



OUR COFFEE | the perfect roast

THE PROCESS OF ROASTING COFFEE transforms the hard green seeds of the coffee tree into the marvelously aromatic brown beans you purchase for sale.

During roasting, four major things occur to the coffee seeds. First, they lose some of their internal water content, making the beans lighter. Second, some of the sugars inside the seeds are caramelized into flavor oils (in darker roasts, you can actually see these oils on the outside of the beans) contributing to the body of the coffee beverage. Third, the natural acidity, or the brighter flavor notes of the coffee, is gradually reduced. Forth, the cell walls of the seed itself are broken down. This breaking down of the cell structure is what causes the coffee to begin rapidly staling after the coffee is roasted. Carbon dioxide gases are released from inside the bean, carrying with it the vital flavor elements of the coffee.

Achieving the perfect roast profile is critical to the overall flavor of a particular coffee. A long slow roast will result in a lifeless cup of coffee devoid of flavor. A fast roast will leave the center of the bean under-developed with a sour taste as the cup cools. The person roasting the coffee must be an artist, trying to find the perfect balance of the delicate taste components: body and acidity.

Like any artist, our roasters have been trained through a long process of apprenticeship, and all of them have a minimum of six years experience working with our roasting equipment. At all times they know by the smell, appearance, or the sound of the beans in the roasting chamber the precise stage of bean development.

Through minor changes in the amount of heat applied or the flow of air through the roaster they make subtle adjustments to the roasting profile, ensuring that each batch of beans is roasted to its peak of flavor.

The only measure of the roasters' success is at the cupping table. We "cup" beans from each roast together with the roasting staff, every day, to confirm the judgments of the roaster. We discuss the almost imperceptible variations in each roast and how to coax the maximum amount of flavor from each coffee we produce.

Remember, each coffee has its own perfect degree of roast depending upon how it was grown, processed and stored. The roaster must account for these variations for every coffee we offer. We invite our customers to come visit either of our roasting facilities to watch our roasting staff at work.

