

ASEAN Coffee Series — Abstract

The ASEAN Coffee Series is Bodacious Coffee's curated program of Southeast Asian origin coffees, sourced through direct relationships with farming communities across the region. Built on over 30 years of industry experience, the series is designed to showcase the extraordinary diversity of ASEAN coffee — from the volcanic highlands of Bali's Kintamani to emerging origins featuring rare species including Liberica and Excelsa — with the transparency and respect these coffees deserve.

At its core, the series is a long-term sourcing commitment, not a transactional buying model. Each coffee is selected for both its distinctive flavour profile and the integrity of its origin story, supporting above-market farmer pricing, traceability, and genuine producer partnerships. The flagship relationship with Belantih Coffee Farm in Bali — guided by the Balinese philosophy of Tri Hita Karana — exemplifies this approach: a multi-year collaboration with Mr Wayan and his family that prioritises shared value, sustainable practice, and deeper varietal understanding.

The ASEAN Coffee Series reflects Bodacious Coffee's broader mission to position Southeast Asia as a globally recognised coffee region — connecting Australian consumers to coffees with meaning, provenance, and a future worth investing in.