



Newsletter

November 2010

In this newsletter....

Find out more about Ethiopian coffees, try out Moka's Ethiopian roasts, stock up on freshly roasted coffees for the holiday season, take note of our special on coffee machines and remember that Moka's quality coffees and special blends make excellent gifts during the gifting season! Make yourself a cup of coffee and enjoy the read!

Get clued up on Ethiopian coffee

The coffee plant - *Coffea Arabica* – originally comes from Ethiopia. Officially known as the Federal Democratic Republic of Ethiopia, this country has some 85 million inhabitants and 80 ethnic groups. Ethiopia produces most of Africa's coffee and honey, and also has the biggest number of livestock on the continent. The Ethiopian wolf, or red jackal, is almost extinct, but is still protected in this fascinating country which is home to 7 populations or some 550 adult wolves.

With optimal soil types and climate, and the perfect altitude above sea level, Ethiopia is ideal for the production of coffee. What's more, their ancient culture and spiritual relationship with coffee is also added to the way they produce coffee. Ethiopian farmers are coffee drinkers. They prepare coffee two or three times per day and also at cultural events such as weddings and funerals. Ethiopians consume 57% of the coffee they produce – more than any other coffee producing country. Small-scale coffee-drinking farmers in Ethiopia produce about 90% of the country's coffee as their cash crop. Their naturally evolved organic methods are adopted from previous generations. It is therefore generally accepted that up to 95% of Ethiopian coffees are organic.

Farming methods can be summarised as follows:

- **Wild coffee**, also known as forest coffee, comes from the mountain rain forests where they are self-sown in the middle tier of the forest between the brushy ground cover and taller trees. These high-yield, top-quality coffees comprise some 10% of the total of Ethiopia's coffee.
- **Semi-forest coffee** comes from cleared forest soil also used for other crops. Selected coffee trees are pruned to ensure optimal balance between sun and shade. This method produces another 35% of Ethiopia's coffee.
- **Garden coffee** is planted in low densities near the farmer's residence together with other crops and is fertilised organically. This contributes another 35% of Ethiopian coffee.
- **Plantation coffee** is produced by state-owned plantations as well as small-holder farms where modern farming methods are practiced. These state-owned plantations use chemical fertilisers and herbicides, but they are now being privatised and the new owners are switching to organic methods of farming. These plantations (5%) and small-holdings (15%) account for the other 20% of Ethiopian coffee production.

Try Moka's Ethiopian coffees

We presently stock the following Ethiopian coffees:

- **Limu Organic** is mostly wet-processed (see www.mokacoffeeroasters.co.za for details) and has good acidity with body, spicy undertones and hints of nuts, chocolates and berries. *Try it on its own or blended with Brazil Santos dark roast for a balanced*

finish.

- **Harrar** from Ethiopia's eastern highlands is mostly dry-processed and regarded as one of the world's oldest and most traditional coffees. It has medium acidity and full body mocha flavour with nuances of spice, wine and fruit. *Try it on its own or as one of our espresso blends.*
- **Yirgacheffe** is mostly wet-processed and known for its citrus-like tart taste and intense sweet floral aroma. This uniqueness is balanced with a rich body making it the coffee of choice for discerning coffee lovers all over the world who are prepared to pay a premium for this speciality coffee. *Try it on its own or blended with dark-roasted Brazil Santos to soften the tart taste.*

Price adjustments

During the year our suppliers increased the prices of their raw coffee beans on three occasions.

Fortunately we had enough supplies to ignore the first two price increases. However, we had to increase some of our coffees with around 7.5% from 1 November 2010.

Coffee machines and quality coffee for the gifting season

We currently have a special on top quality Sprada Filter coffee machines at R1900 (VAT incl.), marked down from R2395. This machine not only grinds your coffee freshly, but also brews your coffee into a flask which keeps your coffee warm. So if you need to upgrade your existing machine or want to surprise someone special with a coffee maker, contact us. There are limited supplies, and the special is only until just before Christmas or as long as stocks last. Our freshly roasted pouches of quality coffee also make ideal gifts.

Ask us for more information or visit us

Please contact us to visit our roasting room to taste new coffees, to request special blends and to buy quality coffees and/or coffee machines. Please note that we are closed from 13 December and that we re-open on 10 January 2011.

To all Moka's coffee-loving clients, friends and supporters, thank you for your support! We wish you a blessed Christmas, a wonderful holiday and meaningful 2011. We look forward to seeing you again next year.

Aan al Moka se koffieliefhebbende kliente, vriende en ondersteuners, baie dankie vir jul steun. Ons wens julle n Geseende Kersfees, wonderlike vakansie en n sinvolle 2011 toe. Ons sien uit daarna om julle weer volgende jaar te sien.

Coffee greetings/Koffiegroete,

Theunis Delpont