



COFFEE INNOVATION

Seniman Coffee - Coffee Flavor Wheel App and Aroma Kit

Training Farmers in Coffee Sensory Supports Higher Quality Production



CHALLENGE

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.

INNOVATION

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.



COMPANY DESCRIPTION

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.

NUMBER OF STAFF

40 EMPLOYEES



COST-BENEFIT ANALYSIS

COSTS

50,000 - 100,00 EUR

EFFECTS ON REVENUE

TO BE DETERMINED

EFFECTS ON YIELD

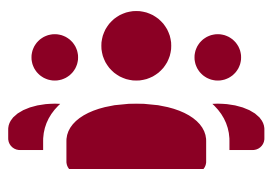
NONE ANTICIPATED



PREPARATION

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
- APP
 - SERVER
 - UI/UX MOCKUP APP
 - DEV APP
- SENSORY LEXICON
 - INGREDIENTS
 - CUPS & LIDS
 - CUTTING BOARD & KNIFE



LESSONS LEARNED

CHALLENGES

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.

TAKEAWAYS

- 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,



Foreground individual looking at a zoomed in Indonesian Coffee Flavor Wheel on their phone, two other individuals prepare a coffee tasting.



7,000

DOWNLOADS OF THE FIRST COFFEE
FLAVOR WHEEL REDESIGNED WITH
INDONESIAN FLAVOR REFERENCES AND
IN BAHASA INDONESIA



36

UNIQUE AROMA REFERENCES

36 unique aroma references created (1 kit)



1,000,000

SMALLHOLDER FARMERS

1 million smallholder farmers in Indonesia
could learn the quality characteristics of
their coffee in bahasa Indonesia

IMPLEMENTATION PAGE 1

HOW TO MAKE A SENSORY LEXICON LIST

1

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. .



1

2



BRAINSTORM FLAVOR REFERENCES

Imagine how users can actually smell and/or taste the flavour references in your flavour 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.

2

3

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.



3

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.



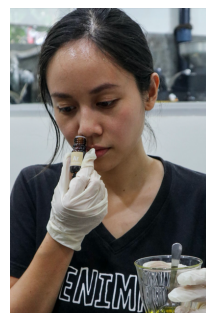
4

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.



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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.
