COFFEE INNOVATION
Seniman Coffee - Coffee Flavor Wheel App and Aroma Kit

Training Farmers in Coffee Sensory Supports Higher Quality Production
Understanding the SCA flavor wheel and coffee quality vocabulary for farmers means that it is difficult for buyers (roasters, importers, traders etc.) to effectively communicate to farmers what qualities they are looking for in a coffee and what can be improved. Giving farmers and people in coffee producing countries this vocabulary allows them to describe their coffees themselves, in terms of flavors that local customers understand, rather than following international standards for the Western consumer.

Seniman Coffee, with its head office in Ubud, Bali, continues to focus on its business of processing, roasting and brewing coffee with the aim of delivering high-quality, specialty coffee originating from Bali to customers from around the world.

Quality and Consistency
Localizing the coffee flavour wheel for flavor references and words relevant to bahasa Indonesia, and training people to use this local flavor wheel with an app and aroma kit.

COST-BENEFIT ANALYSIS

<table>
<thead>
<tr>
<th>COSTS</th>
<th>EFFECTS ON REVENUE</th>
<th>EFFECTS ON YIELD</th>
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<tbody>
<tr>
<td>50,000 - 100,00 EUR</td>
<td>TO BE DETERMINED</td>
<td>NONE ANTICIPATED</td>
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STAFFING REQUIREMENTS
Q GRADER, TECHNICAL SPECIALIST IN PERFUME MAKING OR SIMILAR, AND APP DEVELOPERS (INCLUDING UI/UX DESIGNERS)

MATERIALS & EQUIPMENT
- AROMATIC KIT
  - ESSENTIAL OILS
  - CARRIER OILS
  - PIPETTES
  - BEAKER GLASS
  - 5 ML BOTTLES AND CAP
- SENSORY LEXICON
- INGREDIENTS
- CUPS & LIDS
- CUTTING BOARD & KNIFE
- APP
- SERVER
- UI/UX MOCKUP APP
- DEV APP

COVID-19 travel restrictions made it difficult to travel to meet Q graders and to have them review and give us feedback on the products in person.

LESSONS LEARNED

CHALLENGES
- Choosing the right creative team is crucial for success in short timeframe
- Get frequent feedback from users
RESULTS

As a result of Seniman's trial,

- **7,000** downloads of the first coffee flavor wheel redesigned with Indonesian flavor references and in Bahasa Indonesia

- **36** unique aroma references

- **1,000,000** smallholder farmers

1 million smallholder farmers in Indonesia could learn the quality characteristics of their coffee in bahasa Indonesia
MAKE A FLAVOR WHEEL
This can be in any language that will be useful to your intended audience, use any flavors that are available locally (fresh fruit, vegetables, herbs etc. or shelf stable items that are widely available, e.g. candies from minimarts). It is easiest if your flavor wheel broadly corresponds to the SCA flavor wheel, although you may have more or fewer of different kinds of flavors.

BRAINSTORM FLAVOR REFERENCES
Imagine how users can actually smell and/or taste the flavor references in your flavor wheel, separated from other flavors as much as possible. If you have to use actual fruits, veggies, spices, etc, consider these things: Are they easily available in your target market’s region? Are they expensive? If it’s a fresh produce with many varieties (say, in Indonesia, we have different types of bananas), which variety should they look for, and how ripe? How do they eat/smell them? Sometimes, it’s obvious, especially if it has a strong fragrance. Other times, you might have to crush it and put it in a cup. Or you have to remove the skin since it gives an different taste, etc.

TEST FLAVOR REFERENCES
Test the sensory references with a focus group to make sure it is easy to understand the references. Make it as simple and easy as possible for your target market.
IMPLEMENTATION PAGE 2
HOW TO MAKE YOUR OWN AROMATIC KIT

Make the aromatic kit after you understand the smell profile of your references; after creation of the sensory lexicon.

1. FIND VENDORS
Find essential oil vendors in your area, then try all of their aromas. Be generous with your time because the smell of pure essential oil sometimes is radically different than what you expect.

2. CREATE CATEGORIES THAT CORRESPOND TO YOUR FLAVOR WHEEL
Our categories were: sweet, floral, woody, and earthy. Categorize them to help you with blending.

3. USE CARRIER OIL
Having a 5ml essential oil is pretty overpowering and expensive, so you can dilute it with carrier oil. Try different carrier oil for every aroma as they may produce slightly different results.

4. BLENDING
Now, blending requires some expertise. So it will be great if you have a perfume maker or someone with knowledge of aroma blending as your consultant. Be experimental and creative in trying different blends. At the same time, keep in mind that you want to cover aromas evenly from the various categories in your flavor wheel.

5. TEST AND ADJUST
After you are ready with a set of 36 or more (ideally 40), send it to several independent Q-Graders. Since they did not take part in the process of developing the aroma kit, they will have a non-biased view of your experiment. Take note and make adjustments.

6. DESIGN THE BOX & BOTTLES
After you have finalized the aroma recipes, it’s time to design the box and the bottles. Have fun with it. Keep your users in mind. Are they likely to be newbies and hobbyists? Then you might want to identify each bottle with the name of the reference. Or, maybe you choose to use only numbers, just like Le Nez Du Café. Either way is fine.
COFFEE INNOVATION FUND
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MISSION
The Fund’s objective is to increase profitability of small-holder coffee farmers, and foster greater, more equitable value distribution in the supply chain through promoting innovative farming systems, transparent and inclusive business models, and access to new markets.