

# ETHIOPIA

## TIKUR ANBESSA

<b>DIRECT TRADE PARTNER</b> METAD Aman Adinew   Michael Adinew	<b>ELEVATION</b> 1850-2000 m
<b>REGION</b> Gedeb, Gedeo Zone	<b>HARVEST</b> December 2018–February 2019
<b>CULTIVAR</b> Ethiopian Heirlooms	<b>LOOK FOR</b> Pomegranate, Clementine, Hibiscus



### The mother of all coffee

First things first: you can search the world over and you'll never find a place with more raw potential or tantalizing, sublimely flavorful coffees than Ethiopia. The quality coffee game has been rigged from the start: there's Ethiopia and then there's everyone else. This is where coffee was born, and it is home to both a treasure chest of genetic diversity plus the planet's most ancient and profound coffee culture. Every coffee we buy from Latin America, Asia or East Africa is a descendant of Ethiopian coffees, brought there in colonial times, planted for commercial purposes and propagated from a surprisingly small genetic base of a few coffee types. In the western and southern highlands of the country formerly known as Abyssinia coffee grows in the wild, a native tree perfectly adapted to its surroundings that produces tastes so elegant and delicious they leave us grinning from ear to ear.

### A place like no other

Ethiopians have long recognized the value of their own coffees. This is the only country on the planet that consumes nearly half the coffee it produces. Perhaps one out of five Ethiopians is a home roaster, and every block in every neighborhood is filled with trained baristas who have passed down knowledge of coffee preparation from generation to generation. Even in the most remote villages the dirt roads are lined with tiny coffee shops roasting coffee to order and preparing it by hand for anyone who walks in seeking a cup. People there drink coffee in the morning, in the afternoon, and at night. It is ubiquitous in the culture and completely inseparable from the fabric of social life. Most of the consuming world, and nearly every coffee producing country on earth has only recently gotten tuned in to how much of a culinary delight coffee can be, and how big a difference careful preparation makes. In Ethiopia they've celebrated this basic fact for well over a thousand years.

### A mosaic of flavor

Another fun fact not appreciated by most coffee lovers: the majority of what we drink is effectively a product of monoculture, a narrow and compressed band of taste attributes. Most coffees from Colombia, Brazil, Guatemala, or Honduras are minor variations on a theme, a common bassline with a range of distinct and appealing melodies. Ethiopian coffee is a symphony. The combination of genetic diversity, healthy and highly differentiated soils, a broad spectrum of

maturity in the trees and the sheer multitude of farmers who aggregate their coffees to produce a single lot results in coffees with extraordinary range of nuance and flavor. Tikur Anbessa is a result of the collective efforts of hundreds of individual farmers living in the neighboring communities of Buku and Benti Nenqa, each of who brings cherries to a central location for pulping and processing. These farms do not look like the farms you'll see in other countries. No two look alike. The trees are often crooked and shaggy. And the scale is micro—it makes more sense to talk about them as garden plots than as farms. Much like traditional gardens, the coffee often coexists with fruits and vegetables on a small parcel of land adjacent to the family home. The basic diversity of the coffee production landscape here is a key factor contributing to the fascinating complexity found in a cup of Ethiopian coffee.

Enter METAD—Aman Adinew and his family business, METAD, set out almost 10 years ago with a plan to produce coffees using the kind of meticulous, detailed approach in post-harvest care that countries in Latin America have pioneered in an effort to make coffees that take full advantage of all of Ethiopia's natural gifts. Their washing station sites are immaculate, and every step of the process from cherry separation to washing, fermentation and drying is managed with exceptional rigor. The coffees they are producing are breathtakingly beautiful and easy to fall in love with. They are betting on quality and have motivated thousands of local growers to join them. Together they are reshaping the future, leading the charge to demonstrate that the right kind of effort combined with a long-term vision, collaborative spirit and an open-hearted commitment to transparency is the recipe for real change. This is Tikur Anbessa (Tey-koor Ahn-bess-ah), the Black Lion of Ethiopia, here to remind the rest of the world that Ethiopia is still the baddest coffee country this planet has ever known.

Geoff Watts  
Vice President of Coffee &  
Green Coffee Buyer for Ethiopia

