

# GUSTO

Our signature organic blend for those who live with gusto. Versatile and full-bodied with milk chocolate, honey and berry notes, this exquisite coffee is infused with a zest for life. No matter how you brew it, it will rev up your day.



## Facts

|                   |                               |
|-------------------|-------------------------------|
| Origin            | Peru, Ethiopia                |
| Region            | Cajamarca, Guji               |
| District, Farm    | Huabál, Dimtu Tero, Suke Quto |
| Processing method | Washed, Natural               |
| Variety           | Various                       |
| Certificate       | Organic                       |

## Recipe

|                       |  |
|-----------------------|--|
| <b>Espresso</b>       |  |
| Dose                  | 19,5 grams   |
| Extraction time       | 27 seconds   |
| Shot weight           | 40-42 grams  |
| <b>Filter</b>         |  |
| Dose                  | 15 grams   |
| Water                 | 250 grams at 96 degrees  |
| Procedure             | 30 seconds bloom with 50 grams of water, fill up with water to 250 grams |
| Total extraction time | 2.30 minutes   |



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# The story

The Gusto is organic and consists of only 86+ scoring coffees, currently one Peruvian and two Ethiopians. The combination of those three create a funky, sweet yet acidic cup.

## Huabál, Peru

This coffee comes from two Peruvian communities in the Huabál district: El Huaco and La Huaca. Huabál is located in the Cajamarca region, that is becoming more and more popular because of its outstanding qualities and mouthwatering flavour profiles. The Cup of Excellence has contributed to its fame, as the district is home to several finalists of the competition.

During the Roya (coffee rust) plague in 2012/2013, many farmers in Huabál lost significant parts of their coffee harvest. Luckily, many of them also had other sources of income and therefore they weren't forced to leave their land. Whereas the Peruvian government started promoting resistant cultivars, most farmers in Huabál continued working with trees from traditional varieties that survived the Roya. Therefore, these varieties have become quite strong. Also, they deliver a much more delicious cup than the Roya resistant ones. Huabál has just started its journey to excellence and we're very pleased that, together with our importing partner, we can work together with those dedicated producers from the El Huaco and La Huaca communities. By buying this coffee, we support the farmers so that they can work on improving the infrastructure, drying capacity and storage conditions. It gives them the motivation and inspiration to produce even higher quality coffee in the future and we're looking forward to be part of their journey.



## Dimtu Tero, Ethiopia

Gusto currently consists of two Ethiopian coffees, a washed coffee from Suke Quto and a natural from Dimtu Tero.

Dimtu Tero is located in the Tero farmers Village in the Odo Shakisso district, in the Guji Zone and known for producing consistently high quality coffees. Getachew Zeleke, founder of the Dimtu farm, strives to become the leader in quality, traceability and sustainability in the Guji zone. To reach this goal, Getachew works closely together with 136 small-scale coffee farmers in the area, who all strive for the same goals. He rewards the smallholders with premiums on top of the regular cherry price, gives them interest-free loans, imported coffee seedlings, processing equipment and training. All these farmers make sure their coffee production practices are conducted in an organic, socially responsible and environmentally friendly manner. Through innovative ways, Getachew constantly works on improving the quality of his coffee. The shade nets he installed on his farm for example, help to slowly dry the cherries, which stimulates developing more flavour. And that can definitely be tasted in the cup!



## Suke Quto, Ethiopia

This coffee comes from the Suke Quto farm in the Guji zone of South Eastern Ethiopia, founded in 2005 by Tesfaye. After a large fire destroyed part of the surrounding area, locals started to grow teff (an annual grass) and corn on their lands. This made the ground barren which is why Tesfaye came up with the idea of planting coffee and shade tree seedlings. Over 150 'out-growers' are now replanting the forest, bringing organic coffee to the Suke Quto farm for processing. Tesfaye has been selling his coffee to our importing partner Trabocca since 2009. Trabocca rewards good harvests by paying Suko Quto's organic certification and by implementing Operation Cherry Red at the farm. OCR stimulates farmers to only pick the ripest cherries. This produces a higher quality coffee and farmers can ask a higher price for their efforts - which guarantees a better future for both the environment and the farmers. By buying this coffee, we also support the initiative. By purchasing it, so will you.

In 2017, we began to invest in another joint project of Tesfaye and Trabocca: the building of a school in the Kumure village, where Suke Quto is located. The livelihoods of many people who work at the farm rely on the coffee production. In turn, the future of this wonderful coffee lies with them. The school will enable their children to go to a safe, fully-equipped school. And by buying this coffee, you also donate to the school project. After several challenges, Tesfaye officially handed over the school to the community in October 2018. The story continues: Tesfaye has a long-term vision, aiming to give each and every child the opportunity to go to school. He therefore already has plans for a second school building. Finally, we are proud that Tesfaye has visited our roastery and café in the Netherlands - twice! And that we've built such a great relationship with him.



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