

GAIA PHOTOBOOK

Let Gaia take you

from farm to cup



The journey of a humble coffee bean from Vietnam Central Highlands to the cup of coffee you have on hand right now, by the hardworking people of Gaia Café.



Gaia is Mother Earth, and we love coffee bean like our children

Gaia is the name of Mother Earth in Greek mythology, the source of life, where all things are born and quietly, patiently nurtured with care. In Vietnam, the spirit of motherhood is present in everyday labor through the care, patience, and dedication of those who live closely with the land. Gaia's coffee beans are from that same spirit.

Rooted in the earth and cared for, harvested, and processed with the same devotion one gives to raising a child, each Gaia coffee bean is nurtured to express the best version of itself. We do not force, rush, or impose predefined standards on Vietnamese coffee. Because we believe that coffee, like people, needs time and attentive care to mature: honest, profound, and whole.

Gaia coffee beans are understood, not rushed.

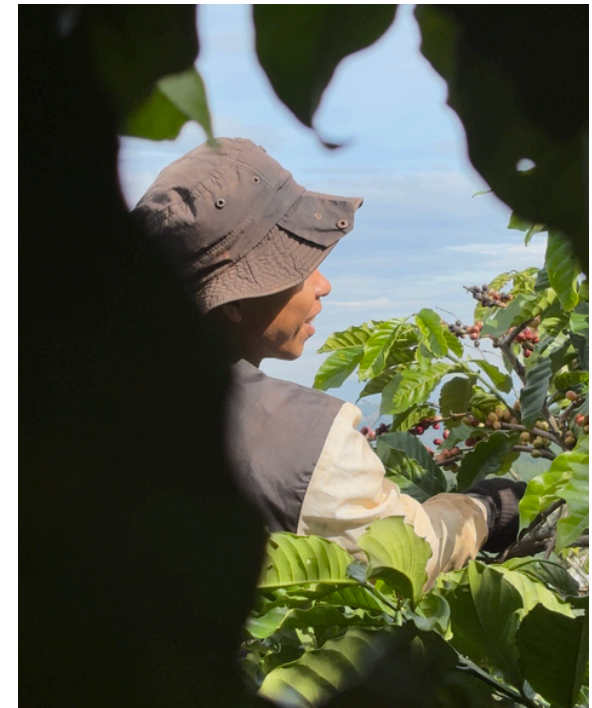
Cau Dat region – Lam Dong province

The coffee trees are shade-grown or semi-shade grown in Cau Dat region of Vietnam Central Highlands, at the altitude of +1,500 meters above sea level.



If you ever travel to the Central Highlands, you'll see farmers in the fields from early morning until the sun slips behind the hills. Some strip the branches in one swift motion, while others carefully hand-pick each ripe crimson cherry at its sweetest point.

That patience is the standard at Gaia Café. We believe great flavor begins with intention – and that thoughtful sourcing not only elevates every batch, but also helps farming communities build more stable incomes and a better future.





Harvesting is physically demanding, hands-on work – and harvesters are employed for only about six months a year: three months for Robusta in the lowlands and three for Arabica at higher altitudes.

That's why we ensure they are fairly paid, earning \$16–\$27 per day – well above the international poverty line – to support a sustainable living income.



Gaia commit to fairly providing sufficient living incomes to farmers as a path to upward mobility and better standards of living.

The Coffee Cherries

Gaia has set foot in Vietnam's fertile coffee regions, including Gia Lai, Đắk Nông, Đắk Lắk, and Lâm Đồng. Each land nurtures its own variety, each carrying a story of its own.



Heirloom Arabica Moka

An heirloom specialty coffee, slow-grown in volcanic highlands for remarkable character.

- Soil: ferralsols and cambisols
- Elevation: 1,500–1,650 meters above sea level
- Rainfall: 1600–1800mm
- Temperature: 12–22°C
- Origin: Cau Dat, Xuan Son hamlet, Xuan Truong village, Dalat city, Lam Dong province, Vietnam
- Taste notes: Warm spices (clove, anise, cinnamon), pepper, hints of green apple



Robusta TR4

A next-generation Robusta variety with strong leaf rust resistance, high yields, and dense beans.

- Elevation: 700–850 meters above sea level
- Origin: Ea Tan commune, Krong Nang district, Dak Lak province, Vietnam
- Taste notes: Chocolate, caramel, sweet after-taste

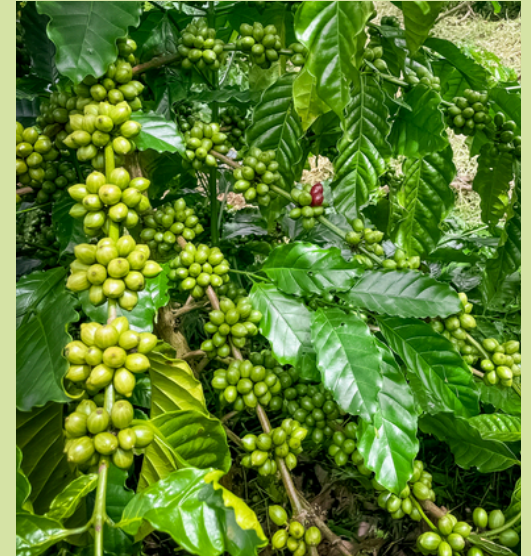
February to April

The journey begins in white. Coffee blossoms awaken with the first rains, blanketing the fields in fragile petals and a soft, jasmine-like fragrance that lingers in the dry air.



April to September

When the petals fall, small green cherries quietly take their place. Firm and pale at first, they slowly swell under sun and rain, gathering sweetness within. Green fades to yellow, yellow deepens to orange – a silent transformation guided by time.




harvest timeeee!!! It's harvest timeeee!!! It's harvest timeeee!!! It's harvest timeeee!!! It's harvest timeeee!!!




October to January

At last, the cherries blush into a deep ruby red. Sugars reach their peak, acidity finds its harmony, and aromas unfold at their fullest expression. This is the moment of harvest – when patience becomes flavor.



Gaia sources its coffee sustainably by working directly with local farmers, prioritizing farms that practice regenerative agriculture and promote biodiversity.

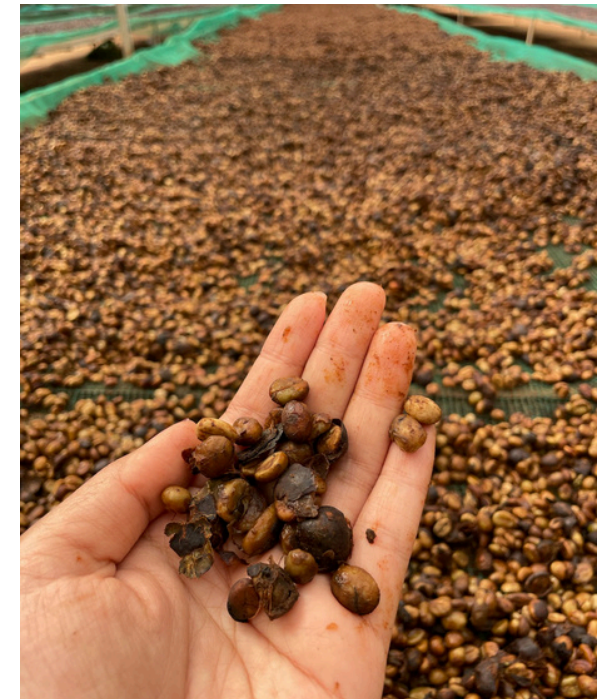


To achieve the quality we need for specialty coffee, only ripe cherries with the right amount of sugar content are chosen. Unripe cherries have sub-standard sucrose level and will not develop properly during the drying nor roasting processes.

The harvested coffee cherries must go directly into processing within 24 hours of picking; otherwise they will enter an over-fermenting phase which will negatively impact the taste of the cup.

Honey processing method

After harvest, the cherries are brought to Gaia's processing station, where we mainly use the honey process. A hybrid of washed and natural methods, it brings out the coffee's true flavors with a sweet, full-bodied finish.



THE POST HARVEST PROCESSING

Through the eyes of anh Quý & anh Toả

If there's a story about post-harvest processing at origin, anh Quý and anh Toả – the humans of Gaia – know it by heart.

Anh Quý (Lê Trọng Quý) grew up in a farming family in Long An and now tends Gaia's fields. During harvest, his hands never rest.

Tens of tons of cherries arrive at the station. That's when the real work begins. He opens every sack, removing green, insect-damaged cherries, leaves, twigs – anything that doesn't belong.

Years ago, it was mostly by hand. Now washing channels and floaters help separate defective cherries. The machines move fast. He moves faster.

For honey processing, the cherries ferment for 12–24 hours – just enough to soften the fruit. They pass through the demucilager, where the skin is removed but a thin layer of mucilage remains. “That layer,” he says, “is where the sweetness comes from.”

Beside him, **anh Toả (Ngô Bá Toả)** laughs when asked if the work is hard. “Easy peasy lemon squeezy.” But once the beans are spread on raised beds to dry for two weeks, turned daily under sun and gathered at dusk, the joke feels different.

By day, greenhouse heat presses down. By night, Đà Lạt's cold settles in. Still, they stay.



Hand Crafted Roasting

The green beans are then brought to the Gaia Café Roastery. Here, we select a roast profile that best suits each coffee's character – preserving the natural flavors that define Vietnamese coffee.



**Handcrafted in flexible batch sizes
in Ho Chi Minh City, Vietnam**



The entire roast process is digitally monitored on a computer so we can control exactly the roast curve and the bean temperature for each batch. Your roast date can be found on your coffee packaging.



This is
Tuấn Anh



THE ROASTING PROCESS

Through the eyes of Tuấn Anh

Let's here the story of roasting through the eyes of our coffee producer guy – **Nguyễn Huỳnh Tuấn Anh** – another human of Gaia.

He began as a barista with a passion for specialty coffee. Now, he's one of the hands behind it.

To Tuấn Anh, roasting is where coffee finds its voice.

Before any batch enters the roaster, the work has already begun. He checks the moisture content, inspects the green beans visually – looking for consistency, density, life. “If the green bean isn't right,” he says, “nothing after that can fix it.”

Once in the roaster, the entire process is digitally monitored. Roast curves and bean temperature are tracked in real time, allowing precise control over each batch.

But beyond the data, he listens for the first crack, watches the color shift, and trusts his senses. Every roast profile is saved for consistency and traceability.

**Pack & freight
to you globally for maximum freshness**



Sourced from premium coffee-growing regions in Lâm Đồng, our beans are now exported to Singapore, the USA, the UK, Thailand, France, the Netherlands, and beyond.

#LikeABosch



GAIA CAFE
Awake The Senses

Come along on
this journey with us