

CAFÉ EVERY WAY

WELCOME ABOARD, EXPLORERS! TODAY, WE WILL BE JOURNEYING THROUGH SOME OF THE BEST AND BRIGHTEST COFFEE STOPS AROUND CHIANG MAI'S NIMMAN NEIGHBOURHOOD. JOIN US ON A WHIRLWIND, CAFFEINATED EXPLORATION OF THE CAFÉ CAPITAL OF THAILAND—AND REMEMBER TO TAKE YOUR TIME.

PHOTOS BY YOTHIN PHANYOTHIN



CAFÉ KANTARY

44, 44/1-4 Kantary Terrace, Nimman Rd Soi 12, Chiang Mai 50200

9am - 10pm daily

Any decent coffee hopping sequence must begin in the heart of Nimman at Café Kantary, in the middle of Kantary Terrace. Lounge under the northern sun or escape the heat in the comfortable, sundrenched shop and start with a Vietnamese filter coffee. Rich, creamy, and sweet enough to start your day, thephin filter is a fun mode of experiencing coffee in a different way. Follow up with a light and memorable mango cheesecake or crêpe topped with fresh local fruit.



TASTE CAFE

2 Chiang Rai Rd, Thesaban Nakhon, Chiang Mai 50200

8am - 6pm daily

Just around the corner is stop #2. This thoughtfully minimal cafe pairs a soul music soundtrack with generous, shared tables perfect for meeting friends or colleagues. Try the piccolo latte for a boost.



RISTR80 LAB

14 Nimman Rd Soi 3, Tambon Su Thep, Chiang Mai 50200

8:30am - 7pm daily

The second branch of one of Chiang Mai's earliest espresso pioneers, Ristr80 Lab is stop #4. The store is best known for award-winning latte art and boozy coffee concoctions in novelty glassware. We recommend all of the above, particularly the signature "Satan Latte".



BREW FACT

Siri Mangkalajarn Rd Soi 7, Tambon Su Thep, Chiang Mai 50200

8am - 6pm daily

Find stop #3 tucked within hanging pots and lush plants. Perch on the outdoor counter with a "Honey Dirty", a dirty espresso paired with local honey and lemon zest. Try the baked goods but get there early, they have a tendency to sell out.

ที่สุดแห่งคาเฟ่ในย่านนิมมานที่ใคร ๆ ก็ห้ามพลาดไปเช็คอินและชิมความอร่อยพร้อมถ่ายภาพสุดประทับใจ
เรียกได้ว่าทั้งอร่อยทั้งกับขนมและกาแฟรสดี และยังอึดตามกับการตกแต่งร้านที่สวยงามหลากหลายดีไซน์
อีกด้วย ไม่ว่าจะเป็นมหาสถานที่แะเต็มพลังยามบ่ายหรืออยากได้มุมสวย ๆ
นั่งชิลตลอดทั้งวันก็ปีให้เลือกตามสไตล์ของแต่ละคน



YELLOW CRAFTS

257/29 Suthep Rd,
Tambon Su Thep,
Chiang Mai 50200

7am - 7pm daily
Just past Nimman
you will find stop #8.
This purpose-built
property hidden in
the soi is a full-
service coffee den.
Try the house-made
soy milk cold brew,
explore the roasting
room, or sign up
for an educational
cupping experience.
Don't forget your
camera for this one.



AIYAH COFFEE

12 Siri Mangkalajarn Rd, Su Thep, Chiang Mai 50200
6am - 3pm, approximately

Keep it local and get your fix on the edge of town with a classic
Thai-style coffee cart, our 7th stop of the day. The rich, thick
coffee concentrate is blended hot with condensed milk and
milk before being served in a full litre cup over ice. Take your
time, and enjoy the ride.



MALED COFFEE BAR

18 Old Airport Rd, Chiang
Mai 50150

8am - 6pm daily
Past the enormous
shopfront coffee roaster is
Maled Coffee Bar, the final
stop on our tour. Order
a pour-over from one of
the seasonal in-house
blends, or try something
different with a coffee
jelly. Perfectly seasoned
steamed milk is served
cold over a cold brew coffee
jelly. Break it up with your
spoon and indulge.



NINE ONE ESPRESSO AND SLOW BAR

Nimman Rd Soi 1, Tambon
Su Thep, Chiang Mai 50200
8:30am - 7:30pm daily

Stop #5 is Nine One coffee, in
the ultra-cool One Nimman
complex. Try the buttery
smooth Turkish style coffee
or sample 2018's SCATH #1
speciality coffee, produced in-
house. Sit under dried flowers
and relax with a siphon or two.



GRAPH ONE

1/6 One Nimman A103-104,
Nimman Rd, Tambon Su Thep, Chiang Mai
50200

10am - 10pm daily
Stop #6 is a what the child of a cocktail bar
and café would be. Taste the tantalising
"Boy and his girlfriend" mojito/espresso
mix, or snap some Instagram fodder with
the "Monochrome", a dirty espresso with
a charcoal aesthetic. Sit inside for some
real mood.

SOMETHING'S BREWING

THE NORTHERN ROSE OF THAILAND IS WITHOUT DOUBT THE COFFEE BEAN, WITH ALL ITS FORMS HAVING TAKEN HOLD OF EVERY CORNER OF THAILAND'S SECOND-LARGEST CITY.

ความน่าหลงใหลของย่านนิมมานนั้นมีทั้งด้านศิลปะ วัฒนธรรม ธรรมชาติ แต่ที่ห้ามพลาดจริง ๆ ก็คือร้านอาหารและคาเฟ่ ๆ ที่เกิดขึ้นมากมาย หลากหลายดีไซน์ ไม่ว่าจะเป็นคาเฟ่สุดชิป ร้านอาหารต้นตำรับที่เก่าแก่ บาร์สุดชิล ร้านขนมสุดหรู หรือร้านอาหารบ้าน ๆ บรรยากาศเป็นกันเอง ที่มีมากที่สุดก็คือร้านกาแฟที่เกิดขึ้นเยอะจนคนท้องถิ่นเองยังเชื่อว่าหาง่ายกว่าเขเวนเสียอีก

TEXT BY ETHAN MACAULAY
PHOTOS BY YOTHIN PHANYOTHIN

Nimman is the perfect, compact neighbourhood: bounded on each corner by green spaces, beautifully catered by both property and amenities, and filled with an array of residents and regulars as eclectically diverse as their surroundings. Hipsters meet students, pensioners converse with workers, tourists encounter Northerners. Every neat alleyway hides something worth discovering, although every soi at this point serves up a guaranteed set menu of staples: hostels, restaurants, galleries, bars, and the great equaliser: coffee shops. "There are more coffee shops in Nimman than there are 7-Elevens, or so say the locals.

NOT JUST HIPSTERS

There is a lot more to the neighbourhood than that. What makes Nimman stand out among khets of similar scale and density in Thailand is its deliberate development. The main thoroughfare was just that, until the landowners decided that Chiang Mai University could use some nearby services and sold lots. They invited developers who could bring a mix of everything a satellite town would need, but who would retain its mountain views, its walkability, its sense of community. Nimmanhaemin Road became the spine of something special, not just a way to pass through.

In the decades that followed the enthusiasm of the 1960s and 1970s, the area went through the typical cycles. Empty lots remained, housing stock of every type lost its sheen, and the useful businesses found prosperity in the company of other streets. The creatives moved in, then the cool kids, then the foreigners, the tourists, the workers, the industries. With a unique mix of differing faces, opinions, and standings sharing close quarters, there needs to be a stage for community—a place where all feel they may belong. In Nimman, there's one on every corner. A coffee shop for every price point, function, and speciality graces the shophouses and retail spaces of the now vibrant street. At ground zero, amongst the flux and change, and perfectly positioned to create a sense of what Nimman's future could look like, is **Kantary Terrace**. The vastly-proportioned mixed use façade of the **Kantary Hills Hotel and Serviced Apartments** sits proudly in the history and geography of Nimman's meteoric rise from early suburb to coveted locale.

Any morning at Kantary Terrace starts with a hiss and a roar in one place: **Café Kantary**. Twisting out from the centre of the Terrace and into the open air, the café is the starting point for caffeinated exploration of the trendy enclave. Coffee is the foundation of the menu here, and is presented in every form—from purist espresso to Instagram-worthy flavoured concoctions blending local fruit and knowledge into indulgent beverages that would be as suited to a dessert menu as the drinks list. In this convenient, sun-drenched coffee shop we meet our guide to all things coffee in Chiang Mai, **Dustin Joseph**. Dustin is the founder and operator of local coffee roastery **Left Hand Roasters**, a company started little over a year ago as the next chapter in the American's long story of food and beverage operations in Thailand. He is our caffeine savant, a fixer bringing us closer to the world of the morning fix. It's a good thing we found Dustin, as we were woefully unprepared for the breadth of industry insights Chiang Mai was hiding in plain sight.

INTO THE WILD

From the centre of Nimman, we make our way north. Through winding mountain roads of ever-decreasing scale and use, Dustin regales us with the story of how Left Hand Roasters came to be. It follows a similar trajectory to the ways the local area embraced coffee in the late 1980s. Something was missing, the local areas were bare, and commercial operations were leaving their scars on the environment and inhabitants of this lush, producing forest. Where Left Hand Roasters takes on the large-scale, mainstream coffee producers squeezing the growers at every juncture, the locals have taken on the industrialised agricultural practices of the mid-century and the environmental and societal degradation that came with it. In 1988, a joint development project saw the Royal Project and United Nations Office on Drugs and Crime come together to encourage the introduction of the latest high-yield crop to the jungle: coffee. This hardy tree could bring anyone willing to install it a promise for the future, one which the traditional opium plantations couldn't provide. In fields and village plots across the north of Thailand, where the passionfruit and lychees hadn't seen success, coffee replaced opium poppies to become the next big thing. The problem was, the NGO workers hadn't stuck around to see that promise

realised. They had delivered bastardised saplings of inferior species and quality, posed for the photo opportunity, left the locals with the instruction booklet, and made their way swiftly back to the city. For the hilltribe communities tasked with rearing these foreign flora, it was a big blow.

Ingenuity kicked in and before long, the doos of Chiang Mai and neighbouring Chiang Rai were awash with coffee plants. Glossy leaves filled the countryside, small berries peppered every corner of informal plots, and a brilliant afternoon of white blossoms signalled a new crop on its way each year. Life carried on this way, and the locals found their future in the mish-mash of shrubs and their coveted yield. The mass market was happy, the farmers found their rhythm, and Thai-grown beans were an accepted part of the mainstream manufacturer's offerings. This was true in the village we stop at, **Khun Chang Kian**. Among morning mist 900 metres above sea level, the village is a quiet dead-end collection of homes and processing facilities, surrounded on every side by coffee plantations. The past five years has seen the coffee take centre stage in this small rural community. Spearheading that effort is Khun Chang Kian native and coffee entrepreneur **Chatree Saeyang**.



VIETNAMESE COFFEE AT CAFÉ KANTARY



THE LUSH, LOCAL LANDSCAPE OF KHUN CHANG KIAN



THE MASTER AND MENTEE: CHATREE AND PRIN

Chatree is good-natured and disarmingly humble, a village boy all grown up with his eyes fixed firmly on the prize. He isn't one for long discussions, preferring to walk us through the plantation in a sort of "show, don't tell" introduction to his specialty coffee operation. "Specialty" is more than a café counter buzzword up here in the mountains, it is an important distinction that tells the industry that this is a serious farm with real ambitions. "I came back to the village after working in the city, where I sold insurance. I met with people every day selling something I didn't believe in, and it wasn't helping my own people. I looked for an opening, something I could do which would lift up the people I grew up with. I wanted to find out what happiness means to me as an individual." As it turns out, the answer had been in front of his face the whole time. Coffee was already a big part of the world that surrounded Chatree, he needed only to find a way to improve it.

Bean Journey

FROM SEED TO SERVICE



COFFEE STARTS ITS LIFE ON THE TREE. FOR ARABICA SPECIES, THE BEAN-HOSTING BERRIES START TO TURN RIPE IN OCTOBER, AND THE HARVEST CAN LAST THROUGH UNTIL MARCH.



ONCE THE BERRY IS PICKED, IT IS PROCESSED. WHETHER WASHED, SKIN CONTACT, NATURAL, HONEY, FERMENTED OR SOME COMBINATION OF THE LOT, BERRIES REVEAL THEIR GREEN BEANS.



THE BEANS ARE DRIED, AND WHATEVER REMAINS OF THE FRUIT IS REMOVED. MUCILAGE AND PARCHMENT ARE THE BYPRODUCTS IN THIS STAGE, THE DRY OUTER SURFACE OF THE BEAN.

Chatree's focus since that day has been elevating the coffee production of this perfect square of the jungle. The first step was to link up with other growers and learn all he could about the plants, soil, processes, and market of coffee in the region. In the burgeoning specialty coffee scene, the successful farmers and roasters are more than happy to mentor the newcomers. Touring farms, visiting roasteries, and honing the skills he exposed himself to at "every coffee event I could find" gave Chatree the tools needed to create a product that everyone in the village could be proud of—and, most crucially, in which everyone could see the value. Specialty coffee isn't the same operation as the mass market. There are rules to follow, extra steps to be taken, and greater attention to be paid to the finer details. For Chatree, this starts with the species.

BETTER BEANS

The majority of the world's commercial coffee crops come from two distinct umbrella species: *coffea arabica* (known simply as "arabica") and *coffea canephora* (known as "robusta"). Within Arabica, there are further varieties with differing flavours, market values, and characteristics. Geisha, catuai, bourbon, caturra, benguet, and dozens more between. Each originates in a traditional growing region of the world: the Philippines, Latin America, Indonesia, Kenya, and Ethiopia all lay claim to their own distinct coffees with recognisable qualities. When

asked to share what recognisably Thai characteristics the locally-grown options exhibit, Chatree considers for a moment. "Diversity," he offers. "The conditions, the weather, and the soil means that our coffee plants grow well—maybe a little too well. If I plant a catuai plant next to a bourbon tree this season, next season there will be a completely new hybrid species growing between them. We can't sustain monoculture plantations. So our flavours are diverse, because our plants are diverse". It's a surprising assertion from someone who has devoted the past five years to perfecting his operation. Specialty coffee doesn't like to share the stage with inconsistency or unpredictability.

Khun Chang Kian specialty coffee, however, has found its place within that same stage. At the Specialty Coffee Association of Thailand (SCATH) annual awards, Chatree's honey process Arabica bean was awarded a staggering 91.50 points of a possible 100 to win the title of the best coffee in Thailand. At the resulting auction, the winning green beans fetched 26,500 Baht per kilogram. This is the difference specialty coffee can make to the communities who determine that quality comes first. In Baan Khun Chang Kian, a newcomer to the world of serious coffee cultivation returned a hero. Chatree could prove that yes, the process of growing, caring for, and processing specialty coffee requires more of the farmers' attention—but the end result can be more than worth it. Every season doesn't bring with it the guarantee of a US\$850/kg



THE GREEN BEANS ARE THEN GRADED AND SORTED BY HAND. BROKEN BEANS, DISCOLOURATION, DIRT, AND IMPURITIES ARE ALL CAUSE FOR REJECTION. THIS PROCESS CAN SEE UP TO 40% OF THE BEANS RETURNED TO THE SOIL AS COMPOST, UNWORTHY OF ROASTING OR CONSUMPTION. TOUGH BREAK, LITTLE BEAN.



THE BEANS ARE THEN STORED FOR UP TO TWO YEARS AHEAD OF ROASTING, WHERE SUGARS ARE CARAMELISED AND OILS BROUGHT FORWARD. TEMPERATURE AND DURATION DETERMINES THE BALANCE OF FLAVOURS, WITH DARK ROASTS EXHIBITING CHOCOLATE, CHARCOAL, AND COCOA-LIKE FLAVOURS WHERE LIGHTER ROASTS PICK OUT THE FRUITY, EARTHY TONES.



ROASTED, PREPARED BEANS MAKE THEIR WAY TO THE PLACES THEY ARE CONSUMED: HOMES, BUSINESSES, CAFES, AND (IN SOME LUCKY CASES) INTERNATIONAL COMPETITION. SPECIALTY COFFEES ARE JUDGED FOR FRAGRANCE, AROMA, FLAVOR, ACIDITY, AFTER TASTE, BODY, BALANCE, SWEETNESS, CLEANLINESS, AND UNIFORMITY.



THE BEANS ARE THEN GROUND, BREWED, AND ENJOYED VIA AN INFINITE NUMBER OF METHODS. WHETHER COLD BREW OR ESPRESSO, THE END RESULT IS THE SAME: AN EXTRACTION OF FLAVOUR AND CAFFEINE CONVENIENTLY CUPPED FOR YOUR SIPPING PLEASURE.

market value, but awards and accolades can bring attention to the region and its efforts, cementing the village's position within Thailand and helping to put Thailand in the company of global export leaders like nearby Indonesia. Closer to home, the big win has been the catalyst for Chatree to open his own coffee shop in Nimman, the as-yet-untitled Khun Chang Kian coffee shop on Nimmanhaemin Soi 17. Emblazoned with a logo that recalls both the mountains surrounding the village and the traditional woven crafts of its people Khun Chang Kian coffee shop is a bare bones operation with a bevy of high-end preparation equipment and small shelves groaning with awards. A steady stream of fans and aficionados both local and foreign move through the store, eager to talk extraction methods with the prodigal son of specialty coffee. The much-anticipated #1 bean is ground, prepared as a drip coffee, and served with a smile. Clean notes of palm sugar, stone fruit, and berries set off a cup of coffee that more than deserved its peerless position at the front of the industry. It's a bloody yummy cuppa.

LEFT HAND ROASTERS

Dustin started Left Hand Roasters to shine the light even brighter on the characters creating celebration-worthy coffee beans. With more than a decade of experience in the kitchens, bars, and coffee shops of Thailand's northern regions, Dustin

uses his network and platform to pair commercial partners with small-scale producers. During our tour of the farm, Dustin acted as our guide and translator, discussing the finer points of soil and species with Chatree. Dustin spoke with Chatree as you would an old friend, and it was clear from the outset that this wasn't an act. He has a respect and admiration for the producers of the coffee that sees him touring plantations and facilities throughout the year, enticed by the promise of a rare process or gold-standard bean. In his Suthep home-cum-roastery, green beans in bags of all sizes fill the space, each with an origin story committed to memory. Stories are something that the American-born local has in abundance, from his childhood on a Native American reservation in a home his father built, to encountering social circles including the likes of Hunter S. Thompson as a young man, before moving to Thailand and starting a restaurant in the then still relatively unknown village of Pai. He moves around a massive stainless coffee roaster, proudly explaining the features his father included in the design when they built the device from scratch. This DIY aesthetic blended with a counter-cultural upbringing is hugely influential on the operation of Left Hand Roasters. Even the name, Left Hand, was chosen to represent a non-traditional approach, a return to the alchemy of coffee, and a reference to Left Hand Valley in Colorado, near to where Dustin spent part of his youth. The monolithic roasting drum churns



DUSTIN JOSEPH, LEFT HAND ROASTERS



out carefully controlled batches of coffee that respect the efforts of the farmers that raised them, before being shipped to eager customers throughout Thailand. Each week, his coffee delivery subscribers are treated to either single-origin, blend, or espresso beans that he describes as “community conscious Thai coffee.” There’s no middle man in the process: farmers send their beans direct to Dustin, who makes the most of what they can provide and shares it with private and commercial customers keen on a better standard of brew. Fair prices are paid, the industry is supported, the forest grows—everybody wins.

Out of the forest and back to the sleepy side alleys of Nimman, the efforts of every member of the coffee supply chain don’t go unnoticed in the many, many coffee outlets throughout the quarter. A student-run café offers a pour over extraction of this year’s #2 specialty coffee from SOPA. A heaving latte room pours award-winning latte art into skull-shaped glassware. Hilltribe pamphlets dot the tables of a stark white espresso bar. A total of 15 coffee shops fill a radius that takes as many minutes to circumnavigate on foot. “Nowhere else in the world can you find coffee at this standard, in such close quarters, an hour away from the forests it is grown in,” suggests Dustin. “Nimman is a global coffee destination”. From where we are standing, it’s hard to dismiss as patriotic hyperbole or local pride. What isn’t immediately apparent is how the status as a coffee destination will extend beyond the reaches of Chiang Mai in the north. That’s the next obvious step for Dustin, whose operation will soon relocate to Bangkok. The roastery is only part of the plan, with ambitions to house a collaborative kitchen and dining space for up-and-coming culinary talents, workshops, and labs. We keep our eyes firmly fixed on Dustin’s future, but grateful to every character for the present state of the little brown bean from the north of Thailand.

เราอาจจะคุ้นเคยกับย่านนิมมานในแง่ของความชิบและในฐานะแหล่งเด็กอาร์ต แต่ที่จริงแล้วถนนนิมมานมีความโดดเด่นหลายอย่างและมีประวัติศาสตร์ที่น่าสนใจ จากที่เคยเป็นพื้นที่ว่างเมื่อช่วง 50-60 ปีก่อน ปัจจุบันย่านนี้ได้กลายมาเป็นแหล่งธุรกิจและศูนย์รวมศิลปะของเมืองเชียงใหม่ และสิ่งหนึ่งที่เป็นปรากฏการณ์เลยก็ว่าได้คือการเกิดขึ้นของคาเฟ่จำนวนมากในช่วงไม่กี่ปีที่ผ่านมา เรียกได้ว่ามีคาเฟ่อยู่ทุกซอกทุกมุมของนิมมาน บ้านเก่าแก่หรือตึกแถวที่เคยเงียบเหงาก็ถูกชุบชีวิตขึ้นมาเป็นคาเฟ่หลากหลายสไตล์เพื่อตอบสนองใจรักกาแฟที่มากขึ้นเรื่อย ๆ

กาแฟ แคนคาร์ คือหนึ่งในคาเฟ่ยอดนิยมในย่านนี้ ตั้งอยู่ด้านหน้าของโรงแรมแคนคาร์ ฮิลล์ ใจกลางย่านนิมมาน เป็นจุดเริ่มต้นเช้าวันใหม่ของใครหลายคน คนที่บอกลากาแฟคุณภาพเยี่ยม ไม่ว่าจะเป็นเอสเปรสโซหรือกาแฟแฟรสมัลตีต่าง ๆ ที่นอกจากจะถูกปากแล้วยังสวยงามอดไม่ได้ที่จะหยิบกล้องขึ้นมาถ่ายรูปโซเชียลมีเดีย

เราได้พบกับดัสติน โจเซฟ ผู้เชี่ยวชาญด้านกาแฟและเจ้าของเล็ฟท์แฮนด์โรสเตอร์ ผู้ที่จะมาบอกเล่าเรื่องราวที่น่าสนใจเกี่ยวกับกาแฟในเชียงใหม่ให้เราได้เข้าใจมากขึ้น ดัสตินเล่าว่าสมัยก่อนนั้นการปลูกกาแฟในเชียงใหม่ยังไม่แพร่หลายเท่าที่ปัจจุบันนี้ และยังเป็นลักษณะการปลูกกาแฟที่ไม่เป็นมิตรต่อสิ่งแวดล้อมเท่าที่ควร สิ่งที่เขาทำก็คือให้ความรู้เกี่ยวกับการปลูกกาแฟเพื่ออุตสาหกรรมและการลดผลกระทบต่อสังคมและสิ่งแวดล้อม ต่อมา ประมาณ 30 ปีก่อน กาแฟเป็นพืชที่ได้รับการสนับสนุนให้ปลูกมากขึ้นเพราะเป็นแหล่งรายได้ที่ดี ประกอบกับความพยายามของภาครัฐและสหประชาชาติในการลดการปลูกพืชที่เป็นยาเสพติด อย่างเช่นฝิ่น หลายคนจึงหันมาปลูกกาแฟกันมากขึ้น จนบนคอกยต่าง ๆ นั้นเต็มไปด้วยไร่กาแฟ และเกิดการพัฒนายี่ห้อมาจนทุกวันนี้กาแฟไทยเป็นที่ยอมรับทั่วโลก

ดัสตินพาเราไปเยือนฟาร์มข้างเคียง แหล่งปลูกกาแฟขึ้นชื่อแห่งหนึ่งของเชียงใหม่ เราได้พบกับคุณชาตรี แซ่หย่ง ชาวนุชนรุ่นช่างเคียงเจ้าของธุรกิจกาแฟขนาดเล็ก คุณชาตรีเล่าว่าเคยใช้ชีวิตในเมืองใหญ่อยู่สักพักและทำอาชีพขายประกัน แต่สุดท้ายก็รู้สึกไม่ชอบที่ต้องขายอะไรที่ตนเองก็ไม่ได้รู้สึกว่าได้ และได้สร้างประโยชน์อะไรให้กับชาวบ้านในชุมชน เขาจึงมองหาอาชีพใหม่ที่จะช่วยยกระดับความเป็นอยู่ของคนในชุมชนได้ จนเกิดเป็นธุรกิจกาแฟขึ้นมา เขาเริ่มจากการทำความเข้าใจลักษณะของดิน เมล็ดกาแฟชนิดต่าง ๆ ขึ้นตอนการปลูก และตลาดกาแฟ กาแฟของเขาเป็นกาแฟที่เรียกกันว่าสเปเชียลตี้ หรือกาแฟพิเศษ ซึ่งอาศัยความใส่ใจและพิถีพิถันเป็นอย่างมาก

กาแฟส่วนใหญ่ที่คนนิยมบริโภคได้แก่กาแฟอาราบิก้าและกาแฟโรบัสต้า แต่ที่จริงแล้วมีการแยกย่อยชนิดลงไปอีกมากมาย และแต่ละสายพันธุ์ก็มีความแตกต่างกัน แหล่งที่ปลูกก็ทำให้กาแฟมีรสชาติและกลิ่นที่แตกต่างกัน คุณชาตรีเล่าว่าสิ่งที่ทำให้กาแฟไทยมีความน่าสนใจก็คือความหลากหลาย เพราะประเทศไทยมีภูมิประเทศและภูมิอากาศที่หลากหลาย มีดินหลายชนิด ทำให้ได้กาแฟที่หลากหลายได้และรสชาติที่หลากหลาย สมาคมกาแฟพิเศษไทย (Specialty Coffee Association of Thailand หรือ SCATH) ได้ให้คะแนนกาแฟอาราบิก้าพันธุ์ของเกษตรกรสูงถึง 91.50 คะแนน จาก 100 คะแนน และเป็นกาแฟที่ดีที่สุดในประเทศไทย ทำให้กาแฟชนิดนี้ราคาสูงถึง 26,500 บาทต่อกิโลกรัม แม้การปลูกกาแฟจะไม่สามารถคาดเดาได้ว่าผลผลิตจะเป็นตามที่คาดหรือไม่ แต่การรักษากาแฟของผลผลิตก็ทำให้กาแฟมีราคาที่ดีและทำให้เกษตรกรสามารถเลี้ยงชีพได้อย่างยั่งยืน

คุณชาตรีได้เปิดร้านกาแฟของตนเองเมื่อไม่นานมานี้ อยู่ในซอยนิมมานเหมินท์ 17 ซึ่งตอนนี้ยังไม่ได้ตั้งชื่อร้าน ณ ร้านกาแฟแห่งนี้รับรองได้ว่ากาแฟทุกแก้วรสชาติเยี่ยม ผลิตจากกาแฟพันธุ์ช่างเคียงที่การันตีคุณภาพด้วยรางวัล ถึงแม้จะยังไม่มียี่ห้อแต่ก็มีลูกค้าประจำที่ชาวไทยและชาวต่างชาติแวะเวียนมาดื่มด่ำกับกาแฟขึ้นชื่ออยู่เสมอ ที่ขายดีที่สุดในขณะนี้จะเป็นกาแฟแฟรสมัลตีและกาแฟแฟรสมัลตีแบบกาแฟสด หอมละมุนด้วยกลิ่นหวานอมเปรี้ยวของผลไม้ ใครได้ชิมก็รับรองว่าต้องติดใจ

ดัสตินกล่าวว่านิมมานเป็นจุดหมายปลายทางสำหรับคนรักกาแฟที่แท้จริง ไม่ว่าจะเดินไปทางไหนก็ต้องเจอร้านกาแฟแน่นอนว่าไม่ได้มีแค่ปริมาณ เพราะคุณภาพกาแฟของย่านนี้ก็ยอดเยี่ยมไม่แพ้กาแฟในเมืองดังระดับโลก