

MENU PLANNING AND PRODUCT DEVELOPMENT FOR SINGLE ORIGIN COFFEE SHOP IN CATUR VILLAGE KINTAMANI BALI

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ABSTRACT

Menu planning and product development can be a daunting task for a new F&B establishment. The process requires a thorough analysis of resource availability, market potential, and competitiveness. This paper discusses the menu planning and product development process for a coffee shop in Catur Village, Kintamani, Bali that exclusively serves single origin Arabica coffee locally produced by farmers who also manage the coffee shop. It is based on a community-based participatory action research that aims to assist the farmers gain the necessary skills and plan the recipes for the menu offering. Through the participatory partnership, the authors and the partners at Catur Paramitha coffee shop has developed a single origin coffee shop concept that highlights the versatility of the specialty coffee products produced in Catur, by offering manual brewing methods "around the world"—in addition to the famed local "Kopi Bali" and espresso-based offerings. By focusing on coffee, as well as one coffee by-product from dried coffee cherry (skin) called cascara tea, the coffee shop is able to offer visitors with unique experience of enjoying coffee in the very place it is farmed and processed, as well as the ability to learn about coffee production and brewing methods though the free tour offered by the shop—for which the farmers are also trained.

Keywords: coffee shop, menu planning, participatory action research, product development, single origin

INTRODUCTION

UUP Catur Paramitha is a local coffee producer that grows and process its own specialty Arabica coffee in the village of Catur, Kintamani, Bangli Regency, Bali. It is an extension of Subak Abian Wanasari Kenjung farmer's group that was founded in 1979. Since 2004, the group began to cultivate and harvest its own coffee into finished products, sold as beans and powder [1]. It consists of 55 members. UUP Catur Paramitha processes 300 tons of coffee per year.

The certified Kintamani Kopi company plans to plant new coffee trees which can be harvested the whole year and not only seasonal. Farmers in Catur village only grow high quality Arabica coffee [2]. There are certain requirements to meet to become a specialty coffee producer with the "Kintamani Arabica" branding. The coffee needs to grow at an altitude between 900 to 1300 meter, at least 95% of the beans processed must be red, there are certain soil conditions and a specific process [3]. The coffee plant needs to be plant under a shelter as they do not seek direct sunlight. Then it must be fertilized, and unproductive branches need to be chopped. Also, farmers must make a choice between growing coffee in mono- or multi-culture.

After the coffee cherries are picked and cleaned, high quality beans will be further processed in the wet process. Using this full wash method, coffee cherries are first fermented. After the fermentation the remaining fruit is removed, then the beans are dried to 12% water content [4]. The process reduces the caffeine content from 0.8% to 0.4%, which makes the coffee smooth and prevents consumers from unwanted caffeine crashes. Some beans are handled in the dry process, where the coffee cherry is dried

fully in sunlight before the fruit is removed from the bean. After that, the beans are roasted. This important step in production later determines the taste: a light roast tastes rather sour, a medium roast brings out a complex fruity, chocolaty, sour flavor and a dark roast tends to taste rather bitter. Coffee connoisseurs, particularly in this third wave era of coffee, recognizes Kintamani Kopi because of its distinct, unique citrusy yet flowery bouquet [5].

The zero-waste concept of UUP differentiates the company from its competitors: the coffee plant is processed and used almost entirely. The beans are processed into coffee, the leaves and coffee skins are used for tea, the liquids from the wet process are used as fertilizer. Beginning in 2019, the co-op UUP Catur Paramitha started its own coffee shop. This was designed as a unique place where visitors can not only enjoy a great a cup of single origin coffee, but also learn about the entire coffee life cycle in its place of origin. Visitors will be able to learn about coffee history, the plant, the production process and about different brewing methods.

The problem that arose related for the newly established coffee shop was that the manager and members of the co-op had little knowledge and experience in F&B service and management. Thus, the UUP Catur Paramitha enlisted the help from lecturers and students of Universitas Dhyana Pura (Undhira), as well as a student from Heilbronn University Germany who was studying at Undhira as an exchange student, to develop a coffee shop concept most suitable for the co-op, to plan the menu offering, and to develop product offerings in-line with the concept being developed. This article discusses the process, output, and outcome of the assistance and consultation done in a partnership between Universitas Dhyana Pura lecturers and students, as well as the manager and five members of Catur Paramitha co-op who are directly involved with the day-to-day operation of the coffee shop.

METHODS

Corresponding to the three main objectives of the community empowerment project—when it comes to designing a concept for the coffee shop, planning the menu, and developing suitable product offerings—the Undhira team worked closely with the UUP Catur Paramitha team to conduct three steps of activities using different methods to achieve said objectives. Firstly, the concept design was conducted in the early months of 2019 using Focus Group Discussion Method with mind-mapping to arrive at a concept to be used as the Unique Selling Proposition (USP), from the teams derived the menu to be planned and products to be developed.

Secondly, a consultation process was conducted with UUP Catur Paramitha partners providing feedbacks along the way, to plan a set of menu that matched the concept already put forth and one that is feasible and implementable—given the conditions and limitations at the coffee shop. In this step, the Undhira team also provides necessary equipment and tools for the menu being planned, provided by a community engagement grant program from the Ministry of Research, Technology, and Higher Education of the Republic of Indonesia.

Thirdly, the Undhira team conducted training and education related to new products development, i.e., different coffee brewing methods. The partners at UUP Catur Paramitha had previously been given training on manual brews and espresso-based coffee by a CSR program of a local bank and a national government-owned company (BUMN). However, they still needed to be trained in several new menu items related to coffee preparation methods that relate closely to the USP of the coffee shop. In addition, the partners have not made any standardized recipe for the products they already master. As such, the Undhira team helped with creating a standardized recipe for all menu items and products to be sold in the coffee shop.

RESULTS AND DISCUSSIONS

Based on the objectives and the corresponding activities done in partnership with UUP Catur Paramitha, the results of this community empowerment project can also be divided into three main section. Firstly, the Undhira and Catur Parramitha teams arrived at a concept for the coffee shop that focuses on locally grown and produced single origin coffee, as the coffee shop is designed to exclusively feature the coffee grown and processed by the co-op and at the co-op. Additionally, it was conceptualized that the USP of this coffee shop is that guests enjoy different coffee brewing methods using the coffee that is produced and processed in by a single producer—right where the coffee is being produced. Guests can enjoy the unique flavors of Kintamani Arabica coffee while taking a tour of the coffee plantation and processing area. Another uniqueness that is highlighted in this coffee shop is the versatility of coffee. From a single origin coffee, various flavor profiles and nuances can emerge through different brewing methods.

After consultation and careful consideration, the partner chose to use the branding “Catur Paramitha Coffee Shop”, in order to boost sales of retail products that are available for guests to purchase at the coffee shop. The motto for the coffee shop is “*Kopi Lokal, Cita Rasa Global*” (“Local Coffee, Global Flavors”). The teams settled with the English tagline “Locally Farmed, Freshly Prepared, Universally Enjoyed”. In addition, the Undhira team also helped the partner to come up with their coffee philosophy, that is used also in the menu of the coffee shop (Figure 1).

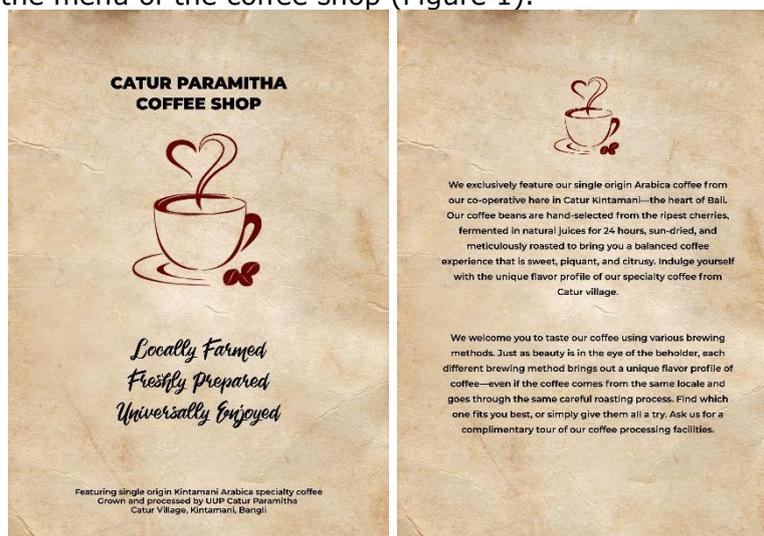


Figure 1. Coffee Shop Name, Tagline, and Philosophy

Secondly, the Undhira team assisted the partners at UUP Catur Paramitha to plan a menu set for the newly opened coffee shop. Through FGD, consultation, continued feedback, menu trials, eliminations of infeasible items, design and redesign, at the end the teams arrived a four-part menu, i.e., (1) Coffee Around the World, (2) Espresso-Based Coffee; (3) Manual Brew; and (4) Tea. “Coffee Around the World” is a unique menu development that highlights the versatility of coffee. Even though the coffee shop exclusively features single origin Kintamani Arabica coffee, the different methods of preparation from around the world showcase the unique flavor profiles guests can enjoy from this single origin coffee shop (Figure 2).

The various coffee preparations “around the world” feature Bali Coffee as the flagship method of brewing coffee in Bali. In addition, it also features brewing using French Press coffee plunger or *cafetière*. Correctly used, this brewing method guarantees that the coffee produced is rich of flavor and aroma [6]. The French Press is a glass pot with a plunger, which serves as a filter. Coarse ground coffee is added into the beaker and more hot water is poured into it. The plunger is then placed on the top of the pot and the mixture is let stand for around four minutes. After that, the plunger is slowly

pushed down to the bottom. The coffee shop also offers Vietnamese Drip method, using coarsely ground coffee, which involves putting coffee grounds inside a metal *Phin* filter that is placed above a glass. Hot water is subsequently poured over the coffee, which gradually releases strong drops of hot coffee into the glass already containing thick sweetened condensed milk—the key ingredient for Vietnamese coffee [7]. Optionally, ice cubes can be added to make Vietnamese iced coffee.

Additionally, the coffee shop also features Turkish Coffee, which is a unique coffee brewing method that involves heating finely ground coffee, sugar, and room temperature water in a special heat-resistant cup called *Cezve* on a heat source (typically a stove) until the coffee mixture comes to a simmer, then poured into a small porcelain cup [8]. The team also introduced Colombian coffee brewing method to the partners at Catur Paramitha, which involves heating up a mixture of water and brown sugar on a stove until boiling, then adding ground coffee into the boiled sugar-water mix, before straining it and serving it in a cup. Lastly, the coffee shop also features brewing coffee in a special Italian Moka Pot, which involves pushing up boiling water pressurized by steam through ground coffee, also done on a stove [8].

In addition, the partners at Catur Paramitha Coffee Shop are already trained in espresso-based coffee making, as they recently received a grant of coffee-making tools and training from a local bank and a government-owned company (BUMN). The third group of menu developed was Manual Brew. Of the various manual brew methods, four was chosen as these are the methods with which the partners are already familiar and already have the tools. These methods include V60, which is a method of pouring 95-degree water over medium-to-course grind coffee, that sits on a triangular-shaped container with paper filter, into a vessel; Syphon, which refers to a full immersion brew system that passes the coffee from one chamber into another; Aeropress, which uses hand pressure to force the water through the ground beans, using air pressure instead of gravity to force water through by pushing down on the plunger; and Cold Brew, which involves soaking unbrewed coarse-ground coffee in a special tool for 8 to 12 hours to arrive at a coffee that is less bitter, yet still sweet-sour and intense [8]. The cold brew method has been especially popular in recent years.

Lastly, the coffee shop features a tea that comes from coffee by-product, called cascara tea. This tea is locally produced at UUP Catur Paramitha, which refers to dried coffee skins (cherries) from 95% red Arabica beans typically discarded during the production, but can be developed into a beverage with distinctive flavor [9]. However, with the zero-waste concept of UUP Catur Paramitha, the proprietor has developed a unique “tea” from dried coffee cherry with a distinctive flavor one cannot find in any other tea-type beverages. This is a unique offering for guests who do not enjoy coffee yet still would like to try something caffeinated from Catur Paramitha Coffee Shop.



Figure 2. The Menu of Catur Paramitha Coffee Shop

To ensure consistency in service and to improve the aptitude level of the partners who are involved in the daily operations of Catur Paramitha Coffee shop, the team helped the partners in developing standardized recipes and SOP for each menu item, as well as training them in preparing items that are new on the menu, including Vietnamese, Turkish, Colombiano, Moka Pot Cold Brew, and French Press (both for coffee and for Cascara Tea). The standardized recipe includes standard weights and volume, step-by-step procedure, including the containers and amenities with which to service each type of coffee. The team also provided adequate training and several practice sessions to ensure that all partners have the adequate skills for making and serving the menu items (Figure 3).

Catur Paramitha Coffee Shop
Resep Terstandar

Nama Produk:	VIETNAMESE (BESAR)	Hasil:	1 porsi
Alat Khusus:	Phin Filter Besar	Porsi:	135 ml
Ukuran Penyajian:	Cangkir/gelas kopi sedang	Waktu:	6 menit

Bahan Baku	Takaran Kuantitas		Prosedur Pembuatan
	Berat	Volume	
Susu kental manis		12 ml	1. Tuangkan 4 sdt susu kental manis ke dalam cangkir kopi kecil, sedikan
Kopi bubuk giling medium/standar	18 gram		2. Tuangkan 6 sdt bubuk kopi giling medium ke dalam Phin filter lalu ratakan
			3. Tekan bubuk kopi di dalam Phin filter dengan alat penekan, namun jangan terlalu kencang
			4. Letakkan Phin filter di atas cangkir kopi yang sudah diisi susu
Air mineral		120 ml	5. Panaskan 120 ml air, setelah mendidih lalu tuangkan sedikit ke dalam Phin filter, cukup untuk membasahi kopinya saja
			6. Setelah 15 detik, tuangkan sisa air ke dalam Phin filter
			7. Tutup Phin filter lalu tunggu selama 4-6 menit, sampai air seduhan kopi menetes sepenuhnya ke dalam cangkir/gelas
Air mineral		100 ml	8. Sajikan dengan sedikit hih, cookie dan satu gelas kard an



Figure 3. Standardized Recipe and Menu Training

CONCLUSION

The community empowerment team from Universitas Dhyana Pura has been able to assist its partner in developing a unique coffee shop concept that highlights the single origin coffee, yet allowing the versatility of the coffee to be the shop's Unique Selling Proposition. Based on the partnership demonstrated in this project, the concept, menu items, and products developed are able to highlight the two interesting ideas that the Catur Paramitha Coffee Shop has to offer, namely the singularity in origin and versatility and brewing methods and thus flavor. Since the coffee shop is open for business, the sales of UUP Catur Paramitha has increased 30-40% year-to-year. The increase is both through direct sales of the menu items in the coffee shop (i.e., brewed coffee) and more importantly from indirect sales of retail coffee items that the shop is offering. As visitors are interested in stopping by for a cup of coffee, many are purchasing the retail products to take back with them.

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