The Coffee Culture

An Adventure in Coffee and Tea

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The Coffee Culture
Introduction

coffee [kaw-fee] ~ a drink consisting of an infusion of the roasted and ground or crushed seeds of the coffee tree.

Coffee has been enjoyed by humans for more than 1,000 years. Throughout history coffee has been touted as a medicinal cure-all, and condemned as the devil's brew. Coffee is steeped in rich history, legends, romance and mystery.

Coffee beans were a prize possession of the Egyptians and were so valuable that they were used as currency. Prior to 1000 A.D., coffee berries were eaten, not brewed. It was at this time that Arab traders brought coffee to their homeland and cultivated the plant for the first time. They boiled the beans and created a drink called Gahwa, which means "to prevent sleep".

According to historians, Americans have been obsessed with coffee since the Boston Tea Party took place in 1773. This event made drinking coffee a patriotic duty in America. The second boom to the American coffee consumption came during Prohibition in 1920. Coffee sales have steadily risen ever since.

In recent years, coffee houses, coffee shops and coffee bars have sprouted up all across America. A recent study revealed that Americans are spending as much as $1,500 per year purchasing coffee drinks at national coffee chains. That's a lot of beans, wouldn't you agree?

Today, coffee is the world's most popular beverage, with more than 400 billion cups consumed each year. It is a world commodity that is second only to crude oil. So why are we so obsessed with coffee? What makes this brew so enticing that people all over the world consume it?

This guide will provide you with the history of coffee, along with traditions and ceremonies associated with coffee. You'll learn about the different types of coffee and brewing methods; discover how coffee makers work and which brands are best. You'll be introduced to coffee accessories and presented with coffee gift ideas. You'll even learn about coffee games that you can play while on your coffee break!

So, go grab a cup of your favorite brew, then sit back and relax as you begin your journey into The Coffee Culture.
Chapter One
The History of Coffee

There are many stories and legends that surround the origins of coffee. Some are filled with mystery and romance, while others involve murder, espionage and smuggling. One of the most widely circulated legends involves a goat herder named Kaldi, from Kaffa Ethiopia.

According to this legend, one day Kaldi noticed his goats were behaving in an unusual manner after eating red berries from a hillside shrub. They were frolicking wildly and even the older and weaker goats seemed to have an abundance of youthful energy. Kaldi, feeling exhausted from herding the goats all day, decided to eat some of the red berries himself. Almost instantly after eating the berries, Kaldi experienced a surge of energy and mental clarity.

When Kaldi's wife saw how much energy her normally exhausted husband had, she encouraged him to share his miraculous discovery with the chief monk at the monastery. When Kaldi visited the monk, he was severely scolded for "partaking of the devil's fruit."

The monk tossed the berries into a fire to banish the "evil" fruit from the monastery. As the berries began to roast in the fire, the room filled with a delicious aroma. Soon, all of the other monks arrived to discover the source of this enticing smell.

The chief monk retrieved the berries from the flames and placed them in water to cool them off. He then instructed the other monks to sip the elixir. As they drank it, they experienced the energy and mental clarity that Kaldi had attempted to explain to the chief monk. From that point forward, monks indulged in this miracle elixir and used it to keep themselves awake during their evening prayers.

Another legend claims that an Arabian named Omar was exiled from Mocha, along with his followers, and banished to a desert cave to die of starvation. Omar came upon an unknown plant with bright red berries. The berries were bitter, so he instructed his followers to roast them in an attempt to improve their flavor.

The roasting process made the berries hard, so he instructed his followers to boil them in water in an attempt to soften them. After boiling the beans, only a broth remained. Omar and his followers were so hungry that they drank the broth, which immediately provided them with energy and sustained them for several days. The broth from the fruit allowed Omar and his followers to survive their exile.

When the residents in the nearby town of Mocha discovered that Omar and his followers had survived; they believed their survival was a miraculous religious event. The residents began visiting Omar in the cave to seek medical advice and to drink the broth in an attempt to be cured.

Eventually, Omar's "miracle broth" cured so many people that Omar was allowed to return to Mocha and was eventually made a saint. To honor the event, the townspeople named the plant and the beverage Mocha.
The stories of how coffee spread around the world vary greatly. There is a considerable amount of confusion in tracing the origin of coffee and its uses because of the variety of words used to refer to it in early times.

Some of the earliest references to coffee are from the Arabian words of *bunn* and *bunchum*. The first planting and actual cultivation apparently took place in Arabia. However, most will agree the coffee tree originated in the province of Kaffa, Ethiopia around 500 A.D. Since the coffee tree grows wild in Ethiopia, some experts believe the Ethiopians brought seeds to Arabia during their occupation of Yemen in the early sixth century.

Coffee was a prized possession of the Arabs and they went to great lengths to protect this valuable asset. The Arabs monopolized coffee beans and prohibited their exportation. They would strip the outer layers of the coffee bean to make them infertile. This method worked quite well for over 300 years.

In 1453, the Ottoman Turks introduced coffee to Constantinople, the capital of the Ottoman Empire. In 1475, the world's first coffee shop, *Kiva Han*, opened for business. The same year, Ottoman Turks enacted a law making it legal for a woman to divorce her husband if he did not provide her with a daily quota of coffee.

In 1607, Captain John Smith, founded the Jamestown colony in Virginia. It is said that John Smith introduced coffee to North America; however, many historians disagree with this theory. We know for a fact coffee hadn't caught on in England in the early 1600s, so it's questionable as to whether Captain Smith brought coffee to the colonies.

By the mid-1600s, coffee was the drink of choice for the Dutch settlement of New Amsterdam. The British took over the settlement and renamed it to New York in 1664. Coffee continued to be popular, but the British settlers still favored tea. At this time, coffee was very expensive and cost about 12 cents per cup. While that may sound extremely affordable by today's cost of living; at that time 12 cents would buy an entire meal.

By 1668, coffee had become the favorite breakfast drink of New York. While you might be thinking that it replaced tea, you'd be wrong. It replaced beer.

In 1670, Dorothy Jones of Boston, Massachusetts was granted a license to sell coffee, and so became the first American coffee trader. A few years later, the first American coffee house opened in St. Mary's City, Maryland.

When the Boston Tea Party took place in 1773, it became the patriotic duty of Americans to drink coffee. In fact, The Boston Tea Party was planned in a coffee house, the *Green Dragon*.

American pioneers traveling west always carried coffee in their covered wagons. They would brew the beans over campfires every morning and evening. In fact, from the 1800s on, nearly everyone in America was drinking coffee.
In 1820, a group of individuals called "Temperance advocates," decided to take on coffee. They held rallies and spoke out against coffee in public. They wrote articles warning of its "dangerous effects," and posted flyers claiming that coffee was toxic. Temperance advocates were so against coffee that they even wanted the government to ban it.

The Temperance advocates efforts were starting to pay off and coffee sales began to plummet. Then the advocates made a huge mistake. They claimed that coffee was a sexual stimulant and practically overnight coffee sales skyrocketed. The anti-coffee campaign fell apart and we've been drinking the stimulating brew ever since.

The following is timeline showing how coffee has circulated around the globe. This coffee timeline is provided as a Courtesy of UTNE READER, Nov/Dec 94, by Mark Schapiro, "Muddy Waters" (http://www.utne.com/).

Coffee Timeline

Prior to 1000 A.D.: Members of an Ethiopian tribe notice that they get an energy boost by eating a certain berry mixed with animal fat.

1000 A.D.: Arab traders import coffee back to their homeland and cultivate the plant on plantations. They also begin to boil the beans, creating a drink they call qahwa, which literally means, "that which prevents sleep".

1475: Turkish law makes it legal for a woman to divorce her husband if he fails to provide her with her daily quota of coffee (which is probably one of the reasons why coffee is so popular among the ladies today).

1600: Coffee is introduced to the West by Italian traders.

1607: Captain John Smith helps introduce coffee to North America.

1645: The first coffeehouse opens in Italy.

1668: New York City abandons beer as its official morning drink, replacing it instead with coffee. Unfortunately, the Irish never got the memo.

1672: Paris opens its first coffeehouse.

1690: The Dutch become the first to transport and cultivate coffee commercially.

1727: The Brazilian coffee industry gets its start when Lieutenant Colonel Francisco de Melo Palheta is sent by the Portuguese government to arbitrate a border dispute between the French and the Dutch.

1773: According to The Boston Tea Party, drinking coffee becomes a patriotic duty.
1886: Former wholesale grocer Joel Cheek names his popular coffee blend "Maxwell House," after the hotel in Nashville, TN where it is exclusively served.

1901: The first soluble "instant" coffee is invented by a Japanese-American chemist.

1903: Dr. Ludwig Roselius turns a batch of ruined coffee beans over to researchers, who perfect the process of removing caffeine from the beans without destroying their flavor. He markets it under the brand name "Sanka." Sanka is introduced to the United States in 1923.

1920: Coffee sales boom when Prohibition goes into effect in the United States.

1946: In Italy, the espresso machine is perfected and cappuccino is named after its color's resemblance to the robes of the monks of the Capuchin order.


One thing is for certain -- coffee is here to stay. Considering it is the world's second largest commodity, the economics of coffee are astounding. Annual global coffee retail sales are estimated to be $70 billion. This doesn't include the amount of money spent on coffee accessories, brewing machines, and coffee beans purchased for home use. As you can see, coffee really does make the world go 'round.

Coffee provides an income to more than 25 million small coffee producers around the world. In Brazil alone, over 5 million people are employed in the coffee industry. Brazil produces nearly one-third of all of the world's coffee, where over three billion plants are cultivated and harvested each year.

Coffee is bought and sold as a commodity on the New York Stock Exchange. Ironically enough, both the New York Stock Exchange and the Bank of New York started in coffeehouses, in what is today the financial district known as Wall Street.

There are over twenty five major varieties of coffee, but only two account for the majority of world production. Nearly 70 percent of coffee production is derived from Coffea Arabica. The remaining 30 percent comes from Coffea canephora, a heartier robust bean.

Let's take a look at the various varieties and where they come from…
Chapter Two
Coffee Varietals

Coffee varietals refer to the biological characterization of a coffee variety. Varietals have distinct characteristics based on the environment in which they are grown. These include flavor, caffeine content, body or "mouth-feel," and acidity. Another factor that affects coffee's characteristics is the method in which the beans are processed.

Coffee beans grow on trees and are actually not beans at all, but the seeds of cherries. This prized possession only thrives in mountainous, subtropical microclimates. The terrain is sheltered and hidden in far away places with steeply sloping terrain. Workers who tend to the crops are always at risk.

Most coffee trees are grown in the subtropical climate between the tropics of Cancer and Capricorn. Coffee plantations are generally located in altitudes up to 9000 feet above sea level. The labor involved is intensive and includes making certain that everything about the growing environment is in balance. Workers must eliminate weeds and creepers; along with tending to the canopy of trees planted to shade the coffee trees.

Once the red cherries ripen they are harvested by hand. It takes approximately 4000 beans for one pound of coffee, which means that 2000 cherries have to be picked, as one cherry contains two beans. One coffee tree produces about two pounds of roasted coffee per season.

More than fifty countries grow and export coffee. These include Mexico, India, Ethiopia, Kenya, Guatemala, Tanzania, El Salvador, Honduras, Panama, Costa Rica, Jamaica, Puerto Rico, Haiti, Columbia, Venezuela, Ecuador, Peru, Brazil, Hawaii, and the Dominican Republic.

As mentioned earlier, nearly 70 percent of coffee production is derived from the species *Coffea Arabica* and 30 percent is derived from *Coffea canephora*.

*Coffea Arabica* beans have a rich flavor, whereas *Coffea robusta* beans are generally used as filler in lower grade coffee blends. *Robusta* has about twice the amount of caffeine as *Arabica*, and is used in espresso blends to promote the formation of "crema".

*Coffea Arabica* has many different varietals, each with its own unique characteristics. Some of the more well-known *Arabica* coffees include:

**BRAZIL:**

Brazil is the world's largest coffee producer and cultivates everything from the world's cheapest coffee to the world's most elegant and expensive coffees. Brazil uses four different processing methods and cultivates coffee at much lower elevations than any other coffee producing country. The lower elevation yields a rounder, sweeter, less acidic bean.
The most common Brazil coffees sold in specialty shops are called "Santos 2." Santos beans are dry-processed, meaning the coffee has been dried inside the fruit. Santos coffee frequently comes from a variety of Arabica called Bourbon. If the coffee comes exclusively from trees of the Bourbon variety, they are described as Bourbon Santos.

COLOMBIA:

Nearly everyone is familiar with Juan Valdez, the Colombian farmer who appears with his donkey in coffee commercials. Colombian coffee is also known as Washed Arabica. Unlike other beans, Colombian coffee is washed to release impurities and acid agents.

Central Colombia is trisected from north to south by three mountain ranges called cordilleras. The primary coffees of the central cordillera include Medellin, Armenia, and Manizales.

Medellin is the most famous of the three coffees and is known for its heavy body and rich flavor. Manizales and Armenia tend to be thinner in body and less acidic.

Colombia's eastern cordillera coffees include Bogota and Bucaramanga. Bucaramanga coffee is rich and heavy-bodied, while Bogota coffee is considered one of the finest coffees grown. It is rich and flavorful like Medellin, but considerably less acidic.

COSTA RICA:

Costa Rica has been exporting coffee for more than 150 years. Coffee is cultivated in seven regions located throughout the central and southeastern portions of the country. Costa Rica coffees that reach America are usually the high-grown Strictly Hard Bean varietals.

Overall, Costa Rica coffees are distinct, clean and balanced with smooth acidity and good aroma. Each region produces its own distinct flavor:

- **Brunca** - normal body, medium acidity, and good aroma. Grown at altitudes between 2630 and 3950 feet.
- **Central Valley** - smooth body with undertones of chocolate, high acidity, and strong aroma. Grown at altitudes between 3950 and 5260 feet.
- **Tarrazú** - medium body, high acidity, and very good aroma. Grown at altitudes between 3950 and 5590 feet.
- **Tres Ríos** - medium body, medium acidity, and very good aroma. Perfectly balanced. Grown at altitudes of 3950 to 5430 feet.
- **Turrialba** - mild body, normal acidity, and good aroma. Grown at altitudes between 1970 and 2960 feet.
- **West Valley** - very good body with undertones of peach and apricot, high acidity, and very good aroma. Grown at altitudes between 3280 and 3950 feet.
- **Orosi** - medium body, medium acidity, and good aroma. Grown at altitudes between 2960 and 3950 feet.
DOMINICAN REPUBLIC:

While the majority of countries that produce coffee do so for profit; the Dominican Republic grows coffee to stay within its borders, where it is savored as a health tonic.

Coffee is grown on both slopes of the mountain range and divided into four markets: *Cibao, Bani, Ocoa,* and *Barahona.*

- *Cibao* is the market name for a good, low-acid coffee.
- *Bani* is a soft-bodied coffee with a mellow flavor.
- *Ocoa* is highly respected and touts a mild, yet rich flavor.
- *Barahona* is considered to be the best coffee. It is heavy-bodied and more acidic than the other three.

EL SALVADOR:

In the 1970s, El Salvador was the third largest coffee importer in the world and the first in productivity. Political strife, civil war, and a devastating earthquake nearly destroyed El Salvador's position in the coffee industry. However, in recent years El Salvador has once again become a contender in the coffee game.

El Salvador only produces the *Arabica* species. The main varieties include *Bourbon* and *Pacas.* *Bourbon* accounts for 80 percent of the coffee grown in El Salvador. *Pacas* accounts for 15 percent and the rest include *Pacamara, Caturra, Catuai,* and *Catisic.*

Most El Salvador coffees are soft body with low acidity. The best grade of El Salvador coffee is *Strictly High Grown,* which means it has been produced between 4,000 and 6,000 feet above sea level.

ETHIOPIA:

Coffee is Ethiopia's most important cash crop and largest export commodity. An estimated 200,000 to 250,000 tons of coffee is produced in Ethiopia each year. There are four types of production systems used in Ethiopia: forest coffee, semi-forest coffee, garden coffee, and plantation coffee.

Ethiopia produces some of the most unique and fascinating coffees in the world. Coffee is cultivated in three main regions: Harrar, Ghimbi, and Sidamo.

*Harrar* coffees are grown on small farms in the Eastern part of the country. They are identified as longberry, shortberry, or Mocha. *Harrar* coffees are heavy-bodied with a rich aroma and fruit undertones. *Harrar* coffee is frequently used in espresso blends.

*Ghimbi* has the fruit undertones of *Harrar,* but can be richer, more balanced, and have a heavier body or mouth feel.
Sidamo is grown in Southern Ethiopia and is also known as Ethiopian Fancies or Ethiopian Estate Grown. The most famous of these coffees is Yirgacheffe, which has an unparalleled fruity aroma, light and elegant body, and an almost menthol taste.

GUATEMALA:

Guatemala is known for producing some of the world's finest and most distinctive coffees. Guatemala Antigua is one of the most distinguished Guatemalan coffees. Cultivated in the mountain basin of the colonial city Guatemala Antigua, this coffee is a unique blend of smoke, spice, flowers, and occasionally chocolate.

Guatemala coffees grown outside of the Antigua basin are generally softer-body, but equally unique in flavor to Guatemala Antigua. These include coffees grown in the regions of Cobán, Huehuetenango, San Marcos and Lake Atitlan.

The highest grade of Guatemala coffee is Strictly Hard Bean (SHB). SHB coffee is grown under the supervision of ANACAFE, the Guatemalan coffee association. Most Guatemala coffee is grown in the shade on organized coffee cooperatives.

HAITI:

In the 1990s, the United States led an embargo against the dictatorship in Haiti. Unfortunately, the coffee growers became so desperate for money that they burned their coffee trees to produce charcoal, which could be sold in local markets.

In 1995, the Federation of Native Coffee Associations (FACN) and USAID, developed a specialty coffee and trademarked it as Haitian Bleu. Today Haitian Bleu is cultivated by nearly 7,000 farmers who belong to the Cafeieres Natives cooperative. Haitian Bleu is a rich, full-bodied coffee with dry, sweet tones.

HAWAII:

The most traditional Hawaiian coffee is known as Kona coffee. Kona is a growing district located on the southwest side of the Big Island. Kona coffee originates from a local strain of typica called Guatemala.

Kona coffee is cultivated on clusters of tiny farms located on the lower slopes of Mount Hualalai and Mauna Loa. Kona coffee is grown at altitudes of 800 to 2500 feet, which generally results in a low-acidic coffee. Due to the volcanic ash in the area, Kona coffee has acidic levels of coffee grown at a much higher altitude. However, it is a gentle acidity and frequently presents with fruit undertones.

There are five primary grades of Kona coffee: Extra Fancy, Fancy, Number 1, Peaberry, and Prime. The Extra Fancy bean is the largest and has the fewest defects. It's followed by Fancy, Number 1, and Prime.
Peaberry is an extremely rare and unique coffee bean. Whereas most coffee cherries produce two coffee beans, which are flat on one side and curved on the other, the Peaberry bean is rounded and oblong and only one is found in each coffee cherry.

Kona is not the only island that cultivates coffee in Hawaii. Other islands that cultivate coffee include Kauai and Molokai.

Kauai produces a highly selected coffee called *Kauai Estate Reserve*. This coffee is full-bodied, sweet and low-acidic.

Molokai produces a highly selected coffee called *Malulani Estate*. This coffee is medium-bodied with herbal notes and low-acidic.

**HONDURAS:**

Honduras coffee plantations suffered devastating losses in the 1990s, including hurricane Mitch in 1998 and the floods and storms of 1999. Additionally, most of the coffee grown in Honduras is produced by small coffee plantation owners who do not have the workforce to harvest the fruit in a timely fashion.

In recent years, Honduras has begun a reorganization effort in an attempt to revive coffee production. Currently coffees from the Marcala region near the El Salvador border have the best reputation of Honduras origins. These coffees have a medium-body and are more acidic. The highest grade of Honduras coffee is *Strictly High Grown*. To meet the criteria, coffee must be grown at an altitude of 4900 to 6400 feet above sea level. When buying Honduran coffee, look for one that states, "*Strictly High Grown, European Quality*".

**INDIA:**

India is the only country that grows all of its coffee under shade. This produces a mild, yet full-bodied taste and an exotic aroma. India coffee is rooted in spirituality and coffee growers are exceptionally passionate about their crops.

India coffee crops are some of the most well tended crops in the world. Because the coffee is shade-grown, up to 50 different types of shade trees are found in coffee plantations. A variety of spices and fruit crops are also grown on coffee plantations and include cardamom, vanilla, and pepper, orange and banana.

India also produces the *Robusta* variety known as *Kaapi Royale*. India has consistently produced and exported some of the finest coffees in the world for more than 150 years.

**JAMAICA:**

One of the world's most expensive coffees comes from the central Blue Mountains of Jamaica. The environment in which *Jamaica Blue Mountain* coffee grows is the most unique of all. Although the elevations are considered modest for coffee cultivation (3,000 to 4,000), the Blue
Mountains are almost constantly enveloped in fog. The fog slows the development of the bean, allowing it to become denser and yield what many call the perfect coffee bean.

Jamaican Blue Mountain coffees are known for their mild flavor and lack of bitterness. In order for coffee to be labeled as *Jamaican Blue Mountain*, growers must adhere to strict guidelines and receive certification from the Coffee Industry Board of Jamaica.

**KENYA:**

Most coffee from Kenya is produced on small farms in the high plateau regions. Kenya's environment provides a near-perfect climate for coffee growing; allowing beans to ferment longer and resulting in intensely flavorful beans.

The major coffee growing regions in Kenya are the High Plateaus around Mt. Kenya, the Aberdare Range, Kasii, Nyanza, Bungoma, Nakuru and Kericho.

Coffee from Kenya is well known for its intense flavor, full body, and pleasant aroma. It is often said that Kenya coffees are like fine wines. Great Kenyan coffees possess a unique, striking fruitiness. It's common to taste notes of raspberry, blackberry, lemon or black currant.

**MEXICO:**

Most Mexico coffee is cultivated in the south-central and southeastern regions of the country. The majority of Mexican coffee is processed using the wet method, which ensures better acidity and body. Coffee is graded based on the altitude where it is grown. Most Mexican coffees are delicate in body, with a slightly dry, acidic aftertaste.

Vera Cruz, located on the gulf side of the central mountain range, produces mostly lowland coffees. *Altura* coffee, meaning "high-grown," is cultivated in Chiapas and Oaxaca. Where coffee is concerned, the higher altitude almost always means higher quality.

Vera Cruz and Chiapas produce 60 to 70 percent of the Mexican coffee crop. The remainder is grown in Puebla, Oaxaca and surrounding states. When selecting Mexican coffees look for *Altura Coatepec*, *Altura Huatusco*, *Oaxaca*, *Oaxaca Pluma*, *Chiapas*, and *Tapachula*.

It's important to note that coffee from Mexican estates rarely can be found in the United States. Mexican estate coffee is sold almost exclusively into Europe, particularly Germany.

**NICARAGUA:**

Nicaragua has been ravished by civil war and Mother Nature. Hurricane Mitch brought tremendous devastation to Nicaragua coffee plantations in 1998. The drought of 2001, forced many coffee plantation workers into unemployment and left Nicaragua's economy in near ruin.
Most Americans are not familiar with Nicaragua coffee because it was not allowed to be imported into the United States during the cold war. Most Nicaragua coffee is shade grown on various estates and cooperatives.

The Jinotega, Matagalpa, and Segovia regions produce the best-known Nicaragua coffees. These coffees are complex and highly fragrant, with a medium-body and moderate acidity. Coffees grown in the Matagalpa region are known for their nutty vanilla flavor. Coffees grown in the Jinotega and Segovia regions offer a heavier mouth feel and bolder acidity.

The highest grade of Nicaragua coffee is *Strictly High Grown*. When purchasing Nicaragua *Strictly High Grown* coffee, look for coffees from the Selva Negra estate or the Prodocoop cooperative mill in the Segovia region.

**PANAMA:**

Panama is becoming a heavy hitter in the coffee industry and brings unique and interesting varietals to the table. Panama coffees tend to have complex and distinct characteristics. Panama coffees are generally shade-grown and offer a rich, bold flavor with high acidity.

The best Panama coffee is grown on highland estates in the Boquete region, just south of the border with Costa Rica. Five Boquete coffees scored in the top ten at the 2003 Specialty Coffee Association of America Boston cupping competition. In April 2004, Panama's *Esmeralda Special,* placed first in the "Best of Panama" cupping competition.

**PERU:**

In the early 1990s, Peru was emerging from a period of economic and political instability that had nearly eradicated their coffee industry. In attempt to help Peruvian coffee farmers recover, Kraft Foods initiated a co-op coffee program.

In 2004, Kraft Foods launched the *Verano* brand, a 100-percent organic Peruvian coffee, in Austria. Today, they are the world's largest importer of coffee from Peru.

One of the chief coffee growing regions in Peru is located in the Chanchamayo Valley, located about 200 miles east of Lima. This region produces about 40 percent of Peru's total coffee crop. This region's coffee has the best reputation of Peru coffees and is generally light-bodied, but flavorful and aromatic.

Coffee is also cultivated in the northern part of the country and on the eastern and western slopes of the Andes Mountains. The finest Peru coffees come from this region and produce a light-bodied coffee with notes of vanilla and nut.
VENEZUELA:

Venezuela coffee is grown in the mountainous regions of the Andes Cordillera and the Coastal Cordillera. It has a smooth rich flavor and is considered to be among the best coffees in the world.

Venezuela produces less than one percent of the world's coffee and very little of that amount is exported. The most sought-after Venezuela coffee is cultivated in the far western corner of the country, near the Colombia border. Coffees grown in this region are referred to as "Maracaibos" and include Cúcuta, Mérida, Trujillo, and Táchira.

As we discussed earlier in this chapter, more than fifty countries grow and export coffee. To discuss the origins and varietals of every coffee available, would require an entire book. In this chapter, we have only briefly touched upon the wonderful world of coffee beans. I encourage you to conduct further research on-line or visit your local library and check-out books on the subject.

One thing is for certain, as you begin to understand more about the coffee culture, it will certainly make you more appreciative of each precious sip!
Chapter Three
To Brew, or Not to Brew

If you brew your coffee at home, chances are good that you use a coffee maker. Today, we have a wide variety of coffee machines and are able to brew everything from regular to espresso coffee, along with lattes and cappuccinos. But, coffee brewing hasn't always been as easy as pressing a button.

The earliest coffee brewing methods involved boiling the coffee and water together. Filtering of the grounds was an option. As you can imagine, this made for an overly bitter and rather disgusting brew.

Around 1710, the *Infusion* brewing process was introduced in France. *Infusion* called for enclosing the coffee grounds in a linen bag, called a 'biggin'. The biggin was filled with coffee, closed with a drawstring and submersed into hot water within the pot. The grounds were allowed to steep or "infuse" until the desired strength was achieved. During this time the coffee pot consisted of a metal container which had a spout or spigot.

Coffee makers continued to evolve throughout the 18th century. New methods for separating the grounds were developed, and elaborate urns were developed. It was during this period that inner chambers and outer jackets were invented. These innovations allowed coffee to be kept warm for extended periods of time.

It was also around this time that the *French Drip Pot* was developed in Europe. In this method of brewing coffee, two chambers are stacked one upon the other, with a cloth filter placed in between. Ground coffee was packed into the upper chamber and boiling water was poured over it. As the coffee brewed, it slowly dripped into the lower chamber. This brewing process took a considerable amount of time and led to a weak cup.

The 19th century brought the invention of the espresso machine and the glass vacuum pot. The earliest glass vacuum pots appear to have been in use in Germany around 1830. One of the first glass vacuum pot patents was filed in France by Madame Jeanne Richard in 1838. Here's a little known fact that you probably aren't aware of...the madams of brothels were instrumental in the invention of coffee brewers. They served a lot of coffee and had time to discuss their thoughts on what would make the perfect brewing machine. In fact, during this period, women received as many coffee brewing patents as men.

Around the same time the glass vacuum pot was invented, a similar coffee brewing machine was also invented. This was the percolator coffee pot. While the glass vacuum pot heated the entire bowl of water and forced it up to a top bowl; the percolator heated only the water at the bottom of the pot. The percolator coffee pot is still in use today.

The 20th century brought a revolution in commercial coffee makers. In 1915, Corning Glass Work's introduced a coffee maker made from *Pyrex*. This ovenproof glass was marketed under the name "Silex."
The rights to the design had been acquired in 1909 by two sisters, Mrs. Ann Bridges and Mrs. Sutton, of Salem, Massachusetts. The two sisters sold a large number of their *Silex* brewers to hotels and sandwich shops, making their name synonymous with commercial coffee makers.

During the 1930s, coffee makers were further revolutionized with the addition of electricity. One of the first electric coffee machines was made by Willy Brandl. The most innovative invention of the electric coffee maker was the switch that turned it off at the right time. A little mercury float switch was mounted into the center top piece, which turned off the heat when the water level got too low.

In 1933, Dr. Ernest Illy invented the first automatic espresso coffee machine. The espresso coffee makers that are in use today were created by Italian Achilles Gaggia in 1946.

The next innovation in coffee makers came in 1942, when Harvey Cory designed his "rubberless" vacuum pot. Prior to his invention, coffee makers used a rubber gasket to form an airtight seal between the upper and lower containers. Cory's design substituted the rubber gasket with a seal formed by two mechanically ground glass surfaces.

Throughout the 1940s, coffee makers evolved by leaps and bounds. Sunbeam introduced their line of "Coffeemaster" machines with slick polished chrome finish and electric vacuum brewers with automatic shut-off devices. General Electric introduced their "Automatic" model, which incorporated a unique, magnetically-activated device to control the brewing process.

The most major advancement in coffee machines came in the 1960s when the modern filter type coffee maker was developed. Perhaps one of the most well known coffee maker brands is Mr. Coffee. Mr. Coffee invented the automatic drip process in 1972 and later signed Joe DiMaggio as the spokesperson for their company. With Mr. DiMaggio's endorsement, Mr. Coffee quickly became the best-selling coffeemakers in the United States.

Today, there are dozens of coffee maker choices. You can find espresso machines, drip coffee makers, percolators, French Drip, cappuccino makers, single cup coffee makers, and pod coffee makers. How on earth do you decide which one is best for you?

It's easy! In the next chapter, we'll review coffee makers to help you decide which brewing method will provide you with your preferred brew.
Chapter Four
Coffee Maker Review

There are literally hundreds of coffee makers to choose from. These include automatic drip, vacuum pots, espresso and cappuccino makers. While it's important for you to conduct your own research and compare prices, the following information can help you become familiar with some of the more popular brands. Each review is based on consumer opinion and ranked in order of popularity.

Regardless of the brand, model or style you choose, keep your own personal needs in mind when making a selection and choose a brand that has a solid reputation and good customer service. I hope the following information makes it easier for you to decide which type is the best coffee maker for you.

Chemex Drip Device - The Chemex Coffeemaking System was invented by chemist, Dr. Peter J. Schlumbohm, in 1941. This brewing device has a distinct "science lab" appearance. Special paper filters that are 20 to 30 percent heavier than other coffee filters are placed in the upper section. The filter is filled with medium- to coarse-grind coffee and a small amount of water is poured over them.

Using a Chemex requires water to be heated in a tea kettle prior to brewing. After the water is brought to a boil, it's important to wait for it to cool just slightly, than wet the grounds in the filter. After the grounds have drained, you fill the pot with water.

The Chemex receives a rating of 9.1 out of 10. This one cup coffee maker retails for around $40.00.

Melitta Coffee Maker - Due to its ability to brew from 1 to 4 cups at a time, the Melitta BCM4 is a good choice for people who do not consume much coffee. The BCM4 is a well-built unit and is perfect for camping and tailgate parties. Brewing time for the BCM4 is approximately one minute per cup.

Melitta coffeemakers use a special cone-shaped filter. Melitta manufactures a variety of coffee makers including single serve, 5- and 10-cup coffee makers, travel mug coffee maker, percolators, coffee urns, and cappuccino coffee espresso makers. Melitta coffee makers are also sold under the name of Salton®. This is the same company that is famous for the George Foreman® grill.


KitchenAid Coffee Maker - KitchenAid is perhaps best known for its legendary stand mixer. Today, KitchenAid manufactures an entire line of home living products including stoves, refrigerators, washers and dryers.
*KitchenAid* coffee makers are available in a variety of styles and coffee brewing capacities. They use a flat filter basket to create a uniform layer of coffee, which results in outstanding flavor. A unique feature of *KitchenAid* coffee makers is the use of a showerhead dispersion system, which saturates the grounds and allows for even distribution of coffee oils.


**Keurig Premium Coffee Systems** - *Keurig* coffee systems are the latest in single cup home brewing systems. Machines are extremely well designed, simple to operate, aesthetically pleasing, and most importantly, brew an excellent cup of coffee.

*Keurig* coffee systems use K-cups, which are pre-filled with coffee. K-cups have a miniature coffee filter inside. All you have to do is pop the cup into the coffee machine and in less than 60 seconds you have a freshly brewed cup of coffee. There's no mess to clean up, no filters to change, and no coffee to measure.

*Keurig* has partnered with a variety of gourmet coffee, tea, and cocoa manufacturers including *Newman's Own, Tully's, Green Mountain, Celestial Seasoning,* and *Ghiradelli* (famous for fine chocolate). There are over currently 130 K-cup beverages to choose from.

*Keurig* offers the "My K-Cup" reusable coffee filter, which allows you to use your own gourmet coffee in your *Keurig* home brewer. If your water contains high chlorine levels, *Keurig* offers a charcoal water filter that can help improve water quality. This filter is available for the B100 Brewer only.

*Keurig* coffee systems are available for home and office use. There are currently four home units available, which allow you to brew K-cups between 7.25 and 11.25 ounces of coffee per cup.

*Keurig* coffee systems received a rating of 8.3 out of 10. Home brewing units range in price between $99.95 and $279.95. K-cups cost $2.95 for 5 cups and $13.95 for 25 cups.

**Senseo Coffee Pod System** - The *Senseo Coffee Pod System* is very similar to the *Keurig* coffee system. However, with the *Senseo* system, you can choose the strength of your coffee. If you prefer your coffee medium-dark to dark, simply use two *Senseo* coffee pods.

*Senseo* coffee pods are specially designed for *Senseo* coffee machines. Each pod contains pre-measured servings of coffee. Coffee varieties include blends from Sumatra, Brazil, Kenya, and Colombia. *Senseo* also offers flavored coffees such as Irish Cream; Hazelnut, Vanilla and Mocha; and French Vanilla and Caramel. For those who prefer tea, *Senseo* offers two tea selections.

The *Senseo Coffee Pod System* received a rating of 8.1 out of 10. Prices range between $69.99 and $139.99. *Senseo* coffee and tea pods are priced at $29.99 and contain between 108 and 120 pods.
Bunn Coffee Maker - Founded in 1957, Bunn-O-Matic Corporation introduced the first paper coffee filter. Bunn has built a reputation on providing dependable, safe, and efficient coffee makers for 50 years.

The BTX Home Brewer is one of Bunn's most recent designs. The stainless steel vacuum carafe keeps coffee hot without overheating. It brews 10 cups of coffee in less than 3 minutes, making it one of the fastest home brewing systems on the market.

Additionally, Bunn recently launched "My Cafe™", a commercial grade pod brewer for use at home or the office. Similar to the Keurig and Senseo coffee machines, "My Cafe" uses coffee pods. The difference is Bunn's single cup coffee makers let you use other manufacturer's pods.

For those who live in altitudes above 4,000 feet, Bunn offers high altitude single coffee cup brewing machines.

Bunn coffee makers received a rating of 7.7 out of 10. Prices range between $99.95 and $119.95 for home brewing units.

Cuisinart Coffee Maker - Cuisinart makes a wide range of kitchen appliances and accessories. Julia Child was the first culinary expert to hail the Cuisinart food processor as a revolutionary kitchen appliance when it was introduced to America in 1973.

Cuisinart coffee makers are high quality and efficient machines. Cuisinart offers everything from a basic 4-cup drip machine to a programmable grind and brew coffee maker. One of Cuisinart's most unique coffee makers is the Two to Go® machine. This handy appliance lets you brew directly into two travel mugs that hold 14-ounces of coffee each. After brewing, just grab your mug and go! Best of all, it's affordably priced at around $30.00.

Cuisinart received a rating of 7.7 out of 10. Prices range $29.95 to $99.95.

Braun Coffee Maker - In 1929, Braun was one of Germany's leading radio manufacturers. Today, Braun manufacturers 200 small electrical appliances in ten categories: Electric shavers, epilators, food processors, coffeemakers, irons, infrared ear thermometers, blood pressure monitors, hair care appliances, electric oral care products, clocks and calculators.

Braun's newest innovation in coffee makers is the Impressions design. The sleek design and advanced brewing technology, deliver hot, fully extracted and aromatic coffee. The Impressions coffee maker includes a Brita® water filter, which not only reduces chlorine, but also prevents calcification. The coffee flows directly into the stainless steel thermal carafe, keeping coffee hot for hours. After brewing is finished, the Impressions coffeemaker shuts off automatically.

Another innovation is the Braun Tassimo Hot Beverage System. This is a single cup coffee maker, much like the others mentioned earlier. This system uses Tassimo coffee or "T-discs." T-discs are available in a wide variety of hot beverages from trusted, quality brands including Gevalia coffee, Twinings tea and Suchard hot cocoa.

**Mr. Coffee** - *Mr. Coffee* has been manufacturing high-quality, yet affordable home brewing machines since 1972. They were perhaps one of the first American coffee manufacturers to introduce the single cup coffee maker.

*Mr. Coffee* has 44 styles of coffee makers. They range from single cup to 45-cup stainless steel urns. Some are very basic for those who prefer simplicity. Others are programmable and include built-in coffee grinders.

*Mr. Coffee* coffeemakers are available in white, red and black. Many have the traditional glass carafe, while others have stainless steel thermal carafes that keep coffee warm for hours.

Overall, *Mr. Coffee* brewing machines received a rating of 7.2 out of 10. Prices range from $19.99 to $89.99.

**Krups Coffee Maker** - *Krups* opened its doors for business in 1846 and built their reputation building scales for private customers and retail sale. It wasn't until 1956 that *Krups* became involved in the coffee business. It was at this time they launched the first electric coffee grinder and sold more than one million units their first year.

*Krups* manufactured their first coffee maker in 1961, when they launched the ONKO coffee maker, which later became the T-8, and is now sold as the F-68.

Today, *Krups* offers a wide variety of coffee makers including automatic drip and pod machines, and the *Moka* brewing system. *Moka* uses the natural pressure of steam to extract full coffee flavor, resulting in a rich Italian-style coffee. *Krups* also carries a line of fine roasted coffees.

*Krups* coffee makers received a rating of 7.0 out of 10. Prices range from $79 to $299.

**Black and Decker Coffee Maker** - *Black and Decker* may be best known for their power tools, but they make a strong and durable coffee maker too. One of their most popular models is the *Spacemaker™*, with its under-cabinet mounting system.

*Black and Decker* offers a full line of automatic coffee machines and has recently entered the single-cup coffee maker market. In lieu of using pods, *Black and Decker* single-serve coffee makers include a permanent filter, allowing you to use any type of coffee you desire.

*Black and Decker* coffee makers received a rating of 6.7 out of 10. Prices range from $16.99 to $54.99.
**De'Longhi Coffee Maker** - *De'Longhi* is an international organization that offers unique features and products that truly provide a benefit and convenience to their consumers. One of the most unique features on *De'Longhi* espresso makers is the patented 'No-Drip' technology. They also feature a *FlavorSavor* filter basket on their coffeemakers.

*De'Longhi's* most popular coffee maker is the 10-cup brewer with brushed stainless steel exterior. This model features a double-wall thermal carafe that helps keep coffee hot for hours. It has a 24-hour programmable timer and will automatically shut-off after brewing is complete. The adjustable flavor selector allows you to choose the strength of coffee you want.

*De'Longhi's* MAGNIFICA Super Automatic Machine is the mother of all machines. This brewing system will do everything but pour in the coffee and water. The MAGNIFICA truly is magnificent and can aid you in brewing the ultimate cup of coffee, cappuccino, latte, or espresso shot.

*De'Longhi* coffee makers receive mixed reviews. Some people love them; others don't have anything nice to say about them. Overall, *De'Longhi* received a rating of 5.0 out of 10. Prices range from $29 to $1500.
Chapter Five
How to Be a Savvy Bean Counter

Have you ever taken time to calculate just how much money your coffee habit is costing you? If not, chances are good that you'll be shocked when you do.

If you're like most Americans, you purchase at least one cup of coffee from your local coffee shop café every week day. The average cost of a cup of coffee house coffee is $3.50 plus tax. For ease of calculation we'll round this amount up to an even $4.00.

If you buy one cup of hot coffee each week day, you're spending $20 per week. Now, let's say you take a two week vacation each year, so we'll multiple your coffee expense by 50 weeks. $20.00 x 50 weeks = $1,000.00. If you drink two cups a day, your annual coffee expense is $2,000.00. Three cups of coffee…. you get the idea. Try giving up your coffee house latte and see how much you can save.

I don't know about you, but I can take a nice vacation for $1,000.00. And, while I'm all for supporting local business owners, I prefer to go on a nice vacation over a cup of coffeehouse coffee. If you'd like to see how much you can save by switching to home- or office-brewed coffee, take a look at the Coffee Calculator at http://www.hughchou.org/calc/coffee.cgi.

It's easy to make the switch to home- or office-brewed coffee. Many of the coffee maker manufacturers mentioned in chapter four offer office brewing systems. The single serve pots are an excellent choice for the office because they provide employees with many flavor options.

Additionally, many coffee maker manufacturers offer machines that brew coffee directly into a travel thermos. All you need to do is add your favorite coffee blend, turn on the switch, and grab your cup to go. Home and office brewing systems allow you to brew your favorite coffee, while saving you hundreds, if not thousands of dollars each year.

In this chapter, we're going to review the various types of coffee available in the marketplace. We'll take a look at home delivery services, coffee house coffees, wholesale coffee, and grocery store coffees. We'll compare instant coffee to gourmet coffee and ground coffee to coffee beans. Are you ready to begin?

Home Delivery Services:

Gevalia Kaffee - Gevalia Kaffee has been a purveyor of fine European coffees for more than 140 years. Today, Gevalia offers more than 30 varieties of coffee and 13 varieties of tea. Members of Gevalia Kaffee can customize and choose which blends, roasts, origins to order.

New members of Gevalia Kaffee receive a free coffeemaker with their first order of Gevalia coffee or tea. Every six weeks, Gevalia will send you one or more 1/2-pound packages of the
coffees you select. Prices of coffees and teas range from $5.55 to $7.45 per package, plus shipping and handling.

There is no long-term commitment required when you join the Gevalia Kaffee home delivery program. You may change the quantities and types of coffee you receive at any time, as well as the frequency of your shipments.

Two of Gevalia Kaffe's most popular coffees include their Espresso Roast and Irish Cream. You can find coffee drink recipes at the Gevalia Kaffe website, along with recipes for soups, salads, side dishes, entrees, appetizers and more. - www.Gevalia.com

Green Mountain Coffee Roasters - Green Mountain Coffee Roasters began as one small coffee café in Waitsfield, Vermont. Today Green Mountain offers a wide variety of coffee varietals that can be purchased in retail stores or on-line at their website, and can be delivered directly to your home or office.

Green Mountain Coffee Roasters offers the Café Express Coffee Club, which allows members to select their favorite coffee and delivery frequency. Members receive discounts, free gifts, and special offers.

Coffee selections from Green Mountain include seasonal coffees, exotic coffees, signature series coffee, Fair Trade and organic coffees, K-cups, and Newman's Own® Organics. Green Mountain also offers a wide selection of business and personal gifts, coffee accessories, and home and garden accessories.

Nearly every Green Mountain coffee selection can be purchased as whole beans or ground for infusion, manual drip, automatic drip, espresso, Turkish and K-cup. Coffee is sold in 12-ounce bags or boxes of 25 K-cups and range in price from $8.49 to $13.49. http://www.greenmountaincoffee.com/

Flavia Coffee - Flavia offers a unique coffee maker called the Flavia Fusion Drink Station. This unit requires little space and is super simple to use. Just place your coffee mug on the station, insert a Flavia Filterpack, and press the button. Voila - instant freshly brewed coffee!

Flavia offers an auto-delivery service, which allows members to select the type, quantity and frequency of their desired coffee. Flavia Filterpacks are available in a variety of blends and flavors including Colombian, French Roast and Espresso coffee.

Flavia Filterpacks are also available in tea and cocoa. Flavia's latest drink innovation is the Milky Way Swirl; a coffee drink that tastes just like the candy bar! For those who like a more exotic coffee drink, Flavia has created a creamy coffee topping and a rich latte coffee creamer.

When you order the Flavia Fusion Drink Station, you receive a free 18-drink sample kit and free shipping. Filterpack coffee prices range between $8.69 and $9.49 for packs of 20. For less than 50 cents per cup, you can indulge in some of the finest gourmet coffees in the comfort of your own home. Learn more at Flavia products at www.myflavia.com
**Peet's Coffee and Tea** - The first *Peet's* coffee and tea store opened in 1966 near the campus of University of California in Berkeley. Today, *Peet's* coffees and teas are available in *Peet's* retail stores, on-line, through mail order service, specialty food and grocery stores, offices, and fine restaurants and hotels.

*Peet's* offers a recurring coffee program called "Peetniks." Members can order any combination of coffees in any quantity. You can order the same coffee each delivery, or order something new each delivery. You can also select the *Global Journey*, where you will receive a different coffee every three weeks. Other coffee programs offered by *Peet's* include *Coffee Samplers* and *Coffee of the Month*.

*Peet's* offers one of the world's finest selections of teas from around the globe. Choose from exotic premium teas such as Oolong, Black, Green, and White teas. Indulge in rare teas including *Jasmine Downy Pearls*; a green tea rolled into pearl-shaped balls, then scented with jasmine flowers.

*Tea Samplers* include hand selected varieties of *Peet's* finest teas. Take a *Tea Tour* and explore the world of teas that *Peet's* has to offer. Both tea programs deliver fresh, whole leaf tea in your choice of loose leaf or tea bag.

Last, but not least, *Peet's* offer a delightful selection of sweet treats including chocolate covered espresso beans, raspberry truffles, chocolate toffee almonds, and *Scharffen Berger* chocolate products. Learn more at [http://www.peets.com/](http://www.peets.com/)

**Coffee House Coffees:**

**Starbucks** - Pretty much everyone on the planet is familiar with the *Starbucks Coffee Company*. You can find a Starbucks coffee shop café on nearly every corner in most metropolitan cities.

*Starbucks* can take care of just about any coffee need you may have. Coffees can be purchased by the cup or by the pound in each *Starbucks* location. Packaged *Starbucks* coffee is also available in nearly every major grocery chain.

*Starbucks* isn't limited to just coffee. You'll also find *Tazo* teas, coffee/tea gift collections and a nice selection of coffee equipment, including *De'Longhi* coffee makers and *Bialetti* stovetop espresso makers.

The average cost per pound of *Starbucks* coffee is between $9.50 and $15.00. Many coffees are available in whole beans or ground. *Starbucks* also offers two organic coffee blends and one Fair Trade coffee. Teas are around $10.00 for a box of 24 bags. *Starbucks* also sells single-cup coffee pods. If you aren't able to locate *Starbucks* coffees and teas in your area, you can order products online at [www.Starbucks.com](http://www.Starbucks.com).
**Seattle's Best Coffee** - *Seattle's Best* was started by a group of passionate coffee lovers in the early 70s. A local Seattle restaurant hosted a coffee competition and this group's coffee was voted "Seattle's Best". They renamed their company and are now one of the largest coffee companies in the world. *Seattle's Best Coffee* was acquired by *Starbucks* in July 2003; however, they have retained the high quality and unique coffee blends that *Seattle's Best* is known for; and they kept the brand name intact.

*Seattle's Best* coffees are available at retail outlets, in most major grocery chains and at on-line stores. You can choose from traditional coffeehouse blends, flavored coffees and organic varieties. A few of *Seattle's Best* most popular flavored coffees include Cinnabon®, Crème Brulee, Chocolate Toffee, and Hazelnut Cream.

*Seattle's Best* coffees are somewhat pricey. Most are available in 2.25 pound bags and the average cost is $25.00 or more. These gourmet coffees are rich and more flavorful than cheaper store brands, so you might find that you can use a little less coffee per cup and still achieve the robust flavor you desire. - [http://www.seattlesbest.com/](http://www.seattlesbest.com/)

**Caribou Coffee** - *Caribou Coffee Company, Inc.* is a coffee franchise and the second largest company-owned gourmet coffeehouse in America. *Caribou Coffee* currently has nearly 450 coffeehouse locations throughout the U.S.; along with 17 international locations.

*Caribou Coffee* is available in *Caribou* coffee shops, grocery chains and on-line. They also offer office delivery and wholesale coffee for the food service industry.

*Caribou Coffee* has a wide range of coffee, tea, cocoa, equipment and accessories. *Caribou Coffee* is sold in half-pound bags ranging in price between $6.29 to $8.79.

You'll find a nice selection of coffee mugs, coffee cups, and travel coffee mugs. Need a gift for a coffee lover? *Caribou Coffee* offers a wide range of unique gift ideas including a *Daybreak Breakfast Basket* and a fabulous *Caribou Picnic Basket*.

*Caribou Coffee* also offers three types of tea; two of which include whole leaf tea packaged in a convenient pre-measured tea bag.

Last, but not least, *Caribou Coffee* offers gift cards in denominations from $5 to $100; making an easy gift for those who are normally hard to buy for. Learn more at [http://www.cariboucoffee.com/](http://www.cariboucoffee.com/)

**Christopher Bean Gourmet Coffee Company** - *Christopher Bean Gourmet Coffee Company* is a small-town, family owned and operated coffee roaster located in Daytona Beach, Florida.

*Christopher Bean* coffees come from East Africa, Arabia, and Central and South America. Selections include espressos, light and dark roasts, blends and flavored coffees. Packaged coffee is available in 8- and 12-ounce packages, which range in price from $5.49 to $7.49. Coffee can be selected as whole coffee bean, drip, percolator, press, or espresso.
Christopher Bean offers incentive programs including "Bean Bucks" and on-line specials. With "Bean Bucks" you simply save the bean buck that is printed on the side of each bag. After you have accumulated seven bean bucks, send them in to Christopher Bean and you'll receive a coupon for a free bag of coffee.

Christopher Bean Gourmet Coffee Company also offers wholesale pricing to grocery and retail outlets, restaurants and offices. - [http://www.christopherbean.com/](http://www.christopherbean.com/)

National Brands Coffee

While there's no doubt that specialty coffees exude flavor and provide coffee lovers' with the opportunity to taste coffees from around the globe; let's not forget about the coffees that can be found on the grocery shelf.

Although these coffees may not be exotic gourmet blends, they are still capable of providing a good cup of brew for a fraction of the cost. Let's take a look at some of the more popular brands.

**Dunkin Donuts** - Did you know that Dunkin' Donuts is America's largest retailer of coffee-by-the-cup, serving nearly 1 billion cups of brewed coffee each year? Dunkin' Donuts coffee can be purchased by the pound in most Dunkin' Donut stores, as well as on-line at their website. For only $7.99 a pound, you can enjoy Dunkin' Donut coffee in the privacy of your own home for just pennies a cup.

Dunkin' Donuts also offers a coffee subscription service so you can have their coffee shipped directly to your home or office. Club members receive an additional 20 percent discount on all recurring coffee orders. Learn more at [https://www.dunkindonuts.com](https://www.dunkindonuts.com).

**Folger's Coffee** is synonymous with instant coffee and the infamous coffee crystals. Folger's has been around since 1872 and has been a leader in innovative packaging and brewing techniques. Folger's launched a line of instant Café Coffees in 2003, followed by the Gourmet Selections, and most recently, Simply Smooth, the first "stomach-friendly" coffee.

Folger's has a wide selection of coffee choices including the original Instant Crystals and Classic Ground. The Coffeehouse Series includes a Breakfast Blend, Colombian, French Roast and Gourmet Supreme.

Folger's Gourmet Selection includes seven varieties of flavored coffees including Vanilla Biscotti, Caramel Drizzle and Chocolate Truffle.

Folger's Flavors includes decadent flavored coffee drinks including Chocolate Swirl, Cinnamon Swirl, Hazelnut and French Vanilla.

Last, but not least, Folger's offers the "Wakin' Up Club" where members receive special offers, free samples, and the latest news from Folger's. Learn more at [http://www.folgers.com/](http://www.folgers.com/).
Maxwell House Coffee - Maxwell House has been providing coffee to American homes for more than 100 years. Their product line includes instant and ground coffee, flavored coffees and coffee pods. Maxwell House is known for their signature blue coffee can. They provide an excellent product at an affordable price. Maxwell House offers their Master Blend in smooth, rich or bold roasts. Flavored coffees are available in Vanilla or Hazelnut. The entire Maxwell House Café Collection™ is now available in convenient coffee pods.

Maxwell House offers "House Points" where consumers can collect House Point symbols from specially marked Maxwell House products. Collect points and send them in to redeem gifts such as a coffee maker or coffee trivet.

Maxwell House occasionally sponsors promotions at their website. To check for current promotions visit [http://www.maxwellhouse.com](http://www.maxwellhouse.com).

Yuban Coffee - Originally this coffee was intended to be served at Yuban founder, John Arbuckle's, annual Yuletide Banquet. The flavor was so exquisite and unique that he began offering it year-round. Today people all over America can enjoy it.

Yuban works closely with the Rainforest Alliance, an organization dedicated to sustainability. This partnership allows Yuban to play an active role in safeguarding coffee-growing environments and improving the lives of coffee growers worldwide.

Yuban is a unique flavor on its own; therefore, selection is limited to three choices: Original, Dark Roast and Original Decaffeinated.

Not only does Yuban provide you with a good cup of coffee at a reasonable price, they also give back to the community. To learn more visit [www.yuban.com](http://www.yuban.com).

Eight O' Clock Coffee - People have been brewing Eight O' Clock coffee for nearly 150 years. They offer a nice selection of both whole bean and ground coffees in traditional, gourmet and flavored selections.

Eight O' Clock coffee is made from 100% Arabica beans. They roast green coffee beans for 10 to 20 minutes, depending on the roast. Their roasting plant is located in Landover, Maryland.

Most coffees are offered in either 12- or 36-ounce bags. Best-selling roasts include Original, Colombian, and French Roast. Flavored coffees include Hazelnut and French Vanilla. Balanced Blend is a mixture of half decaffeinated beans and half caffeinated beans. Decaffeinated blends include Original and Colombian.

Eight O' Clock coffee is available in most major grocery chains. To locate a store in your area, visit their website at [www.eightoclock.com](http://www.eightoclock.com).
**Chockfull O' Nuts** - This coffee with the funny name has been around since 1932. In fact, they were one of the original New York City coffee shops. *Chockfull O’ Nuts Cafes* are located in New York and New Jersey and offer franchise opportunities for coffee lovers who reside in those two states. Whether you want to start a coffee business or set-up a portable coffee cart, *Chockfull O' Nuts* can help you get started.

*Chockfull O’ Nuts Cafes* serve a nice selection of foods including sandwiches, wraps, soups and salads. They also offer decadent desserts, classic freezes, hot coffee beverages, gourmet coffees, iced coffee drinks, and green tea freezes.

If you are not fortunate enough to have a *Chockfull O' Nuts Café* in your area, you can still enjoy their coffee at home or the office. *Chockfull O' Nuts* coffee is available in nine distinct flavors including Colombian, French Roast, New York Roast and Hazelnut.

The new line of *New York Classics* includes six enticing blends such as *Upper West Side European Roast*, and *SoHo Morning Roast*.

*Chockfull O' Nuts* is a satisfying blend, with rich flavor and good mouth-feel. It's available in most major grocery chains. For more information on *Chockfull O' Nuts* coffee or cafes visit [www.chockfullonuts.com](http://www.chockfullonuts.com).

Now you have a good idea about coffee makers and the various types of coffee, but that isn't all that is required for the perfect cup of Joe. There are some basic things you should know in order to extract the most flavor from the bean. In the next chapter we'll take a look at coffee making essentials and how they can enhance your brewing experience.
Chapter Six

Coffee and Tea Making Essentials

In order to make coffee you need a coffee maker and coffee, but did you know there are many gadgets and accessories that can make your life easier, while helping you brew the perfect cup? In this chapter we're going to take a look at coffee making essentials and learn what they are, how they are used, and why you need them.

**Coffee Filter** - If you have ever brewed a cup of coffee in an automatic or drip coffee maker, than you are probably familiar with coffee filters. A coffee filter is important because it brings out the best flavor in your coffee by catching grinds and some of the bitter taste, while allowing the flavor and color of the beans to flow through.

The most common coffee filter is the paper filter. Paper coffee filters are available in a variety of sizes and shapes, with the most common being a cone or round shape. White coffee filters are made from paper pulp which has been bleached. Some coffee drinkers feel that bleached filters have a negative affect on coffee flavor and recommend using unbleached brown coffee filters instead.

Paper coffee filters are available in different grades, allowing you to easily and quickly change the taste of your coffee by using a different grade of filter. Paper coffee filters are disposable and generally inexpensive. They can be found in most grocery stores, convenient stores, and drug stores.

An option to paper coffee filters is to use a permanent filter. Permanent coffee filters are wire mesh, made from stainless steel. These reusable filters are formed into either a basket shape or a cone shape to fit the various types of coffee makers.

Many coffee makers are now being sold with permanent coffee filters. These types of filters are easy to clean and you can simply wash them out in your sink, or pop them into your dishwasher. Permanent coffee filters do not seem to filter out the bitterness as well as paper filters and can be somewhat messy to clean. However, they can save you a bit of money and they are environmentally-friendly.

Gold coffee filters are a favorite choice amongst coffee connoisseurs. A gold-tone coffee filter is constructed from stainless steel that has been enhanced with gold plating. A Swiss gold coffee filter is made from real 23-karat gold, which gives it even more longevity. Both types of gold filters eliminate the need for a paper filter.

Those who use a gold coffee filter claim there is a definite difference in the flavor of their brews. They say it makes the coffee more lively, vibrant and complex.

One major advantage of a gold coffee filter is longevity. Another advantage is that in the long run, you'll probably save money. Gold coffee filters range in price from $8 to $25 and can last for years.
Another advantage of a gold coffee filter is flavor enhancement. A gold coffee filter allows more oils to remain in the brewed coffee, giving it a richer and more intense flavor.

Paper filters are designed to absorb a significant amount of the oil surrounding the ground and roasted coffee beans. In doing so, much of the coffee's complex flavors that are contained in the oil are absorbed in the filter. The only downside to using a gold coffee filter is that occasionally smaller grinds escape through the filter and end up in the finished product.

Gold coffee filters are relatively easy to maintain. The only work required is to empty the used grounds and rinse thoroughly.

Last, but not least, a relatively new product on the market is the hemp coffee filter. Using high quality hemp fabric, filters are constructed as a cone or basket filter and inserted into the coffee maker just like any other filter.

Hemp coffee filters are one of the most environmentally-friendly choices you can make. You simply need to rinse them out after each use and allow to air dry. Hemp coffee filters can also be washed in a washing machine.

Hemp tea bags are also available. These are great for brewing whole leaf tea and are suitable for a quick cup of tea or a full pot. Another use for hemp tea bags is to fill them with dried herbs, such as lavender or cinnamon, and toss them in the bath water for a relaxing herbal bath.

Hemp coffee filters and tea bags can oftentimes be found in health food stores, or grocery chains such as Wild Oats or Trader Joes. If you can't find any in your area, type in "hemp coffee filters" at your favorite search engine and you're certain to find exactly what you are looking for.

**Coffee Grinder** - While there is nothing wrong with purchasing pre-ground coffee, there's nothing better than the taste of brew made from freshly ground coffee beans. A coffee grinder will grind roasted coffee beans into grounds that are fine, medium, or coarse.

Fine to medium grounds are best for traditional coffee makers. Those who love espresso will want to grind the beans into fine grounds, similar to sugar or salt. Coarse coffee grounds are also good for use in percolators and vacuum brewers.

There are two main types of coffee grinders. The first type is a blade grinder, which uses rotating metal blades that chop up the coffee beans. The blade grinder is the cheapest and easiest type of coffee grinder to use. Equipped with a motor and a blade, just throw in the beans, place the cover on the grinder, and push the start button.

The grinding blade rotates and breaks the coffee beans into small pieces. This type of coffee grinder allows the user to control the grind of the beans. For coarse grounds, little grinding is required. For fine espresso grounds, simply leave the grinder on for a few more seconds.

Regardless of the duration of the grind, the grounds will contain sizes ranging from powder to chunks. The difference is just the quantity of these sizes.
The second type of coffee grinder uses a grinder wheel and is called a burr coffee grinder. In order to control the level of grounds, you move the burr on the coffee grinder. There are two types of burr grinders: flat blade and conical.

The conical burr grinder has two cone-shaped burrs facing each other at a distance to determine the grind size. Coffee beans are fed between the burrs and crushed when one of the burrs rotates while the other stays stationary.

The flat blade grinder comes with two flat and parallel blade burrs that shear the coffee beans. This process leaves a more uniform and larger surface area for extraction.

Coffee grinders work in two different ways. First, there is the manual coffee grinder that has a crank attached to the side. It's easy to use, but does require some manual labor. These types of coffee grinders are generally more time-consuming to clean.

Most people opt for the electric coffee grinder, which requires little effort to use or maintain. There are many styles and colors to suit your décor and budget. Coffee grinders range in price from $20 up to several hundred dollars.

There are definite advantages to grinding your own coffee. First, you can select the grind that suits your taste. Second, whole coffee beans hold their flavor longer than pre-ground coffee. When you grind your own beans, you can indulge in a fresher and tastier cup of brew. Third, it's good for your senses. The smell of freshly ground beans is a great way to start your day!

**Ceramic Coffee Canisters** - Proper coffee storage can make a considerable difference in how your coffee tastes. Regardless of whether you prefer whole beans or ground, coffee should always be stored in an airtight ceramic canister that blocks light. It should also have a rubber seal around the lid so air cannot get inside.

Avoid using plastic or metal containers for coffee storage. These materials can alter the taste of your coffee. It's okay to use glass containers; however, if you use clear glass, keep the light away by storing them in a cabinet or pantry.

Ground coffee will only retain its freshness for a few days after it has been exposed to air. The truth is trying to keep ground coffee fresh is next to impossible. If you feel you must use pre-ground coffee, then purchase small amounts and replenish every few days.

Freezing coffee is a bad idea. It will not help preserve the coffee and can actually harm the coffee. Water molecules attach to the coffee and the packaging. When water comes into contact with the surface of a coffee bean, ice forms around it. When the ice melts, it is absorbed into the coffee, deteriorating the taste and quality.

You don't want to store your coffee in the 'fridge either. It's the same concept as above; except in the refrigerator coffee is subjected to the constant cold mist inside the refrigerator. In terms of coffee storage, water is coffee's worst enemy.
Coffee Scoop - In order to measure out your coffee, it's best to use a coffee scoop. Coffee scoops are constructed from wood, plastic, copper or stainless steel. They are available in measurements of one or two tablespoons. Some are rounded, others have a cone shape.

Espresso scoops are oftentimes found with a scoop at each end. One scoop measures one tablespoon, while the other scoop measures two tablespoons for a double shot.

In order to make the perfect cup of coffee, it's important to use the proper water to coffee measurement. To make drip coffee, the measurement is 3 ounces of coffee to 8 ounces of water.

You can find a vast array of coffee scoops in retail stores, grocery chains, and specialty shops. Some of the best and most unique coffee scoops can be found in coffee shops or via the Internet.

Coffee Mugs and Cups - In order to drink your coffee, you need to have some type of container from which to drink it. Coffee mugs and cups are available in just about any form and made from a wide range of materials.

Coffee cups are generally smaller and hold about 5-ounces of coffee. Coffee mugs are larger and hold between 8- and 16-ounces of steamy brew. Travel mugs are ideal for those who want to take their coffee along with them. Travel mugs generally have a handle and a lid with an opening that can be closed with a snap top. They are usually insulated and constructed from plastic or stainless steel.

Many people enjoy sipping their favorite brew from a personalized coffee mug. Personalized coffee mugs can be found in specialty stores or ordered on-line from coffee retailers. There are many creative coffee cups and mugs available. There is no wrong or right coffee drinking vessel. Just choose one that you like and that works best for your needs.

Coffee Service Ensemble - A coffee service ensemble is essential when serving coffee or tea to family, friends, neighbors or business associates. A traditional coffee service consists of a serving tray, coffee or tea pot, sugar bowl, cream pitcher and serving utensils.

Coffee service ensembles are generally made from sterling silver or porcelain. Coffee and tea pitchers have a handle, spout and a lid that can be opened by pressing a lever with the thumb. Sugar bowls have either a small set of tongs for removing sugar cubes, or a teaspoon for serving sugar granules. Cream pitchers have a handle and spout and oftentimes have a lid similar to the coffee pot.

Coffee service ensembles are not as popular as in the past; however, they can still be found in fine department stores, some retail outlets and on-line auctions. Oftentimes coffee service ensembles can be located through public auctions, estate sales, and antique stores.

If you entertain on a regular basis, a coffee service ensemble is a must-have. Coffee service ensembles provide you with the opportunity to make an elegant coffee or tea presentation. Using
an ensemble has a tendency to make you and your guests feel like royalty, so if you can find a nice service at a reasonable price, consider making the investment.

**Tea Kettle** - Tea kettles are known for the infamous whistle they make when the water has reached its boiling point. Most of us are familiar with the tea kettles that sit on top of the stove. Today's tea kettles are available in a variety of style, colors and materials. Let's take a look at the various types:

*Stainless Tea Kettles* - Stainless tea kettles are by far the most durable. Stainless steel is thicker than the traditional copper generally used for tea kettles. Copper kettles have a tendency to tarnish, leaving a bitter aftertaste in the coffee. Stainless steel does not tarnish the taste of boiling water; therefore, providing you with a cleaner, crisper tea flavor. Stainless tea kettles are easy to clean and require little maintenance.

*Copper Tea Kettles* - Tea kettles made from copper are the most practical. Copper heats very quickly, making it the most conducive material for heating tea. Copper tea kettles require more care and maintenance than stainless kettles. A copper tea kettle should never be placed over high heat for a long period of time, as this will shorten its lifespan. Copper tea kettles need to be thoroughly cleaned after each use to prevent residue build-up. Some copper tea kettles have a lacquer finish, which should be polished on a regular basis.

*Glass Tea Kettles* - Glass tea kettles are the easiest to clean and maintain. They also tend to be more stylish, with mostly modest and minimalist designs. The downside of glass tea kettles is that they are not as durable as copper or stainless and require a more delicate cleaning and maintenance process.

When using a glass tea kettle, it is recommended to place a piece of metal between the stove and base of the kettle to avoid direct heat contact. Care must be used to ensure that glass tea kettles never boil dry, as this could cause them to explode.

*Cast Iron Tea Kettles* - Tea kettles made from cast iron will last a lifetime. While they generally aren't very pretty, they certainly are practical. Cast iron tea kettles are much heavier and thicker than any other kettle; making them the most durable of all kettles. Cast iron tea kettles are super easy to clean and care for and they rarely, if ever, rust.

Some of the most beautiful tea kettles are made from painted enamel cast iron. These types of kettles require special care to prevent the paint from chipping off. They should never hit against hard objects, nor should they ever be allowed to boil dry.

Proper care of cast iron tea kettles involves keeping the kettle dry as much as possible. Immediately after boiling, water should be removed. If rust does appear, use a solution of baking soda and lemon juice to remove it. Avoid using abrasive cleaners, as they can cause scratches that can take in rust.
Cast iron tea kettles have become collector's items and can oftentimes be found at antique stores, auctions and estate sales. Modern tea kettles are available in most retail stores and specialty shops. There are many unique tea kettles available on-line and through on-line auctions.

**Tea Infusers** - Also known as tea balls, these wire mesh balls are constructed from stainless steel and consist of two sections which latch together. Simply add the proper amount of loose leaf tea, close and latch, then submerge in hot water.

Tea infusers can be used in tea pots or directly in a cup. They have a small chain attached so you can drape it over the side of the cup or easily extract it from a tea pot.

Some tea infusers consist of two solid pieces that fit together. The upper portion has tiny holes which allow the tea to be infused in the water as it steeps. This type of tea ball generally is held together through a twisting motion of the two containers. If the two containers are not sealed properly, the top can pop off during steeping and leave quite the mess. Personally, I find the mesh infusers with the latch to be more user-friendly.

**Tea Bag Squeezer** - Tea bag squeezers look like miniature tongs. Generally constructed of stainless steel, tea bag squeezers are available in two sizes: small and large. The tongs are shaped like a tiny spatula with holes. The flat surface allows you to place the tea bag between the two spatulas and squeeze the tea through the holes. Tea bag squeezers are most often found in coffee tea shops and specialty stores.

**French Press Coffee Maker** - A French press coffee maker is a really simple, yet effective way to brew coffee. Simply pour hot water into the carafe, add coarse ground coffee directly into the water, than install the lid/plunger assembly.

After the coffee has brewed for 3 to 4 minutes, press down the plunger and a fine mesh screen forces the grounds to the bottom of the carafe. French press coffee is smooth and silky, with a light mouth-feel and intoxicating aroma.

Electric French press coffee makers are just as easy to use as a regular coffee pot or coffee maker, but it makes your coffee taste a lot better. You can also brew tea and soups in a French press coffee maker.

Electric French press coffee makers are a great addition to any kitchen and take up less space than a regular coffee pot. They are generally quite elegant looking and range in price for $29.95 to $89.95.

Last, but not least, a great coffee press alternative is travel press coffee maker. This unique gadget holds 8-ounces of freshly pressed coffee and features a double-walled design that provides insulation to keep the coffee hot.
Stovetop Espresso Maker - A stovetop espresso maker is a must have if you love aromatic and tasteful coffee. Also known as "macchinetta" or "moka pot", the stovetop espresso maker is one of the most popular ways to make espresso at home. This type of espresso maker is great for brewing and frothing the old fashioned way. Stovetop espresso makers are also great to take along when traveling or camping.

The stovetop espresso maker does not brew actual espresso, but a strong, Italian style coffee. It works by creating pressure through heat to force water through finely ground coffee and into a serving chamber.

The stovetop espresso maker consists of three sections. The bottom section holds the water. Ground coffee is placed in a funnel shape filter in the mid-section. The upper part receives the brewed coffee.

The top section screws onto the bottom part, holding the filter in between. The espresso maker is placed on the stove and as the water boils, pressure increases in the bottom part, pushing the water through the coffee into the top reservoir.

It's important to note that many of the stovetop espresso makers sold in the United States are constructed using cheap aluminum. Coffee interacts with aluminum and will leave a bad flavor in your coffee. If you're going to purchase a stovetop espresso maker, invest in one which is constructed from food grade stainless steel.

Home Coffee Roaster - Many people are turning to home roasting their coffee. It's really quite simple and cost-effective, and it gives you much better control over the quality and roast of the coffee. Home roasting can be as easy as making popcorn and only takes between 6 and 16 minutes. You can roast enough in one batch for several days enjoyment and the results are equal to (and often fresher than) professionally roasted coffees.

Coffee roasters range from stovetop poppers to roasting drums. Prices range from $39 to $699. If you decide to become involved in home roasting, it's wise to do your homework on the various types of roasters and roasting methods.

One thing you will need for certain is a thermometer that reads up to 550 degrees Fahrenheit. You'll also need a scale that weighs in pounds and grams.

One of the best websites to locate information about home coffee roasters is Sweet Maria's. Their website provides a comprehensive look at various roasting techniques and roasting instructions and can be found at: [http://www.sweetmarias.com/instructions.html](http://www.sweetmarias.com/instructions.html).

Roasting coffee at home requires the use of green coffee beans. On average green coffee beans cost between 20- to 40-percent less than roasted beans. If you drink a lot of coffee, you can obtain significant savings by roasting your own beans. And, you receive an additional bonus of "coffee aromatherapy" as the roast fills your home with the delightful scent of coffee.
Chapter Seven
Coffee and Tea Condiments

If you like to alter the flavor of your coffee through the use of sweeteners, creamers, or flavored syrups, this chapter is for you! Never before have we had so many choices and the possibilities for coffee creations are endless. Let's take a look at the various types of coffee and tea condiments...

**White Sugar** - There are many types of granulated sugar, but the most common form available to consumers is "Regular", "Extra Fine", or "Fine Sugar". White sugar is available in individual packets, canisters, 1- to 10-pound bags, and sugar cubes.

Buying in bulk is the most economical way to purchase sugar. Individual packets and sugar cubes generally cost more per pound, but provide additional convenience. Personally, I think serving sugar cubes with tea or coffee is much more elegant than dumping in a teaspoon or two. The choice is completely up to you, as each form is effective in sweetening either coffee or tea.

**Raw Sugar** - Raw sugar is a natural, unrefined sugar made from sugar cane. Juice is extracted from the sugar cane, then crystallized through evaporation. The crystals are rinsed with a small amount of water to remove the sticky resin produced by the cane. Raw sugar is also referred to as *Turbinado* sugar. It is available in individual packets and bulk. Raw sugar is available in some major grocery chains. Bulk raw sugar can be found in most health food stores.

**Liquid Sugar** - Liquid sugar is made from pure cane sugar and comes in a variety of types including white sugar, Turbinado sugar, and organic sugars. Liquid sugar is sold under the name of "SugarShots" and is available only through select retailers. It's convenient and easy to use; although it's a little on the expensive side. A 12-ounce bottle retails for about $7.00 and provides approximately 24 servings.

**Honey** - Honey is the perfect addition to nearly any cup of freshly brewed tea. Honey is primarily composed of fructose, glucose and water. It also contains other sugars as well trace enzymes, minerals, vitamins and amino acids.

Honey is manufactured by bees. Bees gather nectar from as many as two million flowers to make just one pound of honey. The color and flavor of honey depend on blossoms from which the nectar is obtained. There are more than 300 types of honey in the United States alone. In general, lighter colored honeys are mild in flavor; while darker honeys are usually more robust in flavor.

Honey is available in glass jars, plastic squeeze bottles and honey sticks. Many health food stores sell honey in bulk, which can result in significant savings. Honey sticks are the most convenient form; albeit the most expensive.
Artificial Sweeteners - At present there are five artificial sweeteners approved for use in the United States. They include: acesulfame K, aspartame, neotame, saccharin, Sucralose. All are chemically manufactured molecules; meaning there is nothing natural about them.

Artificial sweeteners are available in powder or liquid form. Most are packaged in individual packages or squeeze bottles.

Acesulfame K, also known as acesulfame potassium or ace K, is approximately 200 times sweeter than sugar. Acesulfame K is sold under the brand names of Sunett, Sweet One, and Sweet & Safe.

Aspartame is approximately 200 times sweeter than sugar. Aspartame is marketed under the NutraSweet, Equal and Sugar Twin brands.

Neotame is about 40 times sweeter than aspartame. It is manufactured by The NutraSweet Company, which also manufactures aspartame. It is said that one teaspoon of neotame is equivalent to 8,000 teaspoons of cane sugar.

Saccharin was discovered more than 100 years ago, making it the oldest of artificial sweeteners. Its sweetness depends on how it is used, and ranges from 200 to 700 times sweeter than sugar. Saccharin is sold under such brands as Sweet ‘N Low, Sweet Twin and Necta Sweet.

Sucralose is 600 times sweeter than sugar and sold under the brand name Splenda. Sucralose is the most heat stable of the artificial sweeteners and can be used in a broad range of foods and beverages.

Although the Food and Drug Administration claims artificial sweeteners are safe for human consumption, there is also considerable controversy as to whether they actually are. If you are using, or considering using, artificial sweeteners, I encourage you to do some research. Type in "dangers of artificial sweeteners" or visit http://sweetpoison.com/ and http://www.shirleys-wellness-cape.com/nutraswt.htm.

Stevia - Stevia is a natural sweetener derived from an herb cultivated in Paraguay. Stevia can be up to 30 times sweeter than sugar. It's available in liquid or powder form and is sold as a food supplement in most health food stores. Stevia has not been approved as a sweetener by the FDA; therefore it cannot be sold as a food product.

Stevia is not conducive to baking, as it does not provide the same bulk as white sugar and requires a considerably less amount. When cooking with stevia, recipes will need to be adjusted. A conversion chart for stevia vs. sugar can be found at http://www.stevia.com/stevia-sugarEquivalencies.asp.
**Agave Syrup** - Agave syrup (or nectar) is a natural product derived from the juice of the blue agave plant. The blue agave is a desert succulent, native to Mexico. Agave syrup can sweeten any type of beverage or food. When cooking with agave syrup, use about 1/3-cup of nectar for every one cup of sugar. When using agave syrup to sweeten tea or coffee, use approximately 1/3-teaspoon for every teaspoon of sugar you would normally use.

There are only three major producers of agave nectar in the world - Nkeutli, IDEA, and Blue Agave Nectar. Agave syrup has many health benefits and is an excellent choice for people who are diabetic. To learn more about agave syrup visit [http://www.blueagavenectar.com/index.html](http://www.blueagavenectar.com/index.html).

**Creamers** - It used to be that if you wanted to add cream to your coffee, you either used milk, half-and-half, or cream. Today, there are numerous varieties of creamers for both coffee and tea. You can get non-dairy creamers, non-fat creamers, dry creamers, liquid creamers, and even flavored creamers.

Creamers are available in individual plastic containers, pints, quarts, canisters, and single-serve packets. They are generally located in the coffee aisle in the grocery or drug store; or in the dairy case next to the milk and eggs.

Powdered creamers are convenient to store and have a very long shelf-life. Dairy creamers require refrigeration and generally expire with a week or two after opening.

One of the more popular creamers is *Coffee Mate*. *Coffee Mate* is a non-dairy creamer manufactured by Nestle®. It was introduced in 1961 and has undergone many transformations since.

*Coffee Mate* creamer is available in powder, liquid, liquid concentrate, and soy. *Coffee Mate* is available in a variety of flavors including Chocolate Raspberry, Hazelnut and Irish Cream. You can oftentimes find discount coupons and special offers at the *Coffee Mate* website located at [www.coffee-mate.com](http://www.coffee-mate.com).

**International Delight** - *International Delight* was launched in the 1980s and was the first flavored, liquid, non-dairy creamer. It originally came in three flavors and was available only in individual portion control sizes. Today *International Delight* is available in eight tempting flavors; four fat-free flavors; and two reduced-sugar flavors.

*International Delight* is available in quart, pint, 10.5-ounce and single serve portion control sizes. It can be found in the dairy section at most major grocery chains. This creamer needs to be stored in the refrigerator after opening, and used within two weeks.

**Half and Half** - *Half and half* is a mix of half milk and half cream. It is a very stable cream to be used in hot drinks such as coffee and tea. When using *Half and half*, you should use about half the amount of other creamers. For instance, if you use a teaspoon of milk or instant creamer, use half a teaspoon of *Half and half*. When mixed with coffee or tea, *Half and half* produces a rich, creamy texture.
**Flavored Syrups** - Flavored syrups can be added to lattes, iced tea, hot tea, coffee drinks, smoothies and cocktails. Flavored syrups use natural flavors from fruits, nuts, and spices.

Flavored syrups are available in a wide variety of flavors. You can enjoy everything from traditional flavors such as chocolate or vanilla, to exotic flavors like bosenberry and kiwi. Flavored syrups are generally sold in 16- or 32-ounce glass bottles. They should be stored at room temperature and away from direct sunlight.

Flavored syrups can be found in supermarkets, coffee shops and specialty stores. You can also buy flavored syrups on-line.
Chapter Eight
Coffee and Tea Gift Ideas

Buying gifts can oftentimes be challenging, but when it comes to purchasing items for coffee and tea lovers, there are an abundance of choices.

**Gift Baskets** - One of the most common gifts for coffee and tea lovers is a gift basket. Gift baskets come in all styles, sizes, and colors. You can create your own or purchase a pre-made gift basket from a specialty store or coffee shop. Oftentimes, coffee and tea gift baskets can be shipped via the mail or carrier service, or they can be delivered just like a bouquet of flowers!

Coffee and tea gift baskets are generally filled with a selection of coffees and/or teas, condiments, a coffee cup or mug, and sweet treats such as biscotti or tea biscuits. Coffee and tea gift baskets can be given for a variety of occasions. They are perfect for housewarming and wedding gifts. They also are great to give to friends and neighbors, teachers, and college students.

Many people enjoy receiving an organic coffee and tea gift basket. This type of gift basket includes organic coffees and teas; raw sugar, stevia, or agave syrup; a hemp coffee filter or tea bag; and coffee mugs made from recycled materials.

Another idea is to fill a coffee mug with individual packets of flavored coffee, tea or cocoa mixes. Add a chocolate covered spoon, a handful of chocolate mints, and wrap in decorative paper. Finish it off with a bow and you have an instant and inexpensive gift.

Coffee gift baskets can be simple to elegant. As you already know, there are many coffee gadgets and accessories that can easily be incorporated into a gift basket design. Let your imagination run wild and you're certain to come up with the perfect gift basket design.

**Personalized Coffee Cups and Mugs** - An affordable, yet practical gift is the personalized coffee cup or mug. These are ideal gifts for corporations, as they can be used to brand a product or company. They are also perfect for individuals to give as gifts to family, friends, and loved ones.

Personalized coffee mugs are available in a wide range of sizes, shapes, and colors. They can be personalized with a company logo, individual name, and even a favorite photo! You can purchase personalized mugs in the shape of a beer stein, a barrel, soup mug, or espresso shot. You can even get a personalized ash tray for those who like to have coffee and a cigarette.

Stainless steel travel mugs can be personalized and make a perfect gift for those on the go. Glassware can be personalized either through a screen print process or etching process, and make an excellent choice for tea lovers.
Coffee Cake - Nearly everyone who enjoys coffee appreciates a great coffee cake. Generally coffee cakes are a dense cake, which include nuts, brown sugar and cinnamon. They are available in a range of flavors such as banana, pumpkin, blueberry or apple.

Coffee cakes are easy to make at home or they can be purchased at a bakery or even the grocery store. Many on-line gourmet food companies offer a wide range of delectable and tasty coffee cakes.

You'll find a coffee cake recipe in the next chapter. It's so good, you'll want to make two -- one for yourself and one to give as a gift!

Flavored Creamers and Flavored Sugars - Homemade flavored creamers and sugars are a fun gift to give and super easy to make. Once the flavors have been added to non-dairy creamers or sugar, they can be transferred to glass jars or decorative container. The container can be personalized if desired. Add a fancy serving spoon or coffee scoop and you have a unique and inexpensive gift. Recipes for flavored creamers and sugars are available in the next chapter. Once you've made your own, chances are good that you'll be hooked!

Coffee Table Book - A coffee table book is a hardcover book that is displayed on a coffee table in an area where guests sit and are entertained. Coffee table books are generally oversized and heavily constructed. They are usually filled with photographs and illustrations, accompanied by captions. Coffee table books are intended to be "browsed" as opposed to being read like a textbook or literary work.

The coffee table book was conceptualized by David R. Brower while he was serving as executive director of the Sierra Club. The first coffee table book, "This is the American Earth," was published in 1960 and included photographs by Ansel Adams and other well-known photographers. Coffee table books can be found in most bookstores and some retail outlets.

Coffee Art - Coffee art is a collection of art works that depict anything to do with coffee. Coffee art could be as simple as a print of a coffee cup, or as exquisite as a painted mural of a coffee plantation.

Andrew Saur and Angel Sarkela-Saur are artists who use coffee to create beautiful coffee art. Using coffee as water color paint, they create portraits, coffee themes, and even wildlife using their specialized technique. The art work is very affordable and makes for an interesting and unique gift. To learn more about coffee watercolor art visit their website at http://www.justcoffeeart.com.

As you know, art can mean a lot of different things to different people. For example, you might want to watch this 3-minute video of a person creating art with a cup of coffee - http://www.metacafe.com/watch/88475/coffee_art/

Body art is another form of expression. The Australian Museum of Art considers this coffee cup tattoo to be a form of coffee art - http://www.austmus.gov.au/bodyart/tattooing/tattoo03.htm.
As you can see, there are many forms of coffee art. You can find coffee art just about everywhere. From art galleries to art museums, and retail stores to on-line galleries, coffee art is a unique way to express your passion for coffee!

**Coffee Tables** - Coffee tables can be an expression of art as well as a functional piece of furniture. Coffee tables are designed to be lower to the ground than other tables, and are intended to be placed in front of a sofa or loveseat. Coffee tables are usually found in the living room, family room, den or sitting room.

There are many styles of coffee tables including round coffee tables, square coffee tables, rectangular coffee tables, and even odd-shaped coffee tables. Some modern coffee tables are made from plastic or PVC pipe. Others are made from exotic woods, such as teak.

Glass coffee tables should be avoided in households that have young children, as they can be a hazard. Coffee tables with sharp edges should also be avoided in homes with young children. While glass coffee tables can be exquisite to look at, they can be a real pain to care for. Not only does the glass attract a lot of dust, it also collects fingerprints and smudges.

Coffee tables make a good choice for college students, and as housewarming gifts. Some of the best coffee tables can be found at yard sales, public auctions, antique shops, and estate sales. Modern and traditional coffee tables are sold at retail outlets, fine department stores, home interior stores, and furniture stores.

Oftentimes, you can find great deals on coffee tables by shopping on-line or through on-line auctions. Coffee tables start at about $50 and can be as much as several thousand dollars.
Chapter Nine
Coffee Recipes

There are a lot of things you can do with coffee besides drink it. For instance you can glue coffee beans to the side of a candle or the outside of a picture frame. Coffee grounds can be added to house plants or garden plants to help enrich the soil.

Brewed coffee can be mixed with henna to create temporary tattoos, and coffee grounds can be used as a facial scrub to help exfoliate dead skin cells.

In this chapter, you'll find recipes for coffee drinks, flavored sugar, flavored creamer, and my favorite coffee treats - biscotti and blueberry coffee cake.

If you'd like to learn about some whacky uses for coffee, visit: http://www.wackyuses.com/maxwell.html.

If you'd like to learn about some whacky uses for coffee filters visit: http://www.wackyuses.com/mrcoffeefilter.html.

Coffee Recipes:

Flavored Sugar Recipe:
Makes 1 cup
Prep Time: 10 minutes

Ingredients:

1 cup Finely Granulated Cane Sugar
1 whole Vanilla Bean, broken into small pieces
1 whole Star Anise
1 Cinnamon sticks
1 whole Clove
1/8 teaspoon Ground Fennel
1/8 teaspoon Ground Cardamom
1 teaspoon dried Orange Zest
1 teaspoon dried Lemon Zest
Directions:

1. Pour the granulated sugar into an airtight glass or ceramic jar with a rubber seal. Mason jars are a good choice.
2. Place vanilla bean, Star Anise, and Cinnamon stick into the sugar.
3. Add the ground spices and citrus zests.
4. Close tightly and store in a dark cabinet for a week or more to give the sugar time to absorb the flavors.

Use to flavor coffee, tea, baked goods, or toasted bread. Rim cocktail or martini glasses with this sweet concoction. Flavored sugar makes a great gift and can be stored for up to a year if kept in an airtight container.

**Vanilla Flavored Creamer Recipe:**
Makes 2 cups
Prep Time: 5 minutes

**Ingredients:**

1 cup non-dairy coffee creamer  
1 cup powdered sugar  
1/2 teaspoon vanilla extract

Directions:

Using a jar with a screw-top lid, combine all ingredients and shake well to blend. Add 1 to 2 teaspoons to your favorite coffee or tea.

**Chocolate Mint Flavored Coffee Creamer**
Makes 2 cups  
Prep Time: 5 minutes

**Ingredients:**

3/4 cup non-dairy coffee creamer  
3/4 cup powdered sugar  
1/2 cup Dutch process cocoa  
1/2 teaspoon peppermint extract

Directions:

Using a jar with a screw-top lid, combine all ingredients and shake well to blend. Add 1 to 2 teaspoons to your favorite coffee or tea.
**Irish Coffee Recipe**
Serves 1  
Prep Time: 5 minutes

**Ingredients:**

- 1-1/2 ounces Irish whiskey  
- 1 teaspoon brown sugar  
- 6 ounces hot coffee  
- Heavy cream, as desired

**Directions:**

Combine whiskey, sugar and coffee in a mug and stir to dissolve. Float cold cream gently on top. Do not mix.

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**Flavored Coffee Drink Recipe**  
**Mocha Coffee**
Serves 1  
Prep Time: 2 minutes, plus brew time

**Ingredients:**

- 1 cup hot brewed coffee  
- 1 Tablespoon unsweetened cocoa powder  
- 1 Tablespoon granulated cane sugar  
- 2 Tablespoons milk, or 1 tablespoon *Half and half*  
- 1 Tablespoon whipped cream, if desired

**Directions:**

Pour hot coffee into a mug. Add cocoa powder, sugar, and milk. Stir until well mixed. Add whipped cream if desired.

You could also add chocolate shavings, cocoa powder, or crushed peppermint candy to the top of this drink.
Chocolate Chip Biscotti
Makes 2 dozen
Prep Time: 30 minutes
Bake Time: 45 minutes

Ingredients:

1-1/4 cup whole wheat flour
1/2 cup Semisweet chocolate mini-morsels
1/3 cup granulate sugar or Turbinado (raw) sugar
3/4 teaspoon Baking powder
1 tablespoon Water
1 teaspoon Vanilla extract
1 Egg
1 Egg white
Vegetable cooking spray

Directions:

Combine flour, chocolate chips, sugar and baking powder in a large bowl. In a separate small bowl or cup, combine water, vanilla, egg and egg white; add to flour mixture, stirring until well-blended. Dough will be dry.

Turn the dough onto a lightly floured surface, and knead 7 or 8 times. Shape dough into a 16-inch-long roll.

Lightly spray a baking sheet with cooking spray. Place roll on sheet and flatten to a 1-inch thickness. Bake at 350 degrees Fahrenheit for 25 minutes.

Remove roll from baking sheet and place on a wire cooling rack. Let cool 10 minutes.

Cut roll diagonally into 24 half-inch slices, and place, cut sides down, on baking sheet.

Reduce oven temperature to 325 degrees Fahrenheit, and bake 10 minutes. Turn biscotti over, and bake an additional 10 minutes. Cookies will be slightly soft in center but will harden as they cool.

Remove from baking sheet; let cool completely on wire cooling rack.

Biscotti can be stored in an airtight container for up to two weeks. Dip in hot coffee or tea to soften biscotti cookie.
**Blueberry Buttermilk Coffeecake Recipe**

Serves 12  
Prep Time: 20 minutes  
Bake Time: 50 minutes

**Ingredients:**

1 cup whole wheat flour  
1 cup unbleached white flour  
2 teaspoons baking powder  
2 teaspoons baking soda  
1/4 teaspoon salt  
2 cups fresh or frozen blueberries, rinsed and drained  
3/4 cup honey or maple syrup  
1 egg plus 3 egg whites  
1/4 cup canola oil  
1/3 cup pureed pitted prunes  
3/4 cup buttermilk or soy milk  
1/2 cup mashed banana  
2 Tablespoons chopped walnuts  
1/3 cup brown sugar

**Directions:**

Preheat oven to 350 degrees Fahrenheit. Lightly oil a 13x9-inch baking dish or spray with nonstick cooking spray.

In a large bowl, sift together the flours, baking powder, baking soda and salt. Fold in the blueberries.

In another bowl, whisk together the honey or maple syrup, egg and egg whites, oil, prunes, buttermilk or soy milk, and banana.

Combine the contents of both bowls, mixing briefly, than pour the batter into the baking dish. Smooth the top of the batter with a spatula. Sprinkle with walnuts and brown sugar.

Bake for 40 to 50 minutes, or until a toothpick inserted into the center of the coffeecake comes out clean.

Let cool and serve.
Regardless of whether you buy your coffee from a local coffee business or coffee cart; or if you brew your own at home or the office; it's important to take a coffee break and give yourself a moment or two to savor the flavor of your favorite coffee or tea drink.

With today's advanced technology, it's easy to find coffee games to play online. Some of the best coffee game websites include:

Addicting Games - http://www.addictinggames.com/
AOL Games - http://games.aol.com
Arcade Town - http://www.arcadetown.com/
Candy Stand - http://www.candystand.com/index.do
Coffee Break Arcade: http://www.coffeecakearcade.com/
Popcap - http://www.popcap.com/
Terra Game - http://www.terragame.com/
Yahoo! Games - http://games.yahoo.com/games/front

You'll need to create an account at your game site of choice. Most are free to join, a few are subscription based. Some allow you to upgrade and receive access to "Members Only" games. Others let you win cash prizes. All offer fun, entertaining, and oftentimes addicting games.

Just remember to keep your game playing to a minimum when you are at work. Otherwise, you could get yourself in hot water and no one wants that! Have fun and enjoy your coffee break games, then get back to work!
Chapter Eleven
Coffee Lingo

If you've ever walked into a coffee shop, you know that they speak a completely different language. Here is a list of common coffee lingo used in coffee houses across America.

Addshot: Add an additional shot of espresso.

Americano: Also known as "Caffé Americano" or "Coffee Slim." An espresso diluted with hot water.

Americano Misto: Same as above only using steamed milk. This drink is similar to a latte, but without the foam.

Barista: Name for a coffee house bartender.

Café au Lait: Drip coffee and steamed milk.

Cappuccino: Espresso with foamed milk on top.

Crema: The tan-colored foam that forms on top of an espresso shot.

Demitasse: Small cup for serving espresso straight. It's similar to a shot glass or miniature tea cup.

Double Shot: Two single servings of espresso.

Drip: A regular brewed coffee.

Dry: Foamed milk.

Espresso: Refers to a brewing method, not a type of coffee. Espresso is made by pumping hot water through finely ground, firmly packed coffee. Espresso is made from 100 percent Arabica beans.

Espresso Con Panna: Espresso served in a demitasse cup and topped with whipped cream.

Espresso Crème: Espresso with one ounce of heavy cream.

Espresso Freddo: Espresso served over ice.

Espresso Macchiato: Espresso with foam.

Grande: A large cup; generally 16 ounces or more.

Granita: Latte blended with frozen milk.
**Half-Caf:** Coffee drinks made using half regular coffee and half decaffeinated coffee.

**Latte:** Espresso made with steamed milk.

**Latte Puné:** A mini-latte with a full shot of espresso.

**Mocha:** A latte with chocolate. A *Mocha* usually consists of espresso and chocolate flavored syrup, topped with steamed milk and with or without whipped cream.

**Mochaccino:** A cappuccino with chocolate.

**No Foam:** Steamed milk without any foam.

**Quad:** Four shots of espresso. This is also known as a "double-double".

**Rice Latte:** Latte made with rice milk.

**Short:** An 8-ounce cup.

**Short and Dry:** A latte or cappuccino served in an 8-ounce cup and a minimized amount of milk relative to coffee.

**Shot:** A single 1-ounce serving of coffee.

**Shot in the Dark:** Regular coffee with one shot of espresso.

**Single:** Espresso made from a single shot. This is equivalent to about 1-ounce of coffee.

**Soy Latte:** Latte made with soy milk instead of cow's milk.

**Tall:** A 12-ounce cup.

**Triple:** Three one-ounce shots of espresso.

**Unleaded:** Term for decaffeinated coffee.

**Venti:** A 20- to 24-ounce cup.

**White Mocha:** A Mocha coffee drink made with white chocolate.

**With Room:** Means to leave room at the top of the cup.

**With Wings:** A cup with handle.
Coffee has a rich and colorful history. Here is a collection of fun, interesting, and educational facts about coffee.

1. Milk was originally added to coffee in the 1680s, when a French physician recommended that Café au Lait be used for medicinal purposes.

2. In 1763, Venice was home to more than 200 coffee shops.

3. The first coffee mill was invented in 1665 by a London locksmith.

4. During the Civil War, American soldiers were provided with eight pounds of ground, roasted coffee as a primary ration. They were also given up to ten pounds of green coffee beans.

5. In 1900, coffee was often delivered door-to-door in the United States, by horse-drawn buggies.

6. Flavored coffees are created by applying flavored oils specially created to use on coffee beans, after the roasting process.

7. In many parts of Africa raw coffee beans are soaked in water and spices, and chewed like candy.

8. Amsterdam coffee houses are not coffee houses at all. They are places to go to legally smoke marijuana. The brew they serve comes in a bowl, bong or joint. Amsterdam coffee house menus consist of a variety of weeds, not beans.

9. It takes a coffee tree five years to produce its first full crop. Thereafter, it produces consistently for 15 to 20 years. A mature coffee tree yields about one pound of coffee per growing season.

10. One pound of coffee beans makes about fifty cups of coffee.

11. All the coffee in the world is grown within one thousand miles of the Earth's equator between the Tropics of Cancer and Capricorn.

12. The United States is the world's largest consumer of coffee; consuming more than 450 million cups of coffee per day.

13. Japan is the third largest consumer of coffee.

14. Both the American Revolution and the French Revolution were planned in coffee houses.
15. Turkish bride grooms were once required to take a vow during their wedding ceremonies to always provide their wives with coffee. If they failed to do so, it was grounds for divorce. No pun intended!

16. Espresso has one-third the caffeine of regular coffee.

17. Darker roasted coffees contain less caffeine than light or medium roasts because caffeine is lost during the longer roast period.

18. The first Paris coffee house was opened in 1689 by a lemonade vendor, Francois Procope.

19. Coffee beans are actually berries. Coffee berries start as green berries, turn yellow, red, than dark crimson.

20. Dorothy Jones of Boston was the first American coffee trader. She was granted a license to sell coffee in 1670.

21. In Greece and Turkey, it is customary to serve coffee to the eldest first.

22. Coffee strength and body are not the same. The strength of coffee refers to how much coffee is in the brew. The body of coffee refers to the richness or heaviness of the coffee taste.

23. The original coffee houses of Constantinople were called "gahveh khaneh" - meaning schools of wisdom. They were frequently used as meeting places for men of arts and literature.

24. Beethoven was an obsessive coffee lover who was so particular that he always counted 60 beans per cup when he prepared his brew.

25. The word "tip" dates back to London coffee houses. Brass boxes etched with the inscription, "To Insure Promptness," were placed throughout the coffee houses to encourage customers to pay for efficient service.

26. The Italians drink their espresso with sugar.

27. The Germans and Swiss drink their espresso with equal parts coffee and hot chocolate.

28. The Mexicans drink their espresso with cinnamon.

29. The Moroccans drink their coffee with peppercorns.

30. The Italians make the best espresso in the world.