Beat: Business

KAWA - SPECIALTY COFFEE Direct From The PRODUCERS

ROASTED WITH PASSION IN PARIS

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USPA NEWS - In the Beginning there is a Tree, Cherries. Once picked, the Cherries go through a Phase of Fermentation and then Drying. Then the Green Coffee Bean is ready to reach our Ports. The Transmission of these Beans leaves the Roaster with the Heavy Task of Revealing their Richness and putting you in the Best Conditions to extract it Perfectly.

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Roasting Coffee transforms the Chemical and Physical Properties of Green Coffee Beans into Roasted Coffee Products. The Roasting Process is what produces the Characteristic Flavor of Coffee by causing the Green Coffee Beans to change in Taste. Unroasted Beans contain Similar if not Higher Levels of Acids, Protein, Sugars, and Caffeine as those that have been roasted, but lack the Taste of Roasted Coffee Beans...

Sustainable Farm Methods, such as Respect for the Environment and Good Production Values, create Artisan Coffees at each Stage:
* Rigorous Selection
* Milling
* Drying of Raw Hand-Picked Coffee at Origin
* Careful Roasting of the Coffee into a Completed Form by the Roaster

Artisan Coffee is Smoother, Tastier, and more Widely Accepted, with a more Significant Number of Mind-Blowing Ingredients. An Important Thing to remember is, all of the Flavours, Oils and Scents that go into your Delicious Cup of Coffee are Delicate. The Extra thought and Quality put into the Cycle Results in a Far Superior Cup, which is Smoother and has more Articulated Flavours, depending on the Bean.

What we perceive as Flavor is often actually Aroma – only Mouthfeel and Sweet, Salty, Bitter, and Sour Tastes are perceived by the Tongue. When these combine with the Aroma sensed by Receptors in the Nose, we get Flavor.... When we smell Coffee Grounds, the Molecules are Freely Interacting with our Olfactory Receptors. When the Grounds are added to Water to make a Cup of Coffee, other Molecules are extracted and we have a Different Sensory Experience.

Most of us cannot imagine Starting our Days without a Good Cup of Freshly Brewed Coffee. But not many of us pay much Attention to all that which goes into bringing that Fresh Brew to your Cup. From Planting to Brewing, Coffee Production is a Complicated but Artful Process.

The Flavour Profile is dictated by the Roast Degree which in turn is measured by the Colour of the Beans. Light Roast, Medium Roast and Dark Roast are the Common Roast Degrees that you may come across when purchasing Beans or even Fresh Brews from your Local Café. As far as the Flavour Profile is concerned, Light Roasts are Typically more Acidic, and Fruity whereas Dark Roasts tend to be Bitter, with a Burnt Edge to it...

Next in the Post-Roasting Stage of Coffee Production is Grinding. How fine does one grind the Beans depend on the Brewing Technique one is planning to use. Fine Grind is perfect for Espresso, whereas a Medium Grind will work for Drip Coffee Makers and Coarse Grind is preferred for French Presses....

Coffee Brewing Methods:
* Espresso Machine - Hand held Espresso Maker - Stovetop Espresso Maker - Aeropress - French Press - Coffee Bag - Vacuum / Siphon Pot - Percolator - Manual Pour Over Coffee Makers - Machine pour Over Coffee Makers.
As the Coffee Industry evolves and innovates, New Methods and Different Types of Coffee Makers appear.

About KAWA:
"Our philosophy Since the Opening of Kawa, we made the Decision to focus on Roasting. Our Motto, to offer the Best Roasting and with the Greatest Regularity. What is a Good Roast for Kawa? It is the One that will awaken your Taste Buds and sublimate the Terroir of Origin. Each Coffee has its Story, it is our Heavy Responsibility to sublimate the Work of our Coffee-Growing Partners but also to make it Easier for you to extract it".

"The First Step is to define the Role of the Selected Coffee: is it a Filter Coffee, an Espresso Coffee or even a Coffee for Blending? We strongly believe that Coffee should be Roasted Differently for Espresso or Filter Use. Nevertheless, some Terroirs or Coffees, often exceptional, have this Agility to operate in Omni-Roast (Filter and Espresso). For example, we can cite Ethiopian Coffees, some Anaerobic Coffees and many others. We have this Conviction in order to respect the Product and offer you the Best Experience when using it. Some People will like our Espresso Roast in their Filter for Less In-Cup Acidity and Chocolatey Cups. Others will use our Filter Roast to make Espressos with more Accidity!"

"After Each Roasting, we check the Weight Loss of our Coffees, the Colorimetry and of course we cup them 24 Hours Later. When we have a New Coffee on the Menu, we do 2 or even 5 Roasts and Taste it Over a Period of 21 Days. When the Roasting Profile suits us, we sell the Coffee and the First Batches serve as Test Samples for our Professional Customers or even as Gifts to thank them for their Loyalty!"

Source:
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