



FRANKE

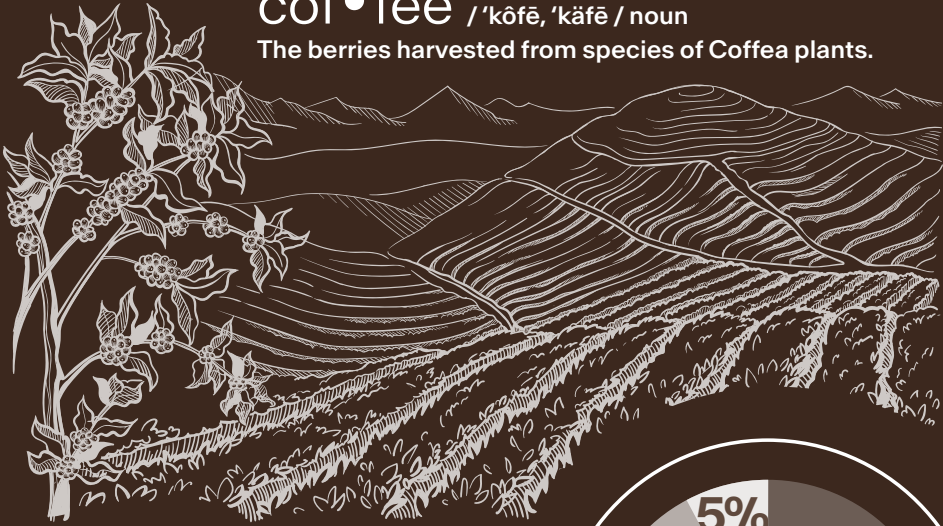
COFFEE 101

Coffee essentials

What is coffee?

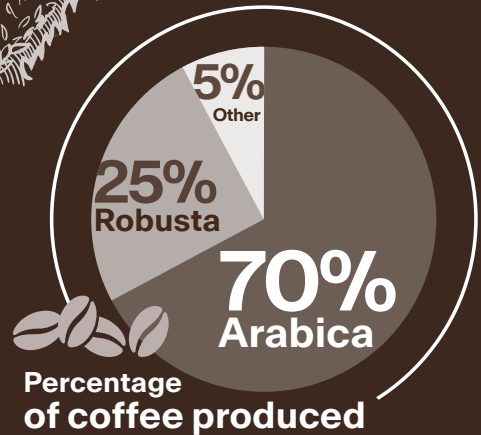
cof•fee /'kôfē, 'kâfē / noun

The berries harvested from species of *Coffea* plants.



Coffee 'beans' are the fruit of a shrub, *Coffea*. Coffee plants are native to Ethiopia. One of the world's most top-traded commodities.

There are hundreds of species of coffee and thousands of varieties, however, the two varieties that are grown commercially are Robusta & Arabica.



Growing regions



Coffee belt

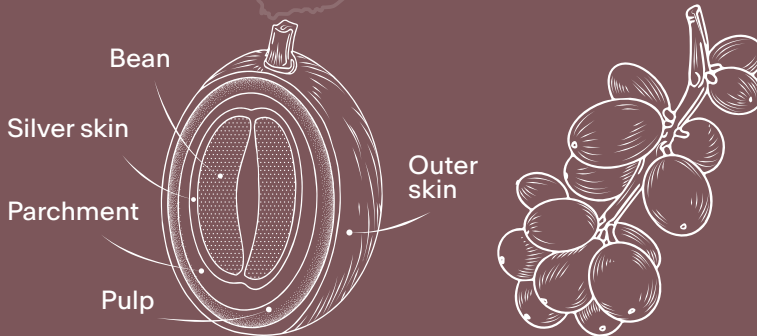
Coffee is a tropical plant that grows in a sub-tropical, equatorial zone known as The Coffee Belt. This area is perfectly suited for growing Arabica coffee due to its mild temperatures, high humidity, rich soil, and altitude.

The legend

While the true origins of the discovery of coffee are speculative, the most popular story involves an Ethiopian goat herder named Kaldi. Legend has it, after his goats did not return at their normal time, he found them energetically dancing around some shrubs which they had eaten the fruit from. Kaldi tried the fruit for himself, was energized by the caffeine, and the knowledge of the energizing berries quickly spread through local monestaries. As word moved east and coffee reached the Arabian peninsula, it began a journey which would bring these beans across the globe.



The anatomy of a coffee cherry



Coffee consumers

While most Americans are familiar with coffee as a beverage, many may not understand the extensive journey that coffee beans take before ending up in their cup.



US COFFEE STATS



Coffee is the **MOST**
consumed
beverage in
United States

6 in 10



Americans
drink coffee
EVERY day

Coffee drinkers
consume more than



3 cups per day

The coffee journey

Planting

The coffee “bean” that is roasted, ground, and brewed, is actually the seed of the coffee plant. A coffee tree will take about 4 years to yield fruit and each tree will produce roughly enough coffee to produce one pound of roasted product.



Harvesting

The fruit of the coffee tree is a stone fruit and often referred to as “coffee cherries.” Most varieties become a deep red when ripe, however some can be yellow, orange, or even pink.

Processing

Processing refers to the removal of the seed from the fruit. Typically, one of two methods are used:

1. Naturally processed: cherries are dried with the seed still in fruit and then the fruit pulp is removed.
2. Washed process: outer layers of pulp are removed before fermenting in water and then rinsed.



Drying

The seeds are dried – most often on patios or raised beds. Whether washed or dried, the coffee must be raked constantly to avoid spoilage.

Milling

Before being exported the coffee is milled – a process that removes the parchment layer from washed coffee, or the entire husk from naturally processed coffee.



Exporting

Coffee is packaged at origin and is now referred to as "green coffee." Most coffee is purchased through importing companies, however, the practice of roasters working directly with growers via "direct trade" is growing in popularity.

Roasting

During the roasting process, the green coffee is transformed into the rich, aromatic roasted coffee product you love, found in bags on the shelves of grocers and cafes.



Brewing

Finally, the coffee is ready to be ground, brewed and enjoyed! The whole beans are ground to a desired coarseness for the chosen brew method, allowing the the coffee flavor to be extracted.

What affects coffee flavor?

1 | Terrior



Soil, climate and sunlight contribute to the distinctive flavor characteristics

2 | Origin

Americas

Mild, clean, milk chocolate, nutty

Africa

Floral, vibrant, citrusy, berries

Asia/South Pacific

Earthy, herbal, savory

3 | Species & Variety

Robusta coffees often feature flavor notes of dark chocolate, nuts, and even boozy, whiskey-like flavors.



Arabica coffees are often cleaner and complex in flavor, more sweetness and refined acidity.

There are thousands of varieties within these species, each with their own unique characteristics.

4 | Processing



The processing method, removal of the seed from the fruit, has a profound impact on the coffee's flavor.

WASHED clean, complex, bright acidity

NATURAL heavy-body, sweet, and berry-forward

5 | Roast



 **Light Roast**

Light body

Bright acidity

Fruity/floral flavors

 **Medium Roast**

Medium body

Moderate acidity

Caramelized flavors

 **Dark Roast**

Heavy body

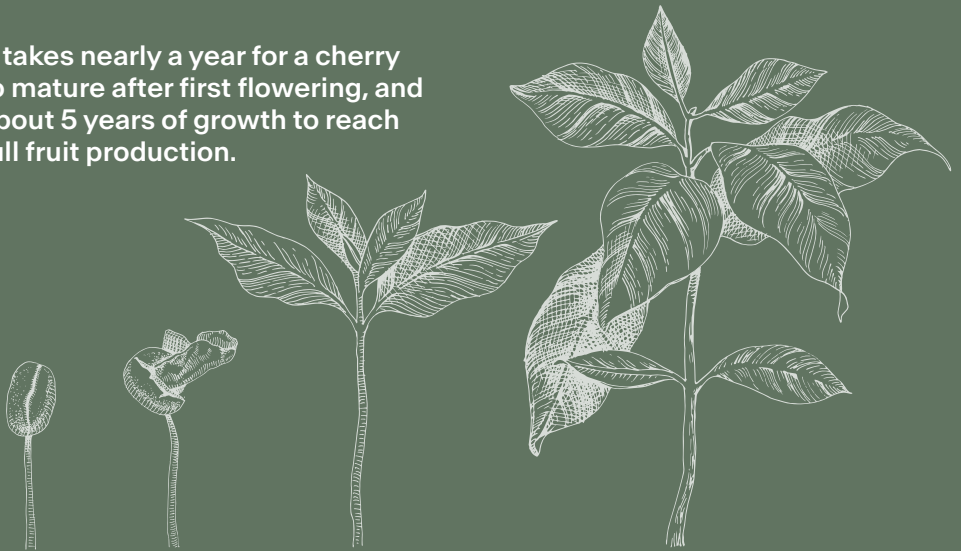
Low acidity

Smoky/roasted flavors



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It takes nearly a year for a cherry to mature after first flowering, and about 5 years of growth to reach full fruit production.



Franke Coffee Systems

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Source: National Coffee Association (ncausa.org)
Image credit: Adobe Stock