

ECOFFEE TRACEABILITY SHEET

Updated: 30 April 2024

Updated by: Andrea Otte, Head of Coffee

NAME:	Market Blend		
COFFEE RELEASE PERIOD:	Spring/Summer 2024		
RECOMMENDED USE:	Espresso (primary), Filter		
CIN7 SKU CODES:	MARKET-1KG, MARKET-200G, MARKET-3KG		
COUNTRY OF ORIGIN:	Honduras	Rwanda	
IMPORT DETAILS:	DR Wakefield	Covoya	
RATIOS/RECIPE:	55%	45%	
REGION:	Marcala	Muhanga	
PRODUCER(S):	COMSA Women’s Association	Sholi Cooperative Women’s Association	
PROCESS:	Washed	Washed	
CERTIFICATION(S):	Organic, Women’s	Organic, Women’s	
WHOLESALE LIST PRICES:			
RECOMMENDED RETAIL PRICES:			
TASTING NOTES:	Red Apple	Honeycomb	Milk Chocolate
FLAVOUR TEXT:	Flavours of honeycomb and red apple combine with a zip of lemon and the sweetness of milk chocolate to create a well balanced and moreish espresso, great in milk or on its own.		
MAIN BODY OF TEXT:	<p>Product Page Paragraph:</p> <p>The Market Blend has been our signature espresso blend since we first opened our doors and began roasting in 2010. This organic blend is built around coffees from producers with whom we hold active partnerships, showcasing high quality, in-season coffees with a clear and traceable provenance. We craft the Market Blend to highlight lively flavour notes; noticeable hints of fruit whilst retaining overall balance and high sweetness for a delicious and lip-smacking espresso.</p> <p>Main Text:</p>		

	<p>The Market Blend has been our signature espresso blend since we first began roasting back in 2010. The blend is built to showcase high quality, in-season coffees with a clear and traceable provenance, from our key producer relationships. For Market, we look to bring more lively flavours to the forefront whilst retaining overall balance for a delicious and lip-smacking espresso.</p> <p>Our base component in Market this season comes from the women's association of COMSA, a cooperative in Marcala, Honduras whose collective focus on regenerative organic farming and high quality was the reason we began working with them this year. COMSA have been leaders in sustainable farming practices for over a decade, with extensive training programs both on-farm and at their internationally renowned education centre. The combination of environmental protection and state-of-the-art processing facilities guarantees a clean, consistent flavour profile which provides much of the sweetness in the blend. The second component comes from our partnership with the Sholi Cooperative, a group of around 700 farmers located in central Rwanda. This lot was grown by the coop's women's association who raise coffee on a collective plot of land and share all proceeds from the harvest equally. Both coffees are processed in the washed style and certified organic with a premium paid for their exceptional quality.</p>
BREW GUIDE:	<p>For Market Blend, we recommend a recipe of 18g ground coffee, extracted over 28-32 seconds, to produce 38-40g of espresso. Keep in mind that different styles of espresso machines and portafilter baskets may require changes to your recipe.</p>