## SEVEN SEEDS TRANSPARENCY REPORT

## FILTER

## FRANKLIN MADRID

honduras


## INDULGENT \& TROPICAL

WITH NOTES OF TINNED PEACHES, PINEAPPLE, PANACHÉ


Franklin Madrid was born into a family of coffee producers. His farm, La Patepluma, has been managed by three generations of his family. Franklin's grandfather, Constantino Madrid, was the first to plant coffee trees in the village of El Sauce, where their family still lives and works.

This coffee has undergone a 72 -hour anaerobic fermentation, resulting in a wildly delicious cup. We're enjoying heavy tropical fruit vibes, incredible texture and an upbeat acidity. Our final release from Honduras for the season, we may have saved the best for last.

The last few years have been challenging for the Madrid family. They own and manage around 100 hectares of coffee trees, and labour shortages in the industry have impacted them severely. Franklin now represents a growing trend among producers looking to move away from larger-scale production to focus on smaller, higher-value lots and utilise processing and fermentation innovation to increase the quality of their yield.

## 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, San Vicente. Franklin Madrid receives 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 | Franklin Madrid |
| :--- | :--- |
| COUNTRY | Honduras |
| ORIGIN | El Sauce, Santa Barbara |
| FARM / COOP | La Patepluma |

## COFFEE

| VARIETIES | Pacas, Parainema |
| :--- | :--- |
| PROCESS | Anaerobic Washed |
| ALTITUDE | 1580 masl |
| HARVEST | December - May |
| LOT SIZE | 414 KGs |
| QUALITY SCORE | 87.75 |
| FIRST ROAST | 29-Jan-24 |

## PURCHASING

BUYER
ORIGIN PARTNER
LENGTH OF RELATIONSHIP

Ryan
San Vicente
4th Year

## COMPARE THE TRADING MODELS

| TRADING MODEL | SEVEN SEEDS | COMMODITY | FAIRTRADE |
| :--- | :---: | :---: | :---: |
| FARMGATE | $\$ 14.03$ | Varies | Varies |
| FOB | $\$ 17.13$ | $\$ 5.26$ | $\$ 5.46$ |

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

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 $5 \mathrm{~g}-6 \mathrm{~g}$ per 100 mLs of water. A 1-cup V60 cone will suit a standard 250 mL brew. If you like a stronger coffee, explore adding an extra $2 \mathrm{~g}-3 \mathrm{~g}$ 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. 100 mL of water to 6 grams of coffee.

