

PRIVATE AUCTION: YEMEN'S GREEN ROYALTY
2023 CATALOGUE





### ABOUT SHEBA COFFEE

**SHEBA COFFEE** was established in 2019 with a mission to support and sustain the coffee industry in Yemen by serving as a vehicle for all Yemeni coffee farmers and farming communities.

- We are committed to fostering ethical trade practices by working directly with farmers. Connecting farmers with a global network of buyers ensures fair and transparent transactions.
- Working with our processing center in Sana'a enables us to deliver socioeconomic progress to local communities.
- ◆ The SHEBA COFFEE network is comprised of more than 3000 small, family owned farms, many covering less than 100 square meters.





### **MISSION**

Provide **support to farmers** unable to access the global market, so that they receive fair pay for their quality coffee.

### **VISION**

For Yemen's coffee industry to **flourish**, be **self sustainable** and **competitive** as part of the wider global market.

### **VALUES**

#### **♦** EMPOWERING FARMERS:

We believe in empowering farmers by providing them with the **necessary tools**, **resources**, and **support** to thrive. By working with farmers directly we ensure fair prices and foster sustainable practices.



#### ◆ QUALITY:

Quality is the cornerstone of **SHEBA COFFEE**. We are committed to sourcing and delivering the **finest coffees** from Yemen.

From cultivation and harvesting to careful selection and processing, we maintain stringent quality standards at every step. Our dedication to quality ensures that our customers experience the distinctive flavours, aromas, and richness that make Yemeni coffee unique.



#### **◆** TRACEABILITY:

We prioritise traceability to provide our customers with transparency and peace of mind.

We meticulously trace the journey of our coffees from farm to cup. We ensure that our beans are ethically sourced, free from harmful practices and meet our quality standards. Our commitment allows us to share the inspiring stories behind each cup, connecting consumers with the hard work, passion, and dedication of the farmers who grow the coffee.



### ABOUT AL HAYMA

**Al-Hayma** is a high-altitude region located on the outskirts of the Governorate of Sana'a. Far from green and verdant, Al-Hayma is arid with a harsh climate, which allows for its coffee's signature **fruitiness**, with **floral** top notes and a wonderful complexity and length in the mouth.

Coffee production in **Al-Hayma** is modest in scale. Some villages' total harvests are no more than 15 tons of coffee cherries, yielding only a precious 1.5 tons of coffee beans. Size is not everything. In the right hands, **Al-Hayma coffee quality is supreme.** 

The harvest season in this remote mountainous region is always the last in Yemen, as the cherries require significantly more time to reach optimal ripeness.

### ABOUT PROCESSING

Our sourcing operation is managed by our team in the heart of Yemen's capital, Sana'a. With a dedicated team overseeing the entire process, from sourcing to transport, processing, milling, and export, we maintain complete control over the coffee production journey.





One unique aspect of our approach is that we prioritise sourcing coffee cherries rather than green beans. By procuring cherry, we can carefully select the best quality based on our deep understanding of the terroir and by analysing the brix count, giving us jurisdiction on the quality of the coffee.

Once the cherry reaches our state of the art processing centre, our team applies their extensive knowledge of fermentation, gained through hundreds of experiments. With each harvest, we refine our fermentation techniques to produce truly exceptional coffees that captivate the senses.







By sourcing cherry and applying our expertise in processing, we ensure that every step of the production process is carefully managed to yield outstanding results. This commitment to excellence is reflected in the year on year improvement in the quality of our coffees, making them a true delight for coffee enthusiasts around the world. ◆ The Relentless efforts of our team in Yemen and close collaborations with industry experts have consistently elevated the quality standards of our auctions over the years.



### ABOUT THIS YEAR'S AUCTION

We take great pride in our annual private auctions, which have been held successfully for three consecutive years.

These auctions serve as a platform for showcasing the exceptional quality of Yemeni producers.





### ABOUT GRADING

To ensure the highest standards of quality assessment, our coffees are carefully graded by renowned Q-graders. SHEBA COFFEE'S 2023 Auction lots have each been awarded a cup score of 88+ points by our external team of selected professional Q grader instructors.

SHEBA COFFEE received hundreds of lots, representing thousands of farmers located throughout Yemen. Each coffee processed at SHEBA'S processing hub was first cupped internally by the team's Quality manager. They helped to designate the cup profile of each lot and blend those with similar profiles.

Each lot is next evaluated by the team in the UK and by our external team of selected professional Q grader instructors.



### **ORITAIN**

Amidst adversity, Yemeni coffee farmers strive for success but face war and minimal support. Yemen exports more coffee than it can grow, as others profit from its name. This puts Yemeni suppliers at risk.

SHEBA COFFEE and Oritain unite to revolutionise Yemen's coffee industry. We're mapping regions, fortifying plant security and empowering farmers. Despite challenges in remote locales, our dedicated team plans to gathers 500 samples across 15 governates.



These samples journey to **Oritain's lab**, where cutting-edge isotope ratio mass spectrometry crafts a secure reference database. This database ensures **plant security**, **transparent audits**, and **swift dispute resolution**.

Our system **elevates** all **Yemeni coffee exporters**, enhancing global credibility, safeguarding farmer interests and fueling industry growth.

To delve deeper into our partnership, simply scan the QR code provided below.





# SUPPORT FOR FARMERS

- INFRASTRUCTURE DEVELOPMENT
- AGRICULTURAL SUPPORT
- WATER CONSERVATION
- COMMUNITY SUPPORT
- COLLABORATIONS WITH NGOS AND INGOS

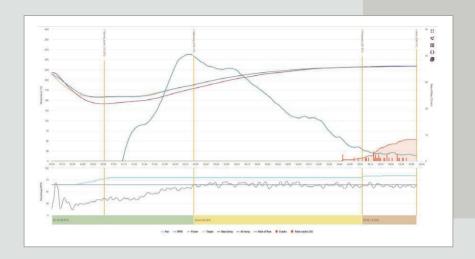
To read more about how we support the farmers, scan the QR code.



### ABOUT ROASTING

To bring out the best from our new processing methods, the **SHEBA** team have designed a new **50g** roast profiles using the ROEST sample roaster as a guide.





Although these profiles can be used to begin your journey, we'd like you to note that the profiles suggested below are merely guidelines. Due to external factors and the nature of the experimental processes, we'd suggest keeping an open mind when approaching roasting these fantastic coffees.

You can find our roast profile by scanning the QR code below:



## NATURAL LOTS

For SHEBA COFFEE'S natural lots, freshly picked ripe cherries are first placed onto the raised beds in our greenhouse for a short period to dry, removing any additional water weight.

Next, the semi-dried coffee cherries are removed from the greenhouse and placed in hermetic bags to allow for a **short fermentation period**. The cherries are removed from their bags and returned to the greenhouse's raised beds for a longer period.

This slowly dries the cherries and enhances the coffee's unique cup profile.

For the final drying session, the cherries are moved to our processing hub's raised beds for a short period to be dried under direct sunlight. The cherries are regularly turned, helping stabilise their moisture level. When a reading of 12% moisture is recorded, the dried cherries are collected and bagged, ready to be milled.

1N

Cup Score: 91.5

Sheba Code: HY/46/23/S

Name: Ahmed Abdu Ahmed Al-Salami

Crop Year: 2023

Lot Type: Single Producer

Country: Yemen Region: Al-Hayma Village: Bait Hujairah Altitude: 2200 masl

Variety: Udaini

Processing Type: Natural Drying Days: 25-30 days

Tasting Notes: Strawberry, Lime,

**Red Currant** 

Lot Size (kg): 23 Lot Size (lb): 51



Information: Ahmed Abdu Ahmed Al-Salami, a former government employee, returned to Al-Hima due to Yemen's challenging circumstances. He now cultivates exceptional coffee. At 50, he resides in Beit Al-Hujaira, Al-Hima, with his large family: six sons and seven daughters. His eldest son, Ayman, is his trusted farming partner. While Ayman excels in coffee cultivation, Ahmed's other sons, Muhammad, Mutaher, Ayman, and Abd al-Salam, provide crucial support in constructing farm structures. Ahmed's journey from government work to coffee farming in Al-Hima is a heartfelt tale of dedication and family involvement, producing some of Yemen's finest coffee.

## 2N

Cup Score: 91.5

Sheba Code: HY/47/23/S

Name: Rajeh Mohammad Rashed Al-Jaberi

Crop Year: 2023

Lot Type: Single Producer

Country: Yemen Region: Al-Hayma Village: Al-Mahjar Altitude: 2250 masl

Variety: Udaini

Processing Type: Natural Drying Days: 25-30 days

Tasting Notes: Raspberry, Apricot,

Mandarin Orange

**Lot Size (kg):** 9.3 **Lot Size (lb):** 20.5



Information: Rajeh Mohammad Rashed Al-Jaberi, a seasoned 70-year-old farmer from Mahjar, owns five farms and now focuses on coffee cultivation. His journey shifted from a government institution driver to work in Saudi Arabia due to Yemen's challenges. Upon returning, he found purpose in nurturing coffee crops on his farms in his beloved village. Rajeh resides contently in his cherished community. Remarkably, he takes care of the village mosque and serves as its dedicated muezzin, reflecting his commitment to his community and his transition from varied careers to a fulfilling life as a coffee farmer and a pillar of his village.

# 3N

Cup Score: 91

Sheba Code: HY/20/23/S

Name: Ibrahim Mohammad Mohammad Al-Jaberi

Crop Year: 2023

Lot Type: Single Producer

Country: Yemen Region: Al-Hayma Village: Al-Mahjar Altitude: 2250 masl

Variety: Udaini

Processing Type: Natural Drying Days: 25-30 days Tasting Notes: Rose, Floral,

Bergamot

**Lot Size (kg):** 17.5 **Lot Size (lb):** 39



Information: Ibrahim Mohammad Mohammad Al-Jaber's farm, located 2200 meters above sea level in Al-Mahajar village, Al-Hayma District, might not produce the largest yield, but it excels in quality. At 38, Ibrahim singlehandedly tends to his precious crop. In the past, his father. Mohammad, assisted in cultivation. Unfortunately, Mohammad's declining health prevents his active involvement, yet their partnership endures. Ibrahim seeks his father's wisdom on tree planting and crop harvesting, leveraging their shared expertise. This father-son collaboration, despite challenges, contributes to the farm's success and underscores the importance of generational knowledge in their coffee cultivation journey.

4N

Cup Score: 91

Sheba Code: HY/26/23/S

Name: Hamzah Yahya Rashed Al-Jaberi

Crop Year: 2023

Lot Type: Single Producer

Country: Yemen Region: Al-Hayma Village: Al-Mahjar Altitude: 2250 masl

Variety: Udaini

Processing Type: Natural Drying Days: 25-30 days

Tasting Notes: Red Apple, Tea Rose,

Sultana

Lot Size (kg): 24.5 Lot Size (lb): 54



Information: Following their father's passing, Hamzah Yahya Rashed Al-Jaberi, 26. and his brother Mohamed, 34, each inherited a share of their father's coffee farm. Mohamed. with his expertise, has mentored Hamzah, leading to a friendly competition in producing high-quality coffee. While Hamzah didn't participate in Sheba's 2022 auction, both brothers are finalists this year. Hamzah's farm is situated in Al-Mahajar, Al-Hima area, Sana'a governorate, where he resides with his wife and child. Besides coffee. Mohamed cultivates various crops like tomatoes and vegetables, serving as a source of income and sustenance, showcasing their dedication to agriculture and family legacy.

## 5N

Cup Score: 90

Sheba Code: HY/25/23/S

Name: Mohammed Yahya Rashed Al-Jaberi

Crop Year: 2023

Lot Type: Single Producer

Country: Yemen Region: Al-Hayma Village: Al-Mahjar Altitude: 2250 masl

Variety: Udaini

Processing Type: Natural Drying Days: 25-30 days

Tasting Notes: Dried Fruit, Peach,

Eucalyptus

Lot Size (kg): 27.7 Lot Size (lb): 61



Information: Following their father's passing, Mohammed Yahya Rashed Al-Jaberi and his brother Hamza inherited their father's coffee farm. Aged 34, Mohammed and Hamza now compete to produce top-quality coffee. With a remarkable score of 90 points, Mohammed emerged as the champion in Sheba's 2023 auction. His farm is situated in the renowned village of Al-Mahajar, Al-Hima area, Sana'a governorate. In addition to coffee, Mohammed cultivates various crops such as pumpkins, tomatoes, and potatoes, not only for income but also for sustenance, showcasing his commitment to agriculture and his status as this year's coffee champion.

## 6N

Cup Score: 89.5

Sheba Code: HY/23/23/S

Name: Abdulelah Mohammed Rashed Al-Jaberi

Crop Year: 2023

Lot Type: Single Producer

Country: Yemen Region: Al-Hayma Village: Al-Mahjar Altitude: 2250 masl

Variety: Udaini

Processing Type: Natural Drying Days: 25-30 days Tasting Notes: Mango, Cola,

Black Tea

**Lot Size (kg):** 13.15 **Lot Size (lb):** 29



Information: Abdulelah Mohammed Rashed Al-Jaberi, at 60 years old, is a staunch traditionalist. He diligently tends to his farm using techniques passed down from his father, even plowing the land with strict adherence to tradition. With the assistance of his children Ahmed, Hassan, and Jabr, along with his grandchildren, Abdulelah aims to preserve these time-honored practices for generations. Located in Al-Mahajar, Al-Hima area, he is known for his practical farming approach. Apart from coffee, he cultivates various fruits and vegetables for both sale and consumption. Tomatoes, in particular, are a vital secondary crop, providing the Al-Jaberi family with additional income and a bountiful harvest.

# 7N

**Cup Score:** 88.25

Sheba Code: HY/38/23/S

Name: Salami Ali Ahsen Al-Salami

Crop Year: 2023

Lot Type: Single Producer

Country: Yemen Region: Al-Hayma Village: Bait Hujairah Altitude: 2200 masl

Variety: Udaini

Processing Type: Natural Drying Days: 25-30 days

Tasting Notes: Raspberry, Plum,

Black Cherry

**Lot Size (kg):** 17 **Lot Size (lb):** 37.5



Information: Salami Ali Ahsen Al-Salami, a 50-year-old farmer from Al-Mahjar village, proudly fathers four sons. Salim, Adel, Muhammad, and Yunus, following family tradition, are dedicated partners in their fields, contributing to the production of some of Yemen's finest coffee. Salim wears another hat as a teacher at the village school, demonstrating his multifaceted abilities alongside their commitment to coffee cultivation. Salami himself is a skilled house builder, showcasing his diverse talents as he continues to excel in both agriculture and construction, making him a pillar of his community and a symbol of hard work and dedication.

## **8N**

**Cup Score:** 88.25

Sheba Code: HY/41/23/S

Name: Naji Hussain Ahsen Al-Jaberi

Crop Year: 2023

Lot Type: Single Producer

Country: Yemen Region: Al-Hayma Village: Al-Mahjar Altitude: 2250 masl

Variety: Udaini

**Processing Type:** Natural **Drying Days:** 25-30 days

Tasting Notes: Maple Syrup, Dried Dates,

Sultana

Lot Size (kg): 120.7 Lot Size (lb): 266



Information: Former military officer Naji Hussain Ahsen Al-Jaberi, left to care for his three younger brothers after their father's passing, joined the Yemeni military, climbing the ranks until the 2011 revolution disrupted his career. With the government's collapse, he returned to his village, renting land in Al-Mahjar, Al Hayma, for coffee cultivation. Despite owning no land, Naji specializes in high-quality coffee, providing financial stability for his family of seven. Coffee farming has transformed their lives, offering a secure annual income and an escape from political turmoil, allowing Naji to continue contributing to his country's well-being.

# 9N

**Cup Score:** 88.25

Sheba Code: HY/48/23/S

Name: Hassan Abdulelah Mohammed aljabri

Crop Year: 2023

Lot Type: Single Producer

Country: Yemen Region: Al-Hayma Village: Al-Mahjar Altitude: 2250 masl

Variety: Udaini

Processing Type: Natural Drying Days: 25-30 days

Tasting Notes: Molasses Syrup, Black Tea,

Stewed fruit

**Lot Size (kg):** 18.5 **Lot Size (lb):** 41



Information: Hassan, a 25-year-old farmer in Al-Hayma, Sana'a governorate, embraced family life at 20, becoming a father to two daughters. He inherited coffee cultivation expertise from his respected father, Abdulelah Mohammed Rashed Al-Jaberi, a revered figure in the region. They jointly own farms and participate in this year's auction. Besides farming, Hassan is devoted to higher education, pursuing his dream of becoming an accountant at the university, showcasing his commitment to both family traditions and personal growth.

## 10N

Cup Score: 88

**Sheba Code:** HY/01/23/S **Name:** Collective Al-Mahjar

Crop Year: 2023

**Lot Type:** Collective Lot

Country: Yemen Region: Al-Hayma Village: Al-Mahjar Altitude: 2250 masl

Variety: Udaini

**Processing Type:** Natural **Drying Days:** 25-30 days

Tasting Notes: Peach, Apricot,

Caramel

Lot Size (kg): 24 Lot Size (lb): 53



Information: Al-Mahjar, situated in Al-Hayma's Mikhlaf Al-Rub area, boasts highaltitude mountains above the clouds. In this lot, producers who couldn't yield enough coffee for individual lots have formed a collective, each contributing only a few kilos from their gardens. Sheba's Yemeni team meticulously cup-tested every sample, regardless of size, to craft this high-scoring lot with a perfect balance. Producers in the region rely on multiple crops like pumpkins, peaches, melons, and legumes for income. Both towns are abundant with Cordia myxa, a native plum tree, which provides shade for coffee trees, allowing farmers to maximize their coffee cultivation

## 11N

Cup Score: 88

Sheba Code: HY/34/23/S

Name: Naji Ahmed Ahsen Al-Salami

Crop Year: 2023

Lot Type: Single Producer

Country: Yemen Region: Al-Hayma Village: Bait Hujairah Altitude: 2200 masl

Variety: Udaini

Processing Type: Natural Drying Days: 25-30 days

Tasting Notes: Dried Fruit, Mandarin Orange,

**Brown Spice** 

Lot Size (kg): 15.6 Lot Size (lb): 34.5



Information: Naji Ahmed Ahsan Al-Salami, who owns 5 farms, primarily focuses on coffee cultivation despite also growing various vegetables and legumes. Situated in Bait Hujairah, Al Hayma region, Naji acquired cultivation skills from his late father, renowned coffee producer Ahmed Ahsan. At 57, Naji continues his father's legacy, passing down these time-honored traditions to his six sons—Bashar, Ahmad, Ghamdan, Muhammad, Qaid, and Uday—all actively involved in their family's farms, preserving their coffee heritage for future generations.

## 12N

**Cup Score:** 87.75

Sheba Code: HY/40/23/S

Name: Mutaher Abdu Ahmed Al-Salami

Crop Year: 2023

Lot Type: Single Producer

Country: Yemen Region: Al-Hayma Village: Bait Hujairah Altitude: 2200 masl

Variety: Udaini

Processing Type: Natural Drying Days: 25-30 days

Tasting Notes: Black Tea, Raspberry,

**Dried Dates** 

Lot Size (kg): 71 Lot Size (lb): 157



Information: In Al-Haima, Mutaher Abdu Ahmed Al-Salami is celebrated as the top coffee harvester, renowned for his exceptional coffee farming skills at 45. As a devoted father to three sons and nine daughters, he works alongside his sons Majed, Abdul Rahman, and Mohammed on the family farms. Mutaher also shares his expertise as a biology teacher at the local school and has constructed three water barriers over time, showcasing his unwavering determination. His proficiency as a builder and efficient management of extensive farmlands have earned him immense respect in the village, solidifying his reputation as a respected figure in the community.

### EXPERIMENTAL LOTS

For SHEBA COFFEES experimental lots, producers hailing from Wadi Bait-Hujairah and Al Mahjar who do not produce enough coffee to create a single producer lot have been combined into a collective, most contributing no more than a few kilos from their gardens. SHEBA'S team in Yemen cup through each sample received, no matter the size, making sure to create the perfect balance in the cup. This larger lot has then been split to be used in this year's experimental processing, with the top lots selected for this year's auction.

Situated at 2200 meters above sea level, producers in the Mikhlaf Al-Rub' area are blessed by high altitudes and fertile soils. Both towns are located with Mikhlaf Al-Rub' and are known for their high-quality coffee production. Producers in the region depend on several crops for their income, including pumpkins, peaches, melons and various legumes. Both towns are also widely covered with Cordia myxa, a plum tree native to the region. Farmers in the region take full advantage of these trees, using their shade to benefit their coffee trees

1E

**Cup Score:** 90.25

Sheba Code: HY/45/23/RBCSC

Name: Collective Al Mahjar & Bait Hujairah

Crop Year: 2023

**Lot Type:** Collective Lot

**Country:** Yemen **Region:** Al-Hayma **Altitude:** 2200 masl

Variety: Udaini

Processing Type: Red Ice Dried Anaerobic Natural

Drying Days: 40-45 days

Tasting Notes: Blueberry, Raspberry,

Violet

**Lot Size (kg):** 8.5 **Lot Size (lb):** 18.5







# 2E

Cup Score: 89.5

Sheba Code: HY/45/23/CS

Name: Collective Al Mahjar & Bait Hujairah

Crop Year: 2023

**Lot Type:** Collective Lot

Country: Yemen Region: Al-Hayma Altitude: 2200 masl

Variety: Udaini

Processing Type: Ice Anaerobic Natural

**Drying Days:** 35-40 days

Tasting Notes: Cola, Black Currant,

Grapefruit

Lot Size (kg): 11.8 Lot Size (lb): 26



# 3E

Cup Score: 89

Sheba Code: HY/45/23/N-3/N-4

Name: Collective Al Mahjar & Bait Hujairah

Crop Year: 2023

Lot Type: Collective Lot

Country: Yemen Region: Al-Hayma Altitude: 2200 masl

Variety: Udaini

Processing Type: Natural Drying Days: 30-35 days

**Tasting Notes:** Tropical Fruit, Cranberry,

Raspberry

Lot Size (kg): 90 Lot Size (lb): 198



4E

Cup Score: 89

Sheba Code: HY/45/23/RBC

Name: Collective Al Mahjar & Bait Hujairah

Crop Year: 2023

**Lot Type:** Collective Lot

Country: Yemen Region: Al-Hayma Altitude: 2200 masl

Variety: Udaini

Processing Type: Red Ice Anaerobic Natural

**Drying Days:** 30-35 days

**Tasting Notes:** Stone Fruit, Black Tea,

Floral

**Lot Size (kg):** 11.8 **Lot Size (lb):** 26





# 5E

**Cup Score:** 88.5

Sheba Code: HY/45/23/RBKS

Name: Collective Al Mahjar & Bait Hujairah

Crop Year: 2023

Lot Type: Collective Lot

Country: Yemen Region: Al-Hayma Altitude: 2200 masl

Variety: Udaini

Processing Type: Red Anaerobic Natural

Drying Days: 40-45 days

Tasting Notes: Dried Fruit, Maple Syrup,

Lemon

**Lot Size (kg):** 11 **Lot Size (lb):** 24.5



## 6E

**Cup Score:** 88.5

Sheba Code: HY/45/23/SS

Name: Collective Al Mahjar & Bait Hujairah

Crop Year: 2023

**Lot Type:** Collective Lot

**Country:** Yemen **Region:** Al-Hayma **Altitude:** 2200 masl

Variety: Udaini

Processing Type: Anaerobic Natural

**Drying Days:** 40-45 days

Tasting Notes: Floral, Nectarine,

Violet

**Lot Size (kg):** 11 **Lot Size (lb):** 24.5



# 7E

**Cup Score:** 88.25

Sheba Code: HY/45/23/RBK-CSCS

Name: Collective Al Mahjar & Bait Hujairah

Crop Year: 2023

Lot Type: Collective Lot

Country: Yemen Region: Al-Hayma Altitude: 2200 masl

Variety: Udaini

Processing Type: Ammonium Red

Anaerobic Natural

**Drying Days:** 45-50 days

Tasting Notes: Mandarin Orange,

Dried Fruit, Coriander Seeds

Lot Size (kg): 10.2 Lot Size (lb): 22.5



# 8E

Cup Score: 88

**Sheba Code:** HY/45/23/N-2

Name: Collective Al Mahjar & Bait Hujairah

Crop Year: 2023

**Lot Type:** Collective Lot

Country: Yemen Region: Al-Hayma Altitude: 2200 masl

Variety: Udaini

**Processing Type:** Natural **Drying Days:** 30-35 days

Tasting Notes: Grapefruit, Mandarin Orange,

Cardamom Caraway

Lot Size (kg): 45 Lot Size (lb): 99







# 9E

**Cup Score:** 87.5

Sheba Code: HY/45/23/RBKC-1

Name: Collective Al Mahjar & Bait Hujairah

Crop Year: 2023

**Lot Type:** Collective Lot

Country: Yemen Region: Al-Hayma Altitude: 2200 masl

Variety: Udaini

Processing Type: Aluminium Red

Anaerobic Natural

**Drying Days:** 35-40 days

Tasting Notes: Dark fruits, Blackberry,

Chocolate

Lot Size (kg): 12.7 Lot Size (lb): 28

