

MERIDIAN COFFEE CO. — ORIGIN SERIES

THE COMPLETE GUIDE TO

Ethiopian Coffee

*From the highlands of Yirgacheffe, Sidamo & Harrar
— to your morning cup*

What You'll Learn

CHAPTER 01

The Origin Story

How a goat herder named Kaldi discovered coffee in 850 CE — and changed the world forever.

CHAPTER 02

The Three Regions

Yirgacheffe, Sidamo, and Harrar — three distinct flavor universes from one country.

CHAPTER 03

Flavor Deep Dive

Why Ethiopian coffee tastes like blueberries, jasmine, and wine — and the science behind it.

CHAPTER 04

Brewing Recipes

Step-by-step recipes for pour-over, AeroPress, and cold brew — perfected for Ethiopian beans.

CHAPTER 05

The Ethiopian Coffee Ceremony

A 2-hour ritual that turns coffee into community. The tradition, the meaning, and how to bring it home.

CHAPTER 01

The Story of Kaldi

In 850 CE, a goat herder named Kaldi noticed his goats were dancing after eating red berries from a wild tree. He tried them himself — and felt more alive than he ever had before.

When he brought the berries to a nearby monastery, skeptical monks threw them into the fire. The aroma that rose from the roasting beans was so extraordinary they pulled them out, ground them, brewed them with hot water — and drank.

*"That night in Ethiopia, whether legend or history —
coffee was born."*

The Three Regions

Three growing regions. Three completely different flavor universes.



Yirgacheffe 1,700–2,200M

BLUEBERRY · JASMINE · BERGAMOT · LEMON · DARK CHOCOLATE

The most famous micro-region in specialty coffee. Wet-processed with extraordinary care. First-time tasters often refuse to believe there's no added flavoring — the floral, fruit notes are entirely natural. Best brewed as a **pour-over**.



Sidamo 1,500–2,200M

DARK CHOCOLATE · SWEET BERRY · CITRUS · CARAMEL · WINEY

The balanced soul of Ethiopian coffee. Fuller body, deeper sweetness, tasting notes that swing between dark chocolate and sweet red berries. A daily drinker that rewards attention. Best brewed as an **AeroPress** or **French press**.



Harrar UP TO 2,100M

BLUEBERRY JAM · DARK FRUIT · MOCHA · DRY WINE · SPICE

Ethiopia's wildest coffee — naturally processed, sun-dried in the fruit. Intensely jammy, wine-like, almost fermented. Devotees swear by it. Best brewed as a **cold brew** or **espresso**.

Brewing Recipes



Pour-Over

Best for Yirgacheffe

RATIO

1:15 (20g : 300ml)

GRIND

Medium-fine

TEMP

92°C / 198°F

BREW TIME

3:00–3:30 min

Bloom 30g water for 45s, then pour slow circles to finish



AeroPress

Best for Sidamo

RATIO

1:12 (17g : 200ml)

GRIND

Medium

TEMP

88°C / 190°F

BREW TIME

2:30 min total

Steep 2 min, press slowly over 30 seconds for rich body



Cold Brew

Best for Harrar

RATIO

1:7 (75g : 500ml)

GRIND

Coarse

TEMP

Cold water

BREW TIME

18–24 hours

Steep in fridge overnight. Strain through fine mesh. Concentrate.

Why It Tastes Like Blueberries

The science behind Ethiopian coffee's extraordinary flavor — no flavoring added, ever.



Extreme Altitude

Grown at 1,500–2,200m above sea level — some of the highest coffee farms on earth. High altitude slows cherry maturation, giving more time for sugars to develop. More sugar = more sweetness and fruit notes in your cup.



Wild Heirloom Genetics

Ethiopian farmers grow wild heirloom varieties — thousands of them, never commercially bred. Scientists estimate Ethiopia contains over 99% of the world's wild *Coffea arabica* genetic diversity. No other origin can say that.



Processing Methods

Yirgacheffe uses meticulous wet processing that preserves clarity and florals. Harrar uses natural/dry processing — beans dried inside the fruit — which infuses intensely jammy, wine-like notes into the bean itself.



Volcanic Soil

Ethiopia's highlands sit on ancient volcanic soil, rich in minerals that feed the plants with nutrients unavailable in farmed soils elsewhere. This mineral richness translates to complexity and depth in the cup.

The Ethiopian Coffee Ceremony

In Ethiopia, coffee is not a habit. It is a ceremony — a two-hour social ritual performed three times a day.

1

Roasting

Green beans roasted by hand in a pan over an open flame. Guests gather around the smoke — the aroma is the first act of hospitality.

2

Grinding

Beans ground by hand in a wooden mortar and pestle — a slow, rhythmic process that has remained unchanged for centuries.

3

Three Rounds of Buna

Abol (first, strongest) → **Tona** (second, lighter) → **Baraka** (third, "blessing").
Leaving before the third cup is considered disrespectful.

"Coffee in Ethiopia is not a beverage. It is a relationship between people, time, and the land."

READY TO TASTE ETHIOPIA?

Every Cup, A New Longitude

Meridian sources Ethiopian Yirgacheffe, Sidamo, and Harrar — roasted fresh, shipped to your door. Affordable world coffee exploration, no passport required.

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ETHIOPIAN ORIGINS

Fresh

ROASTED TO ORDER

\$0

INVENTORY NEEDED