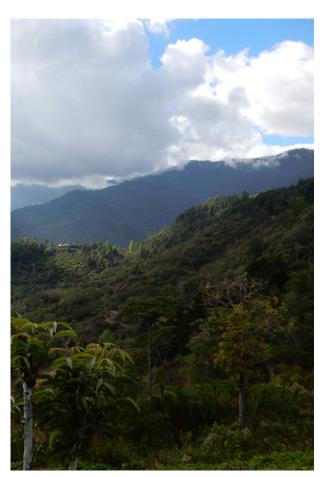
SEVEN SEEDS TRANSPARENCY REPORT

ESPRESSO





SMOOTH & SMASHABLE WITH NOTES OF JAM DONUT. CACAO, VALENCIA ORANGE



The beautiful land this coffee is from was purchased in 1963 by Don Alejandro Morales. The farm was renamed Finca Rosma in 1980 by Dr Fredy Morales in honour of his wife, Rose Mary. The Morales Family business has dedicated itself to improving not only the land on which they work but also the community in which they exist. They work and live with intention and purpose, simultaneously creating an award-winning farm while continuing to better the community around them. Ryan had several discussions with Fredy Morales Jr regarding this harvest and shared that it was enlightening and invigorating to understand what the Morales Family have achieved and what they plan for the future. This is what a direct relationship can look like.

In this 2022 harvest, Seven Seeds have taken the opportunity to showcase an array of varietals and processing techniques from the Morales family farms. Although it is always enjoyable to 'drink from the Kool-Aid of processing experimentation, it is equally satisfying to showcase a fully-washed selection from their farm. The Finca Rosma will be a most welcome addition to the espresso menu this summer with an unassuming level of complexity upfront and a crowd-pleasingly sweetly sweet finish ...

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 Morales, 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				
COUNTRY				
ORIGIN				
FARM / COOP				

Familia Morales Guatemala Michicoy, Huehuetenango Finca Rosma

COFFEE

VARIETIES	Bourbon, (
PROCESS	Fully Wasł
ALTITUDE	1660 -170
HARVEST	January -
LOT SIZE	1725 KGs
QUALITY SCORE	85.63
FIRST ROAST	Jan-23

Caturra shed)0 masl March

PURCHASING

BUYER	Ryan
ORIGIN PARTNER	Direct
LENGTH OF RELATIONSHIP	9th Year

COMPARE THE TRADING MODELS

TRADING MODEL	SEVEN SEEDS	COMMODITY	FAIRTRADE
FARMGATE	\$13.02	Varies	Varies
FOB	\$13.02	\$7.16	\$7.36

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

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, guality 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°