

Avery's Consumer Coffee Guide



Consumer Guide to Coffee

Read this guide to help educate yourself on getting the best cup of coffee. Today's coffee consumer needs to arm themselves against the tremendous growth in the coffee industry. Don't be overwhelmed with the choices and varieties out there. Just because it's popular doesn't mean it's necessarily good for you.

8 Tips to Better Coffee Choices

1. What Kind of Coffee is really good to drink?

Most people start out their day with a cup of coffee after having a long night out partying or just as a pick me up. The exhilarating feeling we all get from the caffeine in coffee gets us going and that's what we are looking for. Well, have you ever thought that this simple cup of coffee might not be the best brew for you to drink? Which coffee is good and which should you stay away from?

2. Dark Roast v Light Roast and Espresso Grind

In the world of coffee there is a lot of terminology we all had to learn but there is still confusion on what these all mean. When you are deciding on just that right cup of coffee, these terms become even more important.

Dark Roasted Coffee v Light Roast is huge these days. People order dark roast coffee in the anticipation they will get this huge flavor blast from the bean. They order the Light roast expecting something else. Here is the skinny on Light and Dark.

The Darker the roast the more flavorful indeed the coffee will become but that isn't necessarily good. The flavor is generally of the carbon variety. That means burnt. As you get darker and darker in your roast the natural sugars that are inside the coffee bean are pushed to the outside, caramelize and then carbonize. That's the oily film you see on old, Specialty coffee on the outside of settled on roasting their beans to



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medium roasts to capture the best flavors and preserve all of the natural sugars inside of the bean.

Espresso Is a Grind

Espresso is a grind and not a roast. Espresso blends can be made with medium roasted beans, as well as with darker roasted beans. So, the next time someone says to you I have this great espresso roast bean, don't assume that it is dark. It could be medium or lighter.



3. France Does Not Produce Coffee

There is a common misconception, that French coffee is the best in the world. The secret is out folks. France does not and never has produced coffee. Coffee will only grow in certain climates on the planet. This area is called the “coffee belt” and is located generally at the Equator. So the next time someone tells you that they have authentic French coffee, you should ask them. “Well where did those beans come from”, because coffee does not grow in France.

4. Black Coffee v Flavored

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Coffee is nature's wonder drug. It is filled with all kinds of antioxidants, vitamins and magical stuff we won't go into now but suffice it to say, Black coffee is great for you. The problem we get into is that there are a few critical things we all have to look out for in order to get the most out of our daily intake of coffee.

1. **Freshness**- Your Coffee should be no older than 3 weeks old from the time of roasting to consumption. That means the fresher the better. If you have a local roaster in town, find out when they roast and buy it then.
2. **Ground**- The second issue we have to be aware of is that many supermarkets have those convenience bulk coffee grinders right next to those old beans. When you grind roasted beans it speeds up the process of decay in the bean.



Purchase a burr grinder and grind your coffee as needed. Never pre-grind roasted beans.

3. **Water**- There are 3 things that kill great coffee. Air, Light and Water. Invest

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in a filtration system that will insure you with clean water for your coffee brewing.

4. **Sugars-** Yes, all of those flavored coffee drinks, Lattes, Frappes and the like are killers to great coffee. I'm not saying that you should nix them all together but I am saying that if you want to get all of the health benefits from coffee, next time you order, think of reducing the amount of sugars that you add to your drinks.

5. Which coffee has more caffeine?

One of the biggest reason people love coffee is for the caffeine “kick” that it produces. Scientists have found that caffeine is an amazing extract of the coffee bean. Not only can it be used to wake up the user but the medicinal value of caffeine is used all over the world. Which coffee really has more caffeine?

Well contrary to popular belief darker roasted coffee beans have less caffeine in it than its lighter roasted brother. And yes, there is a lot of caffeine in an espresso shot of coffee but there is more caffeine in a regular cup of coffee. So the next time you are looking to get a “shot” of

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caffeine, try asking your local barista for a regular cup of coffee instead of that 6 shot Americano.

6. Is your Barista really a professional?

Baristas or coffee bartenders have gone through a transformation since their inception eons ago. We all have



a picture of the tattooed, body pierced love child with the huge smile on their face at our local watering hole. They are usually 16 years old and have more energy than the Eveready bunny. Well the truth is, in Europe, the average age of the local barista is around 45 years old. They have a place of prominence and respect in their community and their knowledge of coffee mixology is passed down to apprentice baristas.

Here in the west, the barista could be almost anyone. By and large they are conscientious individuals but yes many do have tattoos and body piercings. Unfortunately, outside of the Specialty Coffee arena, baristas are not encouraged to continue with their coffee knowledge. Owners of larger

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“chain” shops, focus more on volume than they do education. So if you see a barista standing behind an espresso machine that looks more like a system you’ve seen at a 7-11 than a professional espresso machine, run.

7. What is the difference between Specialty Coffee and Everyone Else?

Established in 1982 by a small group of coffee professionals seeking a common forum to discuss issues and set quality standards for the specialty coffee trade, the SCAA is now the world’s largest coffee trade association with nearly 2500 company members. In short members of the SCAA are dedicated to producing quality coffees for the consumer.



Non-members are basically flying by the seat of their pants. They make up their own rules and serve coffee that may or may not be specialty grade coffee, yet they may charge the same amount or even greater. You as a consumer don’t know what you are getting because they aren’t going to tell you.

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Next time you speak to your local shop owner ask him whether they serve Specialty Coffee or Folgers.

8. The Health Benefits of Coffee

The health benefits of coffee can take up an entire section of a library but you as a consumer should know some basic facts on the health benefits of drinking coffee and what is just hype.



First let's get the hype out of the way.

Coffee is not a diet wonder drug. In recent years companies have been hawking their mixture of coffee, herbs, roots, bones, etc... as the next diet wonder drug. Don't be fooled. The jury is still out on what effect, if any coffee may have on diet and losing weight. Although coffee contains no calories, you won't gain weight from it unless you fill it up with additives like sugar.

Here are some of the Health benefits of coffee

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- Coffee may help prevent Parkinson's disease
- Coffee may lower the risk of liver cancer
- Coffee may help prevent liver disease
- Coffee may protect against type 2 diabetes
- Coffee may be good for the heart
- Coffee is the number one source of antioxidants in the U.S., according to researchers at the University of Scranton.
- Coffee linked to reduced risk of erectile dysfunction

We invite you to forward any comments, suggestions or insights on the subject of coffee to info@averyscoffee.com we are dedicated to seeing that you have an enjoyable experience each and every cup of coffee you consume.

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