

FILTER

## LA ESPERANZA SPECIAL

GUATEMALA

### REFRESHING & INDULGENT WITH NOTES OF GUAVA, PLUM, ORANGE SPRITZ



Seven Seeds has worked with the Villatoro family for the last nine years. Over that time, we have had the absolute pleasure of purchasing from three Villatoro farms, learning about and enjoying each farm's unique profiles. Of these farms, we've found the coffee from Finca la Esperanza always to have incredible clarity and balance. This coffee has mellow stonefruit tones upfront, and an aperitif-like finish, with gorgeous acidity, that is vibrant but not overwhelming.

All good things must come to an end. As we enter the void of the last few weeks of summer, we also present the last offering from the Villatoro family for the year. However we can look forward with excitement, as owner Mark Dundon will be visiting this farm in March, securing another container load, whilst also celebrating ten years of friendship and direct purchasing. Here's to another ten.

### 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 - 1950 masl
HARVEST	January - March
LOT SIZE	345 KGs
QUALITY SCORE	86.63
FIRST ROAST	February 23

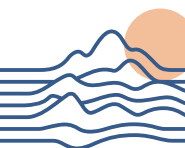
### PURCHASING

BUYER	Ryan
ORIGIN PARTNER	Direct
LENGTH OF RELATIONSHIP	9th Year

### COMPARE THE TRADING MODELS

TRADING MODEL	SEVEN SEEDS	COMMODITY	FAIRTRADE
FARMGATE	\$23.61	Varies	Varies
FOB	\$23.61	\$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, 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°

