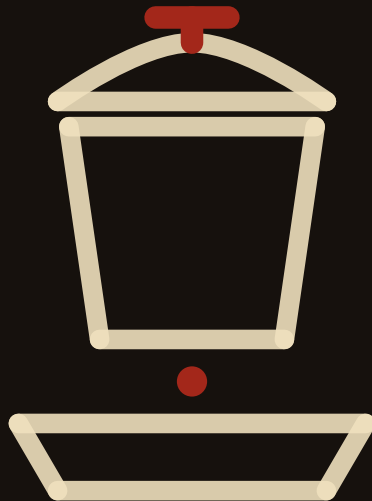


THE PHIN FIELD GUIDE

Vietnamese coffee, start to finish.



THE BEAN THEY LEFT BEHIND

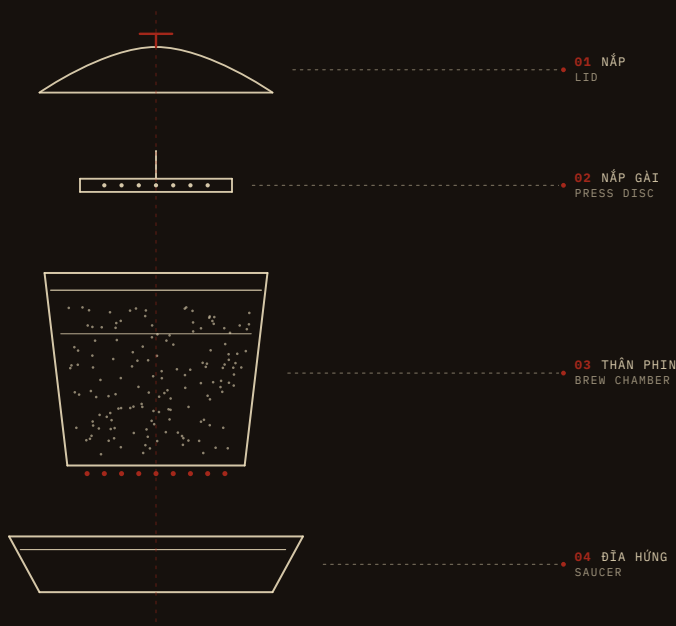
Specialty coffee spent forty years calling robusta a lesser bean. Vietnam kept growing it, and kept getting better at it.

Fine robusta from the Central Highlands is dense, low in acid, and heavy with cocoa. It carries close to twice the caffeine of arabica and about a third of the acid, which is why a small glass does what a large drip cannot.

Vietnam grows more coffee than any country on earth except Brazil. Almost all of it is robusta. The bean was never the problem. The market's opinion of it was.

2X CAFFEINE • 1/3 ACID • WORLD'S NO. 2 GROWER

ONE TOOL, FOUR PARTS



No pump, no paper, no power. The press disc holds the bed flat and gravity does the work. Every part rinses clean in seconds.

THE METHOD

00 GRIND

Medium-coarse, like raw sugar. Three tablespoons.

01 RINSE & WARM

Scald the phin and the cup. A cold phin stalls the drip.

02 DOSE & LEVEL

Add the grounds and shake level. Never tamp.

03 SEAT & BLOOM

Press the disc flat. Pour 30 ml, wait 45 seconds.

04 FILL & WAIT

Top to 100 ml, lid on. Four to five minutes for a full draw.

RUNS UNDER 3 MIN: GRIND FINER • STALLS PAST 6: COARSER

FOUR WAYS TO DRINK IT

cà phê sữa đá

Two tablespoons of condensed milk in the glass before you brew. Stir hard, pour over ice. The national drink.

cà phê đen đá

Nothing added. The full argument, iced.

bạc xỉu

Reverse the ratio. Mostly milk with a little coffee. The gentle entry.

cà phê muối

Salted cream floated on top. Huế's move, and the sleeper hit.

HOW TO READ A COFFEE BAG

ORIGIN	Where it grew. Region at minimum, farm and co-op when the importer can prove it.
ALTITUDE	Higher usually means slower maturing and a denser bean.
PROCESS	What happened after picking. Natural, honey, and anaerobic change the cup more than roast level does.
SCREEN	Bean size. 18 is large, and large screens roast evenly.
ROAST	Dark suits a phin and sweet milk. Medium keeps the fruit.
LOT	The batch number. If a bag has no lot, nobody is tracking it.

LOT 001

110 numbered bags, then it's gone.

One green lot from the Central Highlands, warehoused in Tacoma and roasted thirty miles north in Seattle. It gets roasted once, and every bag is numbered by hand on a tag tied to the bag.

WHAT IT COSTS

PHIN NO. 1	Lâm Đồng · washed · dark	\$19
GOLDEN HONEY	Lâm Đồng · yellow honey	\$23
LOTUS ĐÀ LẠT	Đà Lạt · natural · limited	\$28

12 oz whole bean. Reserve from Lot 001 and it's \$18 flat on any of the three, and that price stays yours on every lot after.

WANT A NUMBER?

No payment now. Email us and we hold a number for you until the roast date. You decide then.

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SCAN TO RESERVE

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