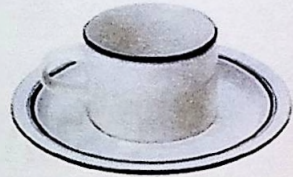


SEATTLE NASFIC BID 2005

# A SEATTLE FANS GUIDE TO COFFEE



## The Origin of Coffee



The origin of coffee remains shrouded in the legends and myths of the Middle East. One legend tells of a Goat herder who one day found his herd frolicking in excitement around a cluster of shiny, dark-leaved, red berried shrubs. As the story goes he reported the incident to a monk who later boiled some of the berries and distilled a bitter beverage, which was capable of dispersing tiredness.

This is not the earliest accounts of coffee; mentions are made throughout history by the likes of Homer, of a black and bitter beverage with powers of stimulation. Coffee had medicinal purposes in AD 1000 and several hundred years later became the trendy drink of the rich and affluent of Europe. No matter how it was discovered and used the coffee plant was most probably born in Africa in an Ethiopian region (Kaffa). From there it spread throughout the Middle East and then in the 1500s to Europe, where it developed a great deal, and entered the daily life of the ordinary folk.

As the demand for and the costs of coffee increased for the Europeans both the dealers and scientists began to try transplanting coffee in other countries. The Dutch in their overseas colonies (Batavia and Java), the French in 1723 in Martinique, by 1727 coffee growing was introduced to Brazil and soon became the most important economic resource of this country. It spread during the time between 1740-1805 in Central and South America.

Coffee is now one of the most valuable primary commodities in the world. In the fluctuating markets it is often second in value only to oil for the developing countries. Millions of people world-wide earn their living from coffee in one way or another.

## COFFEE TERMS

**Espresso** (Simply a *Caffe'* in Italy): Small amount (1 to 1.5 oz) of dark, rich coffee. Traditionally served in a 3 oz or smaller, pre-warmed demitasse cup. *NOTE: Lemon peels, while commonly served with Espresso in parts of America, are not a typical accompaniment in Italy. Espresso with a lemon peel on the side is sometimes called Espresso Romano.*

**Caffe' Americano**: Hot water is added to an espresso to obtain a full-flavored coffee.

**Macchiato**: Espresso "stained" with a dollop of steamed milk on top.

**Caffe' freddo**: (*Iced Espresso*): Chilled, sweetened espresso served in a tall glass, possibly on ice

**Caffe' latte** (*Latte'*): Espresso mixed with steamed milk. Typically made with more milk than a *cappuccino*, with little or no froth on top. In Italy, the coffee in a *caffè latte* is made out of a stovetop machine, rather than an espresso machine, and is not normally served into bars or restaurants.

**Breve**: Like "*Latte*", but Half and Half substitutes steamed milk.

**Latte macchiato**: (*Stained milk*): Steamed milk "stained" with a shot of espresso coffee, served in a tall glass rather than a cup.

**Cappuccino**: Espresso with foamed milk - 1 part espresso, 1 part steamed milk, 1 part froth.

**"Skinny"**: (as in *Skinny Cappuccino* or *Latte*): An espresso-based drink made with skim or nonfat milk.

**"Tall"**: (AKA *Double* or *Grande*): A larger portion (not necessarily twice the size), as in *Tall latte*





## BREWING THE PERFECT CUP

There are 6 factors that determine a great coffee brew:

1. Fresh ground measured by how long since the beans were roasted and how long since they were ground.
2. Bean quality
3. Water quality
4. Coffee Measurement
5. Brewing temperature

At home in your drip coffee maker you might not have much control over some of these things but the closer you get to perfect the better your coffee will taste. Simply buying the designer coffees or high quality beans does not ensure a smooth and pleasant taste.

### BEAN FRESHNESS

Beans become stale the longer they are off the vine and loose taste from the moment they are ground. Where ever possible for a fresher tasting cup of coffee grind your beans as you prepare to use them.

### BEAN QUALITY

Good quality coffee beans are not cheap. The grading of coffee beans is based on the size of the bean, the country and altitude where it is grown, as well as the preparation, picking and sorting of the beans. Even a single defective bean can taint the flavor of an entire pot or pound of coffee, so repeated, meticulous sorting both electronically and by hand are used.

### WATER QUALITY

It makes sense that since coffee is at least 98% water the better the water quality the best the brew's taste. If your water tastes good

straight it will probably taste good made into coffee.

LOW CAFFEINE DOES NOT MEAN LESS BITTERNESS OR LESS ACID.

**COFFEE GROUND MEASUREMENT**

A standard cup of coffee is approximately 6 ounces of water and 10 grams or more simply 2 tablespoons of coffee. More grind may make your coffee bitter and will most likely not make it better. For stronger coffee you may increase the grounds slightly.

**BREWING TEMPERATURE**

There is little you can do with your home coffee maker to change the brewing temperature for your coffee. You can start out with cold water which is recommended for most consumer coffee makers. If you are using a method for brewing where you heat the water on a stove, do not boil the water. Boiling water is too hot for proper coffee extraction. Water should be optimally between 196-204 degrees fahrenheit. Water that

is too cool will brew a bitter cup of coffee.

THE AVERAGE COFFEE TREE ONLY PRODUCES ONE TO TWO POUNDS OF ROASTED COFFEE PER YEAR, AND TAKES FOUR TO FIVE YEARS TO PRODUCE ITS FIRST CROP.

## Bitter Coffee

There are many factors that can cause a bitter cup of coffee and in fact a good cup of coffee will have a slightly bitter edge. The bitter elements in a really good cup of coffee should exist in balance with the other aspects of the brew. Over cooking the coffee by using too high a temperature or by letting it sit on a heating element as the water evaporates is one of the most common mistakes causing bitter coffee. Another common mistake is using too much coffee per 6 ounces of water to brew the coffee. Some flavors of coffee can also be bitter as can the age of the bean and the process used to prepare it. Even the fineness of the grind will effect the bitterness of the coffee.

## Fat and Calories for the Fancy Drinks

Beverage	Calories	Fat (grams)	Saturated Fat (grams)
Iced Grande Nonfat Mocha(16 oz)	190	3	1
Iced Grande WholeMilk Mocha(16 oz)	260	6	3
" " " with Whipped Cream(16 oz)	370	12	6
WholeMilk Cafe Mocha w/Whip	500	40	13
Large Vanilla Bean Coolatta (32 oz)	880	34	30
Large Coffee Coolatta (32 oz)	740	32	20
Large Strawberry Fruit Coolatta (32 oz)	540	0	0
14 fl oz Cappuccino w/ Whole Milk	110	6	n/a
14 fl oz Cappuccino w/ SkimMilk	60	nil	n/a
Iced coffee w/sugar/whole milk (8 oz)	40	2	0
Cafe au lait (6 fluid ounces)	60	3	0
Large Tazoberry and Cream (24 oz)	750	34.5	22.5
Medium Tazoberry and Cream (16 oz)	500	23	15
Small Tazoberry and Cream (12 oz)	375	17	11
Large Coffee Frapuccino (24 oz)	405	5	3
Medium Coffee Frapuccino (16 oz)	270	3.5	2
Small Coffee Frapuccino (12 oz)	205	3	1.5
Large Iced Caramel Macchiato (24 oz)	375	13.5	9
Medium Iced Caramel Macchiato (16 oz)	250	9	6
Small Iced Caramel Macchiato (12 oz)	190	7	4.5



## Benefits from Caffeine

### Caffeine Benefits

- Combats drowsiness
- Temporarily boosts athletic performance
- Boosts the power of Aspirin
- Acts as a decongestant
- May help prevent Asthma attacks

Food Item	Serving	Caffeine (mg)
<b>Coffee</b>		
Regular (brewed)	6 oz.	103
Instant	6 oz.	57
Instant (decaf)	6 oz.	2
<b>Tea</b>		
Black	6 oz.	53
Iced tea (instant)	6 oz.	46
Oolong	12 oz.	36
Green	6 oz.	32
<b>Soft Drinks</b>		
Jolt Cola	12 oz.	72
Kick	12 oz.	58
Mountain Dew	12 oz.	55
Mellow Yellow	12 oz.	53
Coca-Cola	12 oz.	47
Mr. Pibb	12 oz.	41
Dr. Pepper	12 oz.	41
Sunkist Orange	12 oz.	40
Pepsi	12 oz.	37
A&W Cream Soda	12 oz.	28

Health Canada recommends no more than 450 milligrams of caffeine per day

## Did You Know?

- Cappuccino is so named because of the drink's peak of foam which resembles the cowl of a Capuchin friar's habit.
- Coffee pots are tall with the spout at the top and tea pots are squat with a spout at the bottom because coffee floats and tea sinks.
- The modern day espresso street vending cart evolved from a Boeing Company shuttle cart, purchased from surplus, and was first utilized to serve people espresso at an arts and crafts fair in Edmonds, Washington.
- Coffee sacks are usually made of hemp and weigh 100 pounds when they are full of green coffee beans. It takes over 600,000 beans to fill a coffee sack.
- Up until the 1870's most coffee was roasted at home in a frying pan over a charcoal fire. It wasn't until recent times that batch roasting became popular.
- 27% of U.S. coffee drinkers and 43% of German drinkers add a sweetener to their coffee.
- Only about 20% of harvested coffee beans are considered to be a premium bean of the highest quality.
- Japan ranks Number 3 in the world for coffee consumption. Over 10,000 coffee cafes plus several thousand vending machines with both hot and cold coffee serve the needs of Tokyo alone.
- Lloyd's of London began as Edward Lloyd's coffeehouse.
- Frederick the great had his coffee made with champagne and a bit of mustard.
- The average age of an Italian barista is 48 years old. A barista is a respected job title in Italy. It's estimated that eight out of ten adults in the West, and millions more around the world, regularly consume caffeine. That can be in coffee, tea, chocolate or sodas.



## Coffee Drinks and Recipes

### Spicing up Your Coffee

There is a wide variety of tastes that can be obtained by adding spices to your coffee. Here are a list of suggested spices for you to try:

- Anise
- Cacao powder
- Cinnamon (sticks or ground)
- Cloves
- grated peel from lemon or orange
- Peppermint
- Vanilla

### Syrupy Goodness

Another popular addition to coffee are the wide variety of syrups available. You might try starting with one of these popular flavors:

- Butterscotch
- Chocolate
- Chocolate Mint
- French Vanilla
- Peppermint
- Raspberry
- Cherry
- Carmel
- Hazelnut
- Irish cream

### Warm the Insides

Another delightful way to enjoy your coffee is with a shot of your favorite libation. Adding Irish Cream, Amoretto, Brandy, Drambuie or Kahlua and topping it off with a shot of fresh whipped cream will warm anybody

## Irish Coffee

Cream -- Rich as an Irish Brogue  
Coffee -- Strong as a Friendly Hand  
Sugar -- Sweet as the tongue of a Rogue  
Whiskey -- Smooth as the Wit of the Land.  
-- Anonymous

In 1943, on a cold winter day, Joe Sheridan, first offered the warm coffee drink to airplane passengers who had been forced back to Foynes Airbase in Limerick after 5 hours by bad weather. Sheridan a chef at the airbase had brewed some rich dark coffee and into the coffee he splashed some whiskey and he topped each cup with freshly whipped cream.

Legend has it that there was a quiet stillness as the drink was tasted for the first time and one passenger, an American, asked if it was Brazilian Coffee. "No" said Sheridan, himself an Irishman, "That's Irish Coffee".

The drink and its name stuck with Stanton Delaplane, an international travel writer. He brought the recipe back to a bartender at the Buena Vista Hotel in San Francisco. The bartenders there attempted to recreate the drink but the cool cream kept sinking to the bottom of the cup. Ultimately it was in Ireland that Sheridan's secret was learned. Use only the best Irish whiskey and the freshest of whipping cream. When you pour it into the cup pour it over the back of a spoon and it will keep afloat.

## Seattle Coffee Houses 2003

### Still Life in Fremont

#### Coffeehouse

709 N 35<sup>th</sup>

206/547-9850.

As expected in Seattle, the coffee is excellent. Still Life serves up great baked goods, hearty frittata breakfasts, and lunch specials like corn tortilla pies.

### Online Coffee Company

1720 E Olive Way

206/328-3731.

Check your email on Capitol Hill – large black monitors and stylish wooden desks set the tone for serious surfing. First 30 minutes free with a coffee purchase.

### Allegro

4214 University Way

206/633-3030.

One of the better spots to taste local brews around the University, where the other prime draws are internet access via three computer terminals and watching the quasi-bohemian clientele strike intellectual poses.

### Bauhaus Books & Coffee

301 E Pine St

206/625-1600.

A Capitol Hill hangout for the dressed-in-black crowd with large tables, an artsy used-book section – focusing on art and architecture volumes – and good

### Speakeasy Café

2304 2nd Ave

206/728-9770.

A favorite Belltown hangout that offers more than just coffee (or tea, beer, salads and desserts), with a wide range of poetry readings, live music and movies.

### Torrefazione Italia

320 Occidental Ave

206/624-5847.

Excellent roast coffees and outdoor seating are the main draws at this Pioneer Square java house, part of one of the better regional chains.



**SEATTLE NASFIC BID 2005**

Northwest NASFiC  
PO Box 1066  
Seattle WA 98111

[www.seattle2005.org](http://www.seattle2005.org)

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