SEVEN SEEDS TRANSPARENCY REPORT

ESPRESSO

EL CONJURO



PLUMP & JAMMY WITH NOTES OF APPLE, ALMOND, MARMALADE



Along the highlands surrounding the city of Jaen, there is a hilltop that local people call Cerro Conjuro. The people producing coffee in this region are highly advanced in their field, with vast knowledge and experience. The microclimates and soil in this region are perfect for growing traditional varieties like Caturra, Typica, and Bourbon. El Conjuro is produced by around 60 producers from this region.

El Conjuro is grown with great care and expertise. The coffee is processed and dried at farm level, then separated into similar quality grades with matching flavour profiles before finally being shipped to us in Melbourne. It's the second year we've committed to this particular group of producers. In 2022 we took a punt and initially roasted the El Conjuro for our espresso menu. We were so impressed with its landed quality we flipped it to filter for its final weeks. It was no surprise when it blew the socks off our team and was an absolute crowd favourite. This year will be no different.

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. The producers receive the Farmgate price directly for his coffee as parchment. 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 Santo Tomas, Cajamarca

FARM / COOP -

COFFEE

VARIETIES Caturra, Bourbon, Catimor

PROCESS Fully Washed

ALTITUDE 1600 - 2100 masl

 HARVEST
 May - Nov

 LOT SIZE
 300 KGs

 QUALITY SCORE
 86.5

FIRST ROAST May 1 2023

PURCHASING

BUYER Courtney
ORIGIN PARTNER Caravela
LENGTH OF RELATIONSHIP Second year

COMPARE THE TRADING MODELS

TRADING MODEL	SEVEN SEEDS	COMMODITY	FAIRTRADE		
FARMGATE	\$10.74	Varies	Varies		
FOB	\$12.35	\$5.47	\$5.67		

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.



BREWING RECIPES

THE BEST TIME TO DRINK COFFEE

Fresh is sometimes, counterintuitively, too fresh. Just as fruit tastes best when it's ripened, coffee tastes best when it's settled.

We've found the best window to brew espresso roasted coffee is 10-20 days after roast or 5-25 days for filter brews. It's the sweet spot where acid mellows, sweetness shines through, and the body is at its fullest. That period is the best representation of the coffee we've sampled, sourced, quality assessed, roasted and deemed good enough for our menu.

Most importantly, coffee continues to be optimal for at least 30 days after the roast date.

V60 POUR OVER

Wet the filter paper in the cone, add 20 grams of coffee and saturate with 60 grams of filtered water off the boil.

After 30 seconds, add 140 grams of water and agitate with a spoon for one rotation.

After 60 seconds, add 150 grams of water and stir in the same motion. The total brew time should be between 2:30-3:00 minutes.

FILTER BATCH BREWING

Seven Seeds Target Ratio 16.5:1



ESPRESSO BREWING

18G BASKET	ROBUR	MYTHOS	EK	20G BASKET	ROBUR	MYTHOS	EK	21G BASKET	ROBUR	MYTHOS	EK
DOSE	19 G	19 G	18 G	DOSE	21 G	21 G	20 G	DOSE	22 G	22 G	21 G
TDS	8.5-8.9	8.5-8.9	8.5-8.9	TDS	8.5-8.9	8.5-8.9	8.5-8.9	TDS	8.5-8.9	8.5-8.9	8.5-8.9
SHOT WEIGHT	42 G	42 G	42 G	SHOT WEIGHT	48 G	48 G	48 G	SHOT WEIGHT	54 G	54 G	54 G
TIME	26-32 sec	26-32 sec	25-30 sec	TIME	28-32 sec	28-32 sec	25-30 sec	TIME	30-34 sec	30-34 sec	28-32 sec
YIELD	19-20 %	19-20 %	19-20 %	YIELD	19-20 %	19-20 %	19-20 %	YIELD	19-20 %	19-20 %	19-20 %
TEMP	95°	95°	95°	TEMP	95°	95°	95°	TEMP	95°	95°	95°