

ESPRESSO

MUSTEFA ABALULESSA
ETHIOPIA

PUNCHY & SWEET WITH NOTES OF MANGO, APPLE PIE, HONEYCOMB



There are over two million smallholder coffee farmers in Ethiopia, but there is only one Mustefa Abalulessa. He is considered an industry pioneer and community leader in his region, where he provides coffee seeds and support to the local coffee industry. Earlier this year, our head of roasting, Ryan, was privileged enough to travel to Addis Ababa and meet Mustefa, spending the morning together as his coffee was milled. By all accounts, Mustefa lived up to expectations, proving to be an extremely friendly and chilled-out individual. It is classic Jimma coffee, bursting with big stone fruit flavours and cleansing acidity. We are over the moon to have this coffee back once again.

In 2017, a legislative change in the Ethiopian coffee industry made it easier for producers to gain export licenses, allowing them to sell more directly to customers like Seven Seeds. A somewhat radical change to the Ethiopia Coffee Exchange allowed for more vertical integration, removing market entry barriers for producers. Mustefa Abalulessa was one of the first producers to gain such a license, and after an initial meeting at origin in 2018, Seeds could purchase directly from Mustefa in 2021. Changes like these have made establishing and maintaining direct relationships with smaller coffee exporters easier, removing bureaucracy and improving pricing transparency. It is not a perfect model but is widely seen as positive progress for producers in a country where coffee is the largest exported commodity.

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. Mustefa Abalulessa 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	Mustefa Abalulessa
COUNTRY	Ethiopia
ORIGIN	Agaro, Oromia
FARM / COOP	Koye

COFFEE

VARIETIES	Mix of 74110, 74165
PROCESS	Fully Washed
ALTITUDE	2150 masl
HARVEST	October - December
LOT SIZE	12000 KGs
QUALITY SCORE	87
FIRST ROAST	13-Sep-23

PURCHASING

BUYER	Ryan
ORIGIN PARTNER	CoQua
LENGTH OF RELATIONSHIP	Third Year

COMPARE THE TRADING MODELS

TRADING MODEL	SEVEN SEEDS	COMMODITY	FAIRTRADE
FARMGATE	\$12.81	Varies	Varies
FOB	\$12.81	\$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.

