



# Coffee Innovation Fund – Indonesia

Supporting innovative and scalable solutions to increase profitability and market access of small-holder coffee farmers

## Indonesian Coffee Flavor Wheel

Seniman Industries, or Seniman Coffee, with its head office in Ubud, Bali, continues to focus on its business line in processing, roasting and making coffee with the aim of delivering high-quality, speciality coffee originating from Bali.

### A lexicon of coffee flavours

For coffee professionals, it is important to understand the cause of the specific smell of different types of coffee. The Specialty Coffee Association (SCA) Flavor Wheel is currently the only available communication tool providing descriptions of different coffee aromas and tastes. However, the lexicon of coffee flavours mostly uses Western references. This creates confusion for non-Western coffee farmers and professionals, including those in Indonesia.

### Localising references: the Indonesian Flavor Wheel

With the aim of promoting Indonesian speciality coffee, local reference is proposed through the development of an Indonesian Flavor Wheel (IFW) to assist with the identification of local coffee quality. This initiative aims to provide both contextual and practical guidance in line with the globally recognised SCA Flavor Wheel.

### Producing aromatic kits and developing an interactive flavour wheel app

The project objective is to create awareness of quality coffee for producers and consumers by using the sensory lexicon and the Indonesian Coffee Flavor Wheel application. Three activity phases in this project include the research and development of aromatic kits and the development of a sensory lexicon, the flavour wheel app and a flavour wheel book.



## Project overview

Term: 2019-2020  
Region: Bali, Indonesia  
Partner: Seniman Industries  
Volume: EUR 44,872 (supported by the Fund)  
EUR 92,947 (total volume)

## Goals

- ❖ Enable conversations among Indonesian coffee professionals using local flavour references.
- ❖ Allow Indonesian coffee professionals to use the Indonesian Coffee Flavor Wheel application in practice.
- ❖ Record and create a database of the cupped coffee.

Contact: [coffeeinnovation@giz.de](mailto:coffeeinnovation@giz.de)



Implemented by:  
**giz** Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

