

FILTER

**HABTAMU FEKADU**  
ETHIOPIA

## SUPER COMPLEX & FRAGRANT WITH NOTES OF PEACH, LIMONATA, APRICOT



Habtamu Fekadu is a young coffee trader based out of Addis Ababa. Although hailing from a family of generational coffee producers, Habtamu spent some of his formative years working as a bank manager for the Oromia coffee cooperative. He returned to the coffee business with his grandfather in 2015 and now exports coffee from several areas within Ethiopia.

Earlier this year, our head roaster, Ryan, was lucky enough to meet Habtamu at the formidable Horizon mill and hand-select the bags of coffee to purchase.

A goal for our sourcing team this year was to find a new producer to work with to add some profile variation to our Ethiopian selections. On our quest for something new, we stumbled upon something from the past. Having not purchased a lot from Yirgacheffe since 2020, this coffee provided a welcome and refreshing change on the cupping table. Take a trip to the cupping tables of mid/late 2010s with this lot. It is an absolute pleasure to roast and drink.

## 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, Coqua. Habtamu Fekadu receives the Farmgate price directly for the 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	Worka Chelbessa local farmers
COUNTRY	Ethiopia
ORIGIN	Chelbessa, SNNPR
FARM / COOP	Chelbessa

## COFFEE

VARIETIES	74110, 74112
PROCESS	Fully Washed
ALTITUDE	2073 - 2300 masl
HARVEST	November - January
LOT SIZE	600 KGs
QUALITY SCORE	88
FIRST ROAST	4 December 2023

## PURCHASING

BUYER	Ryan
ORIGIN PARTNER	Coqua
LENGTH OF RELATIONSHIP	1st Year

## COMPARE THE TRADING MODELS

TRADING MODEL	SEVEN SEEDS	COMMODITY	FAIRTRADE
FARMGATE	\$14.45	Varies	Varies
FOB	\$14.45	\$6.48	\$6.68

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.

