



press clip

# Great coffee is worth the effort

*Coffee should be thick as mud, black as the devil and pure as love*

COFFEE is a fascinating thing. Today, all over the world millions of people from a cornucopia of cultures will drink a beverage made from a roasted seed that originated in the wild central highlands of Ethiopia. Once upon a time, coffee, or 'Bun' as Ethiopians call it, was only consumed by Ethiopian tribal people, who to this day chant a prayer to the beverage they believe has spiritual connections.

Here in the west we have spent 400 years, hundreds of thousand of farming acres and billions of dollars pursuing the perfection of the world's most loved and legal drug, coffee.

There are definitely ways of getting the most from those lovely beans and the following might point you in the right direction... a voyage of discovery.

## Buy a grinder

To get the perfect cup of coffee, you need to be able to grind your coffee fresh. A good grinder is equally as valuable as your brewing device

The beans

You cannot put into the cup what is not in the beans. When you buy freshly roasted coffee the flavour is in the beans. Do not buy coffee that is stale – the flavour has long ago left the beans. The perfect coffee comes from the oils in freshly roasted coffee; these oils will dry up over time and evaporate, causing the coffee to go stale.

## Grind just before brewing

Do not grind up lots of coffee to use over a period of time – this would defeat the purpose of having a grinder. Once coffee is ground up, the fresh oils will evaporate very quickly.

## Experiment

Try different brewing methods for a different approach with your chosen brewing style. In your espresso machine, try putting different amounts of ground coffee in your

machine to see what this does to the flavour. Or, with your plunger, try buying some different single origin coffees to see the difference in taste.

## Keep your equipment clean

Coffee is oily. All this oil builds up on your equipment and unless properly cleaned will turn rancid, causing your coffee to taste bitter and dirty.

## Drink it in the morning

Have you ever tried a beer at 6am? Despite how much we like beer, it would not taste as good as it does in the evening. In the same way, coffee tastes better in the morning than at night.

## Try different styles

Break it up and try something different like a piccolo latte or a long black, or if you are feeling really adventurous, try a double ristretto. You might find something you really like!

## Find a good café

Become a regular at a good café where the staff know their stuff. The coffee they make for you will be consistently good and you can ask questions about coffee making techniques.

## For espresso, master the 'pour'

The heart of espresso coffee is all about mastering the espresso extraction or the 'pour'. When the coffee is flowing out of your espresso machine, what does it look like? This is the key to good espresso. If you watch honey as it flows from a spoon – that is how your espresso should appear. And, dark is good, blonde is bad, when it comes to the colour of the 'pour'.

(Source: Belaroma Coffee Roasting Company)

