

FILTER

FAMILIA VILLATORO
GUATEMALA

SWEET & ZINGY

WITH NOTES OF YELLOW PLUM, BROWN SUGAR,
BREAKFAST JUICE



All good things come in threes, and this coffee is a testament to that. This collaboration is the cream of the crop of three of the Villatoro farms. The familiar names of Los Guayabales, Campamento Alto and La Esperanza have joined forces to create a special Seven Seeds exclusive lot. It is a sweet and zingy brew, bringing generous tropical fruit goodness.

In the coffee industry, certain words and phrases are used so often that they become almost meaningless. Terms such as fair trade and specialty are now almost the antithesis of what they once were. The goal of Seven Seeds is to continually push past these terms to move closer and closer to real transformative and sustainable prices for producers at each origin. The Viillatoro family and Seven Seeds have worked together for ten years. This multi-generational coffee family is well known internationally for their passion and commitment to producing amazing coffee. Three generations and counting, this family continues to innovate through varietal selection and processing experimentation.

WE BELIEVE IN HONEST COFFEE

We determined a sustainable, profitable price for the growing longevity with the producer. As this coffee was purchased directly from the Familia Villatoro, who also completed the milling & export, we've listed the FOB (Freight on Board) inclusive of the Farmgate price. 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 Familia Villatoro
COUNTRY Guatemala
ORIGIN Michicoy, Huehuetenango
FARM / COOP Finca Villaure

COFFEE

VARIETIES Bourbon, Caturra
PROCESS Fully Washed
ALTITUDE 1800 - 2100
HARVEST January - March
LOT SIZE 6900 KGs
QUALITY SCORE 85.56
FIRST ROAST Monday 23 October

PURCHASING

BUYER Ryan
ORIGIN PARTNER Direct
LENGTH OF RELATIONSHIP Tenth year

COMPARE THE TRADING MODELS

TRADING MODEL	SEVEN SEEDS	COMMODITY	FAIRTRADE
FARMGATE	\$12.64	Varies	Varies
FOB	\$12.64	\$5.19	\$5.39

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.

