

**YOUR COFFEE DOESN'T
NEED TO BE
SAD BEAN WATER**



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The Legend of Kaldi



- ❖ Kaldi was an Ethiopian goat herder in the 15th century, who is said to have discovered coffee when his goats ate a strange brown berry that made them so energetic they wouldn't sleep at night!



Where did coffee *really* begin?



- ☛ Coffee was first cultivated and traded along the Arabian Peninsula in the 16th century
 - ☛ Coffee was a huge part of social life in this region – they were also the first to invent coffee houses!
 - ☛ When pilgrims visited the holy city of Mecca, they drank the “wine of Araby”
- ☛ Coffee made it to Europe by the 17th century, where it was referred to as the “bitter invention of Satan” (ok Europe)
 - ☛ It was the Dutch who eventually monopolized the European coffee trade



POP QUIZ!



Does anyone know what historical event precipitated the American public's preference for coffee over tea?

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The Boston Tea Party! As TJ remarked, "Coffee -- the favorite drink of the civilized world."

Where does it come from?



- ☛ Coffee is now primarily grown in Central and South America, Africa, and in some South Asian countries
- ☛ The top five coffee exporting countries are **Brazil, Vietnam, Indonesia, Colombia, and Ethiopia**





Who drinks it?



- ☛ The top five coffee-consuming countries per capita are **Finland, Iceland, Norway, Denmark, and the Netherlands**
- ☛ Finland consumes about 12 kilograms of coffee per capita every year!
- ☛ Surprisingly, the United States is 25 on the global list of coffee consumption, at 4 kg per capita
- ☛ The world consumes 1.6 billion cups of coffee every day!!!

How do you make a cup o' joe?



- ☛ Roasts are usually classified as light, medium, medium dark, dark, and sometimes super dark
- ☛ Blends involve roasting different kinds of beans together to create a new flavor
- ☛ Flavored coffee is created by coating the coffee beans with oils such as vanilla or cocoa, or spices such as cinnamon and clove

Roasts



- ☛ Coffee beans are roasted to a **minimum of 400 degrees Fahrenheit**, at which point they expand and pop
- ☛ The “popping” of the beans is referred to as the “crack”
- ☛ The darkness of a roast depends on how many cracks the beans are put through, which depends on the roasting temperature

Roasts: Light



- ☛ Light roast coffee is roasted to 400 degrees, to first crack or just before
- ☛ The beans are not roasted long enough to become oily, so they are drier
- ☛ Light roasts have an acidic, grainy flavor, often described as “bright”
- ☛ They also retain the most caffeine, so dark roast coffees are not stronger in caffeine, just taste!

Roasts: Medium



- ☛ Medium roasted coffees are roasted to a darker brown color
- ☛ A medium roast has a temperature of about 430 degrees and is roasted past first crack and just before second
- ☛ Still no oil on the surface, but the coffee will smell stronger, taste fuller, and less acidic



Roasts: Dark



- ☛ contrary to popular belief, the lowest in caffeine content
- ☛ these roasts are often described as “chocolatey” and “full-bodied”
- ☛ most of the taste here comes from the conditions of the roaster rather than the bean itself



Flavoring Coffee

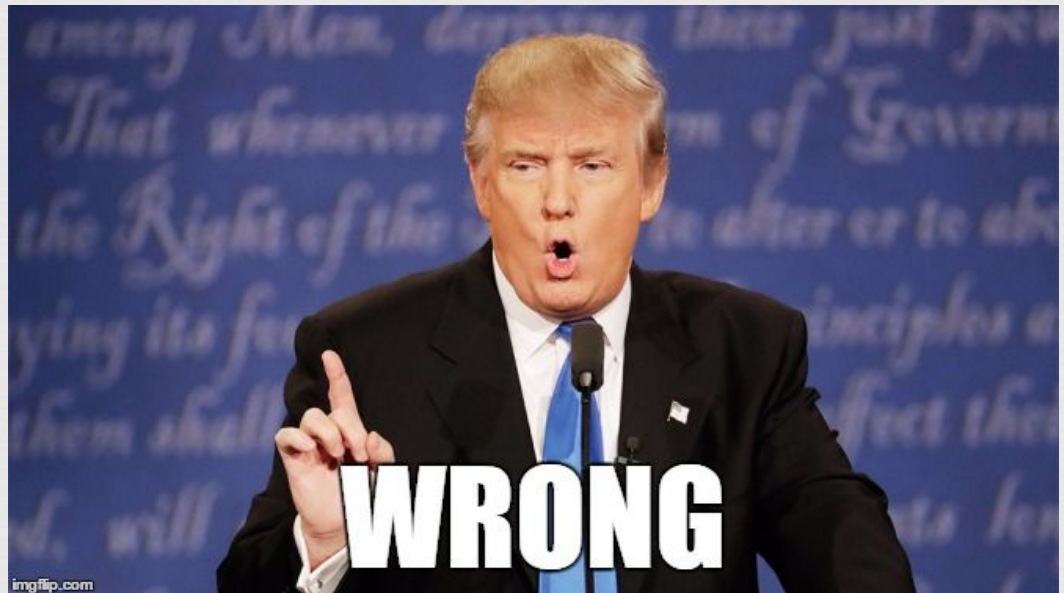


- ❖ The correct way to flavor your coffee is to use flavored beans rather than gross flavored creamers!!!
- ❖ Coffee beans are flavored after they have been through the roaster, when they are cracked and ready to absorb flavor
- ❖ The flavoring typically comes from a concentrated syrup, about 3% of the bean's weight
- ❖ Coffee beans are spun in a mixer after they have cooled so the flavoring is not burnt

Popular Brewing Methods



- ☛ Pour-over
 - ☛ The best way to fully aerate your coffee and give it the best possible flavor
- ☛ Keurig
 - ☛ No.
- ☛ Coffee pots
 - ☛ Maybe.
- ☛ French press
 - ☛ Acceptable.



Chemex!



- ☛ Main important features:
 - ☛ The filter
 - ☛ The shape
 - ☛ Also it's pretty
 - ☛ it's cheap on Amazon go get one



Today's Brew



- ☛ Nicaraguan medium roast, flavored lightly with vanilla and cinnamon
- ☛ A dark roast grown in Nicaragua and roasted locally, described as “chocolatey”
- ☛ Shameless self-insert, I, a Cajun, am sharing my personal supply of Cafe du Monde chicory coffee

The end!



- ❧ All information and photos are readily Google-able for your citation pleasure