjuro. The story says that a couple of decades ago some missionaries bought to the community two crucafixes. One of them was placed on top of the Cerro Conjuro, and the other was placed in the entrance to the community of Chotantli to protect them from plagues and other bad things. Every year in May they celebrate their faith by climbing the Cerro Conjuro, followed with eating, drinking, and dancing. The people producing coffee in this region are extremely advanced in their feild, with huge amounts of knowledge and experience spanning decades of coffee production. The Microclimates and soil in this region are perfect for growing traditional varieties like Caturra, Typica, and Bourbon - Always some of our favorites on the cupping table.

## WE BELIEVE IN HONEST COFFEE

We determined a sustainable, profitable price for the growing longevity with the producer. We've listed the Freight on Board (FOB) price we paid to our origin partner, Caravela. In addition to the FOB, we incur further costs in shipping the coffee to Melbourne, completing a quality assessment, roasting (resulting in a 15% weight loss) and packaging for retail sale. You can read more about the way we source coffee via our website.

## PRODUCER

PRODUCER	Regional Producer Group
COUNTRY	Peru
ORIGIN	Jaen, Cajamarca
FARM / COOP	

## COFFEE

VARIETIES	Caturra, Bourbon, Catimor
PROCESS	Fully Washed
ALTITUDE	1600 - 2100 masl
HARVEST	May to November
LOT SIZE	345 KGs
QUALITY SCORE	86.5
FIRST ROAST	February 26, 2024
ROAST SCALE	Light

## PURCHASING

BUYER	Courtney
ORIGIN PARTNER	Caravela
LENGTH OF RELATIONSHIP	Third year

## COMPARE THE TRADING MODELS

TRADING MODEL	SEVEN SEEDS	COMMODITY	FAIRTRADE
FARMGATE	\$7.80	Varies	Varies
FOB	\$9.70	\$6.06	\$6.26

Figures are shown in AUD/kg, at the conversion rate at time of contract. Varies due to different processing methods for each coffee, comparison isn't possible.



## THE BEST TIME TO DRINK COFFEE

We've found the best window to brew coffee is 7-14 days after the roast date. That period best represents the coffee we've sampled, sourced, quality assessed, roasted and deemed good enough for our menu.

Coffee continues to be optimal for up to 30 days after the roast date.

## V60 POUR OVER

We use a starting point ratio of 5g - 6g per 100 mLs of water. A 1-cup V60 cone will suit a standard 250mL brew. If you like a stronger coffee, explore adding an extra 2g - 3g of coffee per 100 mL of water.

Place filter paper in the cone then thoroughly rinse the filter paper with hot water. Place ground coffee in the centre of the cone and add hot water in a 1:3 ratio eg: 15 grams of coffee with 45 grams of water. Gently swirl or agitate ensuring all ground coffee is wet, then wait for your timer to hit 60 seconds. Continue adding water, topping up as it soaks through. Give it another little swirl/stir once all of the water has been poured. Wait for the last of the water to drip through into your cup. Total brew time should be between 2:30 - 3:30.

## ESPRESSO BREWING

### BREW RECIPE

Based on the size of your basket, aim for a ratio of 1:2 coffee to water, e.g., 18 grams of coffee to 36 grams of water. Adjust according to preference, up to plus/minus 1 gram. We pour a longer shot in Seven Seeds cafes using a 19g:43g ratio.

### TEMPERATURE

Aim for 94-95 degrees Celsius if your machine allows temperature adjustment.

### TIME

Your brew time should be between 26-32 seconds, give or take a few seconds.

### ADJUSTMENTS

For a stronger brew, aim for a slower brew time. Use a ratio with less water and coffee with a finer grind.

If you prefer a weaker coffee, this can be achieved with a coarser grind for faster brew time and/or a longer yield.



## FILTER BATCH BREWING

Seven Seeds Target Ratio 16.5 : 1 water to coffee.  
Approx. 100mL of water to 6 grams of coffee.