

100% ARABICA ORGANIC COFFEE BEAN PASTE

700G BEANS/KG

ETHIOPIA
MOKA GUJI



With its high-altitude plateaus in the Horn of Africa that allow coffee trees to thrive, Ethiopia is nicknamed **the cradle of coffee**. The Oromia region in particular has been growing **Arabica coffee** since the 12th century using traditional methods.

The coffee we selected comes from plantations at high elevation in the shade of forests. This promotes agroforestry and protects biodiversity. It is **traceable and sourced** from small producer cooperatives **with organic and Small Producer Network fair trade labels**. The green coffee beans are then roasted by hand, using a **slow and delicate process** to allow the **aromatic intensity of the coffee** to fully unfurl.

To make our coffee bean paste, we used a number of factors to recreate **the aromatic complexity of a coffee bean infusion**. In order to maximize the aromatic potential in use, Norohy follows a **carefully crafted process** using coffee cherries selected in the Oromia region, more specifically on **the Guji terroir**, renowned for **its fruity and floral aromatic notes**. These coffee cherries are then dried to obtain **“natural coffee”**.

With Norohy’s organic 100% Arabica coffee bean paste, instantly add **an intense grilled and fruity coffee flavor** to your creations while providing **the ideal balance of bitterness and acidity** thanks to optimal roasting.



PACKAGING

500g tub

CODE

41822

STORING

Store well sealed in its original packaging, in a dry place away from light and heat. After opening, may be kept at 40°F (4°C) for 3 months.

RECOMMENDED DOSAGE

20 to 40g per kg of preparation. More information and recipes at www.norohy.com

INGREDIENTS

Coffee beans (70%), sunflower oil

USE WITHIN*

12 months

*Calculated based on the date of manufacture

IN ONE SIMPLE STEP, ADD THE FRUITY, ROASTED CHARACTER OF 100% ARABICA MOKA GUJI VARIETY COFFEE TO YOUR CREATIONS



A "clean label" recipe
without additives or
flavor enhancers



A recipe co-developed
with chefs



500g PET tub
100% recycled and recyclable



Easy-to-dose texture
20-40g/kg



Selected coffee beans
from a specific terroir
Moka Guji, Ethiopia



**Organic and fair trade
certification**

The Small Producer Network label
guarantees fair trade exclusively
focused on small-scale agriculture.

VALRHONA
SELECTION