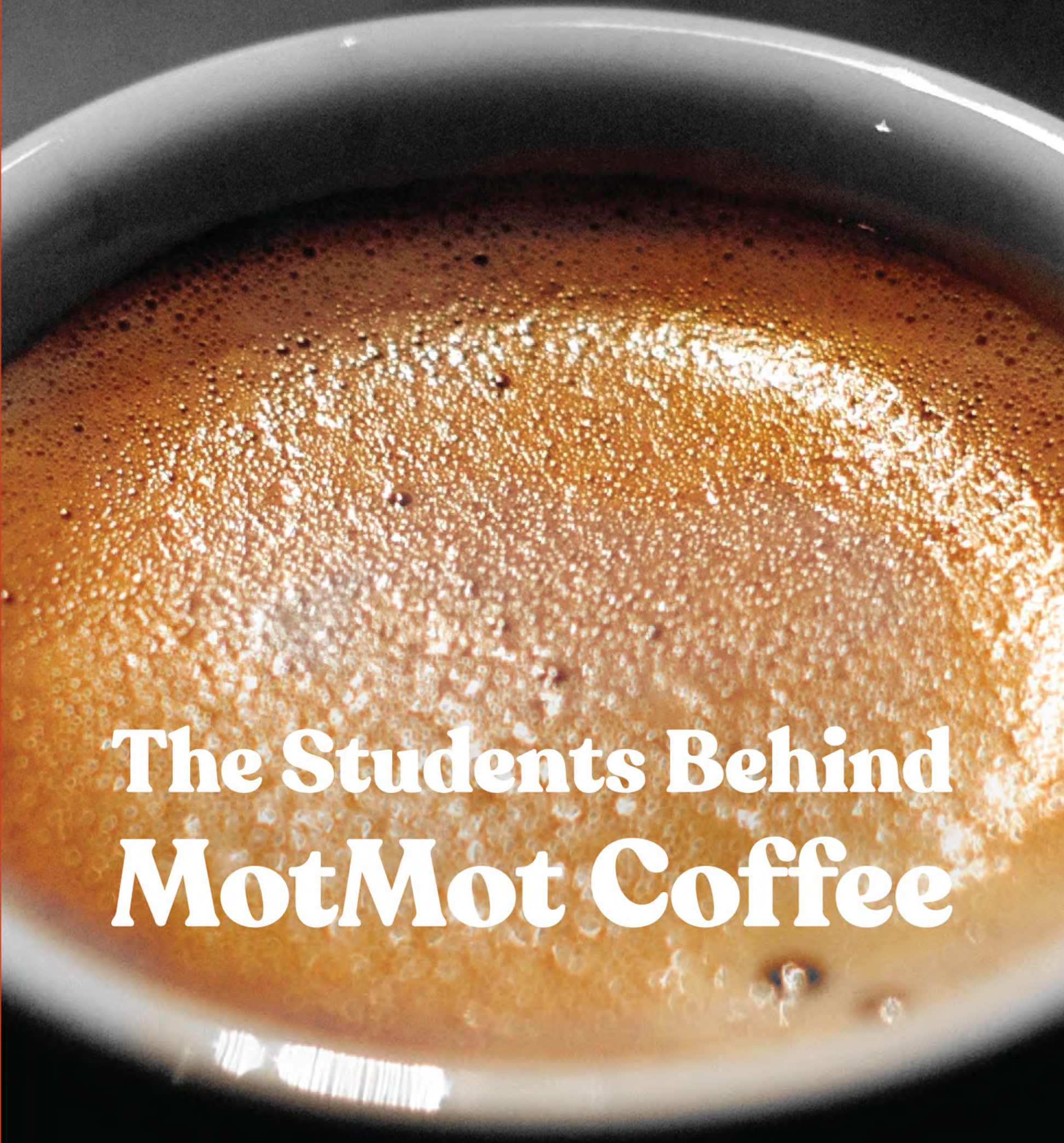


EXPLORING THE CRAFT OF COFFEE

Nº63

Extracted



**The Students Behind
MotMot Coffee**



Review the Magazine

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EXTRACTED MAGAZINE seeks to educate, delight, and empower coffee drinkers everywhere bringing you into the world of **craft specialty coffee**. We build connection and understanding that raises the value and the lives of people in coffee around the world, as well as each individual cup that you enjoy.

Even though coffee is consumed by billions worldwide, many are unaware of the significance of the beverage in their cups. Conscious consumption of coffee leads to not only the best tasting coffee of your life, but more powerfully supports the various cultures and peoples that are responsible for that coffee.

Extracted reflects this growing awareness and empowers all coffee drinkers to discover the richness, not only of flavor, but also of the history and relationships of the coffee in your cup.

Extracted
MAGAZINE





FEATURE ARTICLE

MotMot, Part 2: The Students Behind It All

Joseph Robertson

ALSO IN THIS ISSUE...

- ▶ **Can Your Water Be Too Hot?**
Coffee Lovers Radio
- ▶ **Just In Time**
From the Editor
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HOW TO BREW

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Joseph Robertson



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READER QUESTIONS

What is Extraction in Coffee?

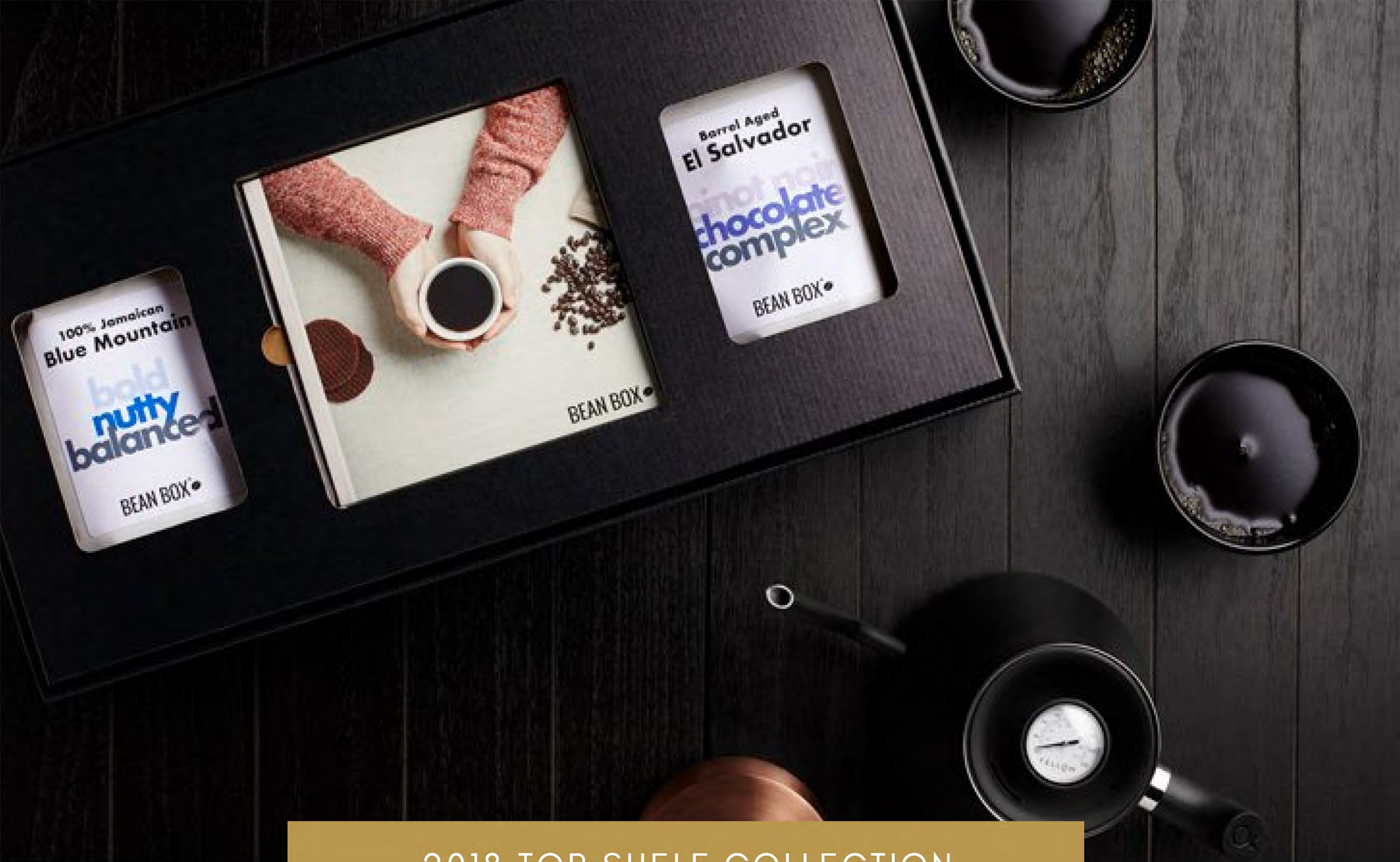
Joseph Robertson

Coffee Tastes



Earthy

Earthy tastes in coffee can easily be seen as a negative, as they usually are the result of some kind of sub-par handling of the coffee either during processing or after. However, it's a common taste to find, especially among Indonesian coffees (particularly Sumatra) and is often sought out.



2018 TOP SHELF COLLECTION

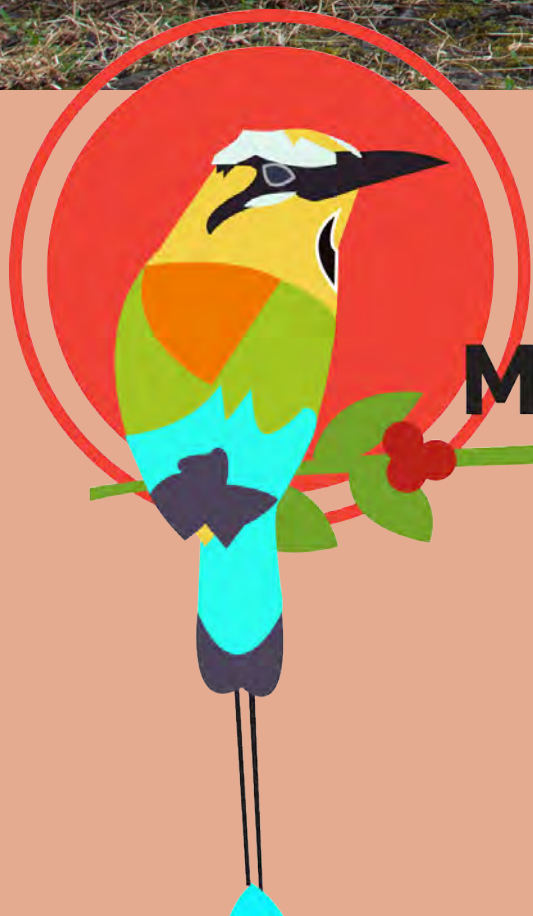
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MOTMOT

A Student Run Coffee Company

Part 2:

MotMot Part 2: The Students Behind It All

Interview by Joseph Robertson

MotMot Coffee is a student-run coffee business based out of Seattle University. It was started by Braden Wild in 2014, with a goal of approaching coffee business and production from a different perspective – building larger long-term sustainable profits on the farmer's side of coffee.

I sat down with Braden in the spring of 2018, shortly before he graduated and handed off CEO control of MotMot to his successor, Sam Henry. We talked about the origins of MotMot, the goals, impacts, and some of the interesting aspects of a student-run business with an interesting executive model that rotates through students as they grow, graduate and move on.



Sam Henry (left) and Braden Wild (right) of MotMot Coffee.

Last issue, in Part 1 of this interview, we explored the challenges that MotMot is trying to address on the coffee farm side of things, buying coffee and supporting farmers. In this Part 2, we get into the MotMot business itself, what its like for the students, and where they hope to go.

MotMot Coffee - The Business

Joseph: So let's dive into the business. How did you get that started? You started off, you said you bought coffee, you brought it here, you did this test and it worked...

Braden: That's the tricky part, right? I started out with hiring just from local Albers [School of Business] students here at the university. The first year I hired 5 students that were paid, that got to come in and work on the product for a stipend.

We did our branding...originally we were operating under Cafe Ambiental SBC, which is our legal name. That brand is the brand of the farmers we worked with originally, that was their name and their logo, and something we really wanted to honor. So we wanted to give it a try and see, but it really wasn't working in the market. So we rebranded to MotMot Coffee - still paying homage to Nicaraguan Coffee. The bird on the front is the Guardabarranco bird, which is the national bird of Nicaragua.

Honestly, it's trial and error. It's a small student-run enterprise. It was bringing people in, it was figuring out - how do you do a wholesale contract? How do you sell this coffee as negotiating a contract through companies like Bon Appetite and Chartwells, and Compass group to get coffee volume sold on campus. Going off campus to look at cafes and coffee shops in other places. So just kind of figuring out what does the coffee industry look like.

Joseph: Did you have much experience with coffee before you started this?

Braden: Uh-uh. I like to say, before I came to college I never drank a cup of coffee. So I was just kind of coming into this blind. I like to say that Nicaragua is what got me addicted to coffee. So I kind of came in with a blank slate, with no coffee knowledge, and then just kind of been working my way through. Learning from producers, learning from roasters, learning from cuppers and experts in Seattle. Partnering and learning from places like Victrola, Vita, and Stumptown. Getting that knowledge for myself so I can create a product that lives up to that knowledge.

Joseph: What about the roasting? Who's doing the roasting?

Braden: For the roasting, we partner with Poverty Bay in Auburn. They are our contract roaster. They do a great job of partnering with us, getting the coffee ready.

Joseph: Why Poverty Bay?

Braden: So Poverty Bay..part of it is a price thing, they have a reasonable rate, they are flexible, easy to ship with. Another really big part of it is their focus is working with similar small-hold farmers, direct trade, trying to provide living wages, doing a lot of community development and support. They are not purely profit-centric.

They are not to the same extent that we are, where we're not making any profit. But they are a roastery that really aligns with our values, and that was something really important to us in finding a roaster.

Joseph: What have been some of your major challenges?

Braden: I would say, for us, the biggest challenge has been scale and transition as a student-run business. Scale in the sense that there are upfront costs that just have to be paid for and until you start to sell volume makes it really difficult to make the business work, in the coffee industry.



As a special purpose corp, it's not easy where we can just go out for a fundraising ask, or where we have an investor that can just give us the cash. We kind of have to work off of cash flows, or funding that we can get supported from the school. So that's made scaling really difficult. IT's been gradually successfully working...500 pounds, to 1200 pounds, to 2500 pounds. We're going in the right direction, but scaling is challenging because of the nature of the business.

From a retention standpoint...As a student-run business, you always have to be planning a pipeline of students that are coming in and working and have that retained knowledge and the ability to actually run this business, since it's staying within Seattle University.

Joseph: Just to jump in on that...it sounds like you're kind of running two businesses, because you've got the coffee business, and then the business of educating the students who are the owners/runners of the business?

Braden: Yea...I like thinking of it more as two jobs than two businesses, where part of my job is educating and training and giving the educational awareness to SU students and to the interns and the executives on the team. The other part is the nuts and bolts of being an entrepreneur running a business.

So it started out with me and 4 other students the first year. Now, we just completed hiring, we have 10 interns and 6 paid executive students. It's the biggest club in Albers [School of Business] as far as growth and expansion. People really love the product and the idea behind it and are ready to really help us grow. We have the support now, it's just the scale in getting it there.



MotMot as an Ever Changing Business

Joseph: If I can bring up a possible challenge – or something that seems like it would be a challenge to me.

When I look at other coffee roasters, one of the defining characteristics of the coffee roaster is the master roaster's vision of what is going on. In the larger organizations, you have someone who goes and sources green coffee, and their expertise and taste determine what coffee they are going to bring in, and that's based off an overarching view.

And then, of course, you have the roaster who has a vision for how the coffee should be roasted, and that kind of guides the overall taste. You can have one coffee from several different roasters and it will all taste different because the roaster puts their own take on it – it's the art and the science of coffee.

How does that pan out with a business that's constantly changing who's in it? You're about to leave...

Braden: I would say that, part of that comes down to training, and having a really clear vision and purpose behind what we do, where Sam, who is going to be coming on next year behind me, shares the same values and alignments and beliefs as me, and she's training the next group of interns to have the same. So we have the continuity of vision of where we want the company to go.

Even if we don't have continuity of roast profile, of taste, in that sense.

Part of it is trying to be really consistent when we're tasting, and buying new green to make sure it really closely aligns with the last flavor profile. We use the same coffee cuppers and the same roasters, we use 3 or 4 in the area who each take samples and test it - we partner with a lot of local people and aggregate the results to make sure year on year we are looking at the same blends.

But that's a weakness of ours, that's a challenge. It's not something we are going to be able to fully correct for, just given the nature of the business. The best we can do is try and keep pushing towards consistency in the same kind of flavor. I guess our consumers just have to know that if it tastes different, it's because we are working with a different co-op or a different group but we're still uploading the same purpose behind why we buy the coffee.

One challenge is... in June, we are going to Vietnam for 3 or 4 weeks, and we are bringing in a second line of Vietnamese Coffee. It's going to be a sister brand to MotMot. That is going to give us some differentiation on roast profiles, and types of flavors we can offer, and locations. But it's the same exact problem...how are we working with partner roasters to make sure the samples we are buying in Vietnam can build a consistent story from a taste profile standpoint, between the two brands.



Expanding - New Brands, New Origins, New Coffees

Joseph: What are multiple brands going to do to the business?

Braden: What we hope multiple brands will do is give us the ability to start to be competitive to pursue new wholesale contracts. Being able to go into new locations that need more than just one set type of roast profile and taste. To start to differentiate our offerings. Part of it is driving additional sales on campus too, so it's (Vietnam) a test batch. We're not going to buy a lot of Vietnamese coffee. But we have another great relationship and partnership there that we can leverage to ensure that we are still uploading the mission behind what we do.

So we have coffee intermediaries and farmers and groups and universities, so we have an ecosystem there that we can work with, to do the same thing in Vietnam that we do in Nicaragua now.

We hope to bring on 1000 pounds, 500 pounds, try it out, see if people like it, give us a new range. If it goes well, we'll expand it and use it as an offering. If it doesn't then maybe it just stays on campus.

Joseph: So just to jump on that, MotMot is currently the brand that is the business. And under it right now the Nicaragua coffee. And that's all one coffee, right? As you described before, you source from multiple farmers and pull that in to make a blend, then roast it all. So then assuming whatever the Vietnamese coffee is, it will be a similar model.

Do you foresee making an overarching business that has these different lines of coffee? Or will you run them as completely separate businesses?

Braden: Yea, and that's been the big challenge we are working through in the next couple weeks. We are anticipating having one business, and making sure we can adapt the MotMot brand, either have the new brand we can take off campus to sell and pitch to companies, or making sure that we can make the MotMot brand the parent brand, and offer new products.

But like I said, this is an entrepreneurial business. When I started this, if you told me that I'd be going to Vietnam in 3 years and having to figure out a second brand of coffees, I'd be like "you're crazy, I can barely sell 50 pounds today." So I'd like to say there was more forethought behind that, but there wasn't. So we're just working with it as we go, we're going to see what we can do and what we can offer, and how we can bring the two together.

When The CEO Leaves

Joseph: So let's talk about the business structure. You're handing it off, what's happening to you?

Braden: I'm passing it off to my successor Sam Henry, who's worked on the business for two years now as the marketing person. She developed the brand as we know it now as MotMot. I'll be running the board of directors for MotMot as the advisory board. She'll be running it as the CEO.

In that sense, as CEOs or executives are graduating out, and if they are staying around or want to be involved in the business, they can come on to the advisory board, along with industry professions and professors that we have working on the project.

Every year we are bringing in a new CEO or a new Executive team under a CEO that's been there for a year or two, and that's why we have the pipeline of interns to executives to CEO. Hopefully, we can retain most of the knowledge. We have 4



faculty advisors, and we have industry professionals and roasters and other people in the area who can retain the overarching knowledge for us. We're hoping to capture as much of that as possible moving forward.

Joseph: Obviously challenges in constantly changing every position in the company...

Braden: Of course! And the goal is we have some retention. Most of the executives are there for two years, so there's not constant turnover. But in the long term view, compared to any other coffee company we have a much higher turnover rate.

It's an experiment. I think for me, there was a period of time where there was a debate in my head of, do I try to extract this out of the university and take it and try to run with it and see what happens to it? But the heart of what MotMot is, and when it was created, is to be a student business and be an educational business that is not controlled by profit motives or industry pressures. To take it out of that would be to lose the spirit of what it is. That's why we're going to have to just roll with it and see how it goes.

What Do People Think of The Coffee and MotMot?

Joseph: What kind of feedback have you gotten from students? You currently mostly sell the coffee on campus...

Braden: So really only this year have we been truly set up enough with sufficient levels of insurance and tax information and

corporation changes, and dug into the legal side of it enough where now...tomorrow I could go sign a contract with a coffee wholesaler for a cafe over in the Central District. Whereas 6 months ago, I couldn't have done that, because I didn't have enough information or wasn't set up right to do that.

So that's kept our sales on campus primarily up to this point. We're in contract negotiations with one or two big coffee providers right now, so hopefully, by this time in fall [2018], we'll have our first wholesale contracts. We've got one or two cafes off campus, small time. We partner with Fallout Bookstore and the SU Campus store, we do some bulk direct sales, but primarily right now we're looking at getting into the wholesale side of it.

[From a taste perspective, how do the students like it...]
So as you'd imagine, using 3 slightly different blends over 3 years, it's a little hard to retain customer feedback and compare it in that sense. But people have always really liked it. It's a clean, simple coffee. We don't try to strike too much of an earthy or acidic blend. It's intended to be a coffee that most coffee drinkers like. They really like it. It's always requested by faculty and staff. They use it as gifts, and for events. Most speakers on this campus are probably tired of MotMot because they get MotMot as a gift.

So it's something that people really have come around and created an ecosystem of support and brand awareness and have come to love.



What's Next for Braden Wild and MotMot?

Joseph: You're leaving. What's next for you? What are you doing?

Braden: I actually just accepted a position just a little while ago at Starbucks in their corporate finance office. There's a rotation program that I'm working in there. I'm hoping to get long-term into their actual quality and buying team at Starbucks.

Super excited to be able to stay local. It's a job I love. It's a company that does a lot of things right and a lot of things I can learn from a big coffee perspective. I have lots of small coffee perspective, but no big coffee perspective. We'll see where that experience takes me.

Joseph: As far as MotMot goes, can you speak to the goals hopes and dreams - like, the long-term big big could-be-some-day vision?

Braden: I would say the long-term vision for me for MotMot, is that we finally start to sell enough volume and in enough places in the Seattle area, that there's a recognition and there's an association. I want a brand that's associated not just with good quality coffee, but that's doing something different, for the social purpose of it.

So I want to expand our reach, bring in a couple new varieties of coffee that give us big enough offering to be competitive for wholesale contracts, and be able to give a range of brewed coffee.

I just want to maintain the social purpose of it. Often times as you scale a business, you lose the intention and the true mission behind it. So I never want to grow MotMot for the sake of growth. If we lose the educational focus, and the focus on producers and not just consumers then I think we'll have failed.

But, for me if we can scale and grow it sustainably, and keep the student focus of it, and people can recognize...if all they get out of it is they drink a cup of it, and by hearing about our story they realize some of the inequities and the problems that coffee producers face, and it makes them rethink their purchasing decisions, then that's enough for me.

Joseph: Is there anything you'd like to share, which we maybe haven't touched on?

Braden: Yea. For me, what MotMot is, is a way for you as a consumer to think about the holistic perspective of the coffee you purchase. I guess for readers of the magazine, or other people thinking about it, I hope they'll continue to think about, what is the actual end impact of the price that they are paying, or the coffee they are buying for the farmers that they work with.

On average, I've calculated the pricing that the Nicaraguan farmers would receive before we bought it. They were receiving, once you accounted for premiums and shipping and fees and costs of production and all that, they are getting 2.5 cents per cup of coffee, to 3 cents per cup of coffee depending on the farmer...per cup of brewed coffee.

I think that number always shocks people. That number doesn't necessarily shock someone in the coffee industry. It should be shocking to consumers a little bit because they just don't realize how big of a gap there is between the \$2.5 brewed cup of coffee they have and the amount of money the farmers receive.

So for me, getting to think about, as consumers, how do you change that?

Joseph: So for people reading, how can they participate?

Braden: We have our website – www.motmotcoffee.com – and they can buy directly there. We sell it on the [Seattle University] campus store, and we brew it here on campus. And we're really just trying to expand our wholesale offerings over the next 6-12 months. So hopefully they'll start to see on our website 'here's where you can go to be a patron' and just support our brand.

Half of our struggle, when we're being realistic about it, is we are operating in a saturated market. So we are realistic about the fact that, tomorrow I'm not going to go get 8 coffee shops that magically want MotMot. But it's us going after that sustainable stage growth, with actual partners that align with our mission. Places like Street Bean Espresso, like Poverty Bay, and other coffee shops and local places that have a real intentionality behind what they do, and can appreciate the social mission of MotMot.

We have t-shirts and mugs and stickers and things – profits from those go back to the farmers as well.



Dec.9–11,2018
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September 2018 - Followup

MotMot Coffee is motivated to improve the ethics of coffee consumption; our team felt a transition from a Social Purpose Corporation to a Non-Profit more accurately reflected the intentions of our business. Our connection to Nicaragua began through the declaration of Seattle University's sister school in the capital, Managua. We have a connection to the University of Dalat in Vietnam by similar means. A faculty advisor, who has been with MotMot since the beginning, was born in Dalat. Later, he taught at the University of Dalat under a professor-exchange program sponsored by Seattle University. As the basis of our non-profit is education, the connection was serendipitous.

In addition, Vietnamese specialty Arabica coffee is rare in the international market. The only other retailer within the Seattle coffee eco-system to provide a Vietnamese offering is Starbucks Reserve, however, the product is not offered year round. MotMot is excited to pioneer a new brand, connect consumers to new coffee farmers, and begin a new educational fund 10,000 miles away from our first community partners. Our new brand will be ready to launch in February of 2019.



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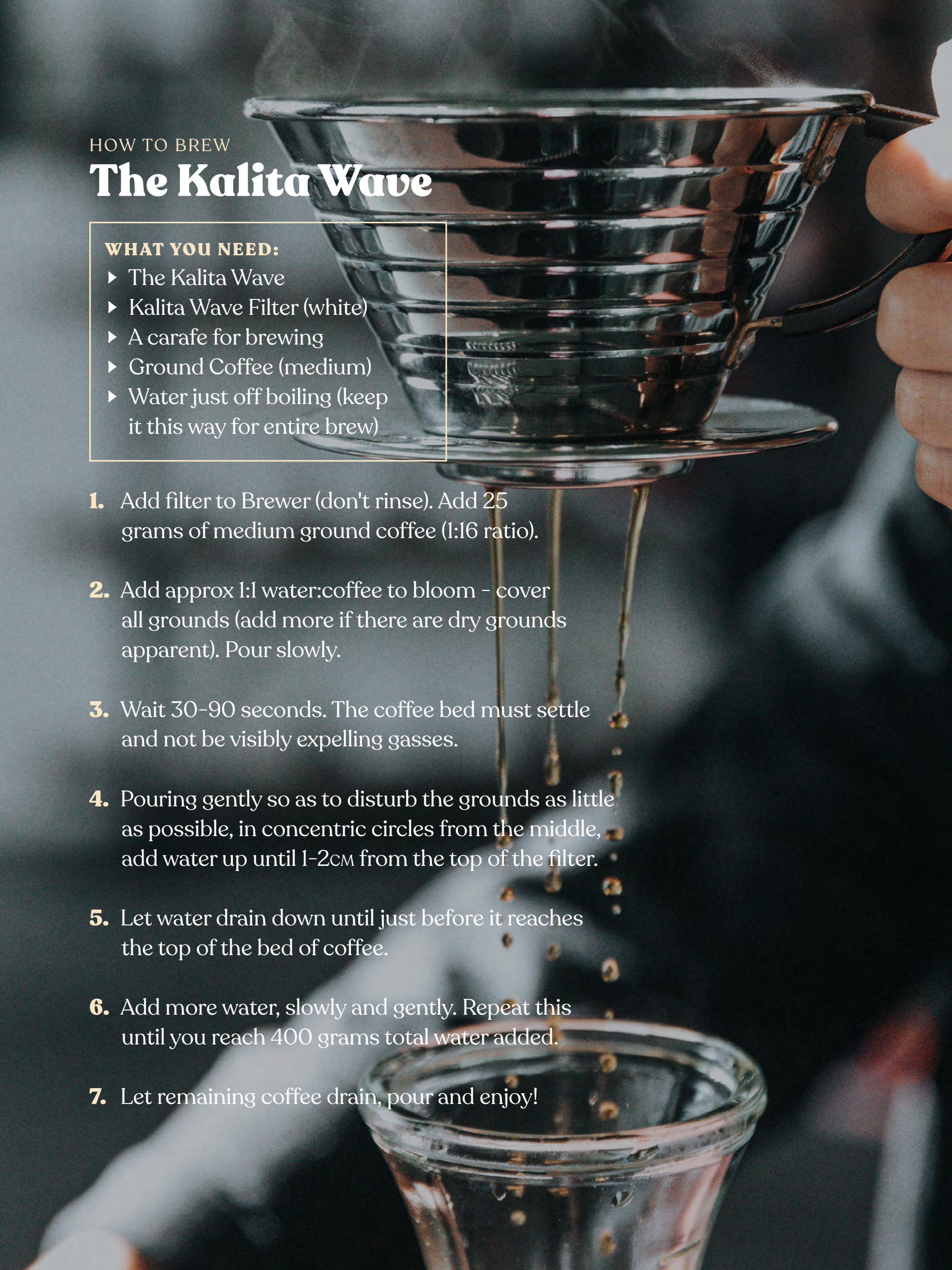
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Featuring a richly aromatic yet surprisingly delicate Ethiopia from the Oromia region, roasted by Copper Door Coffee Roasters.

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HOW TO BREW

The Kalita Wave

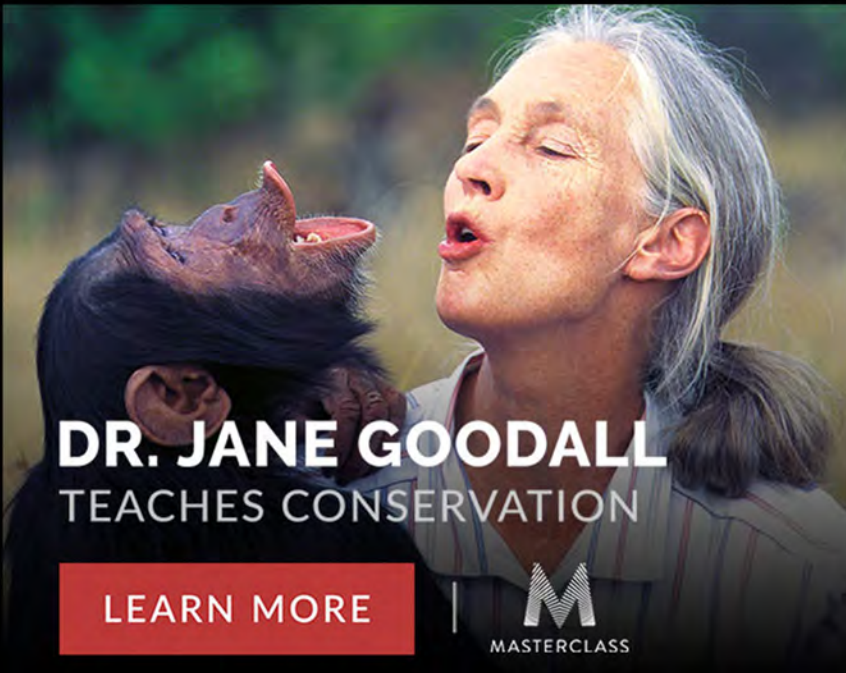
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- ▶ Water just off boiling (keep it this way for entire brew)

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2. Add approx 1:1 water:coffee to bloom - cover all grounds (add more if there are dry grounds apparent). Pour slowly.
3. Wait 30-90 seconds. The coffee bed must settle and not be visibly expelling gasses.
4. Pouring gently so as to disturb the grounds as little as possible, in concentric circles from the middle, add water up until 1-2cm from the top of the filter.
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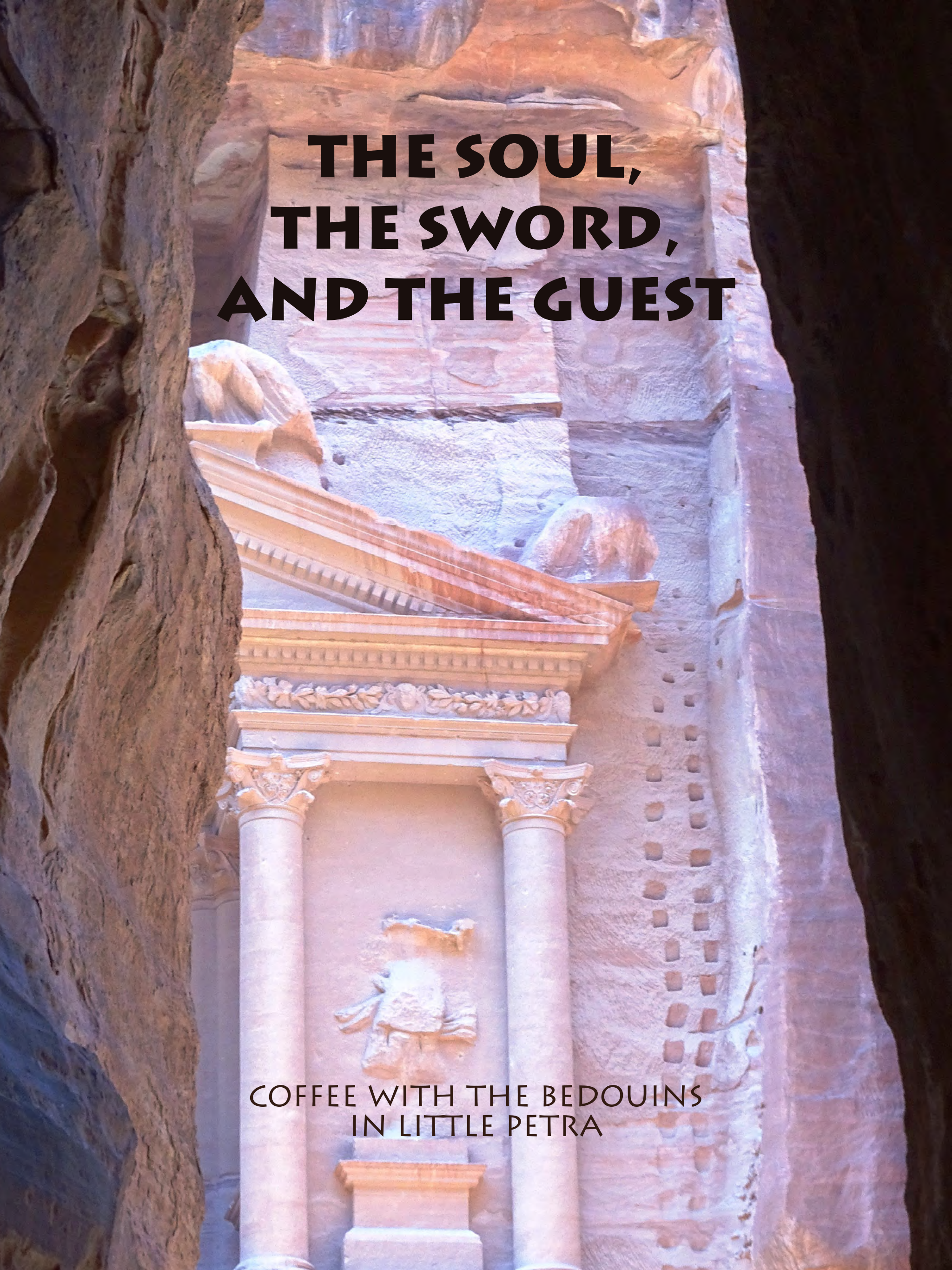
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COFFEE WITH THE BEDOUINS
IN LITTLE PETRA

Petra and the Nabateans

EXACTLY IN FRONT OF US, glimpsed through a twelve-foot gap between cliffs six hundred feet high, was a sight worth going twice that distance, running twice that risk, to see—a rose-red temple front, carved out of the solid valley wall and glistening in the opalescent hues of morning.

Not even Burkhardt, who was the first [European] man to see the place in a thousand years, described that temple properly; because you can't. It is huge—majestic—silent—empty—aglow with all the prism colors in the morning sun. And it seems to think.

—Talbot Mundy, *The Lion of Petra*

THERE WAS AN INCENSE TRADE ROUTE before the beginning of recorded history. Once camels were domesticated (around 3000 BC), Arab tribes began transporting incense from southern Arabia to the civilizations scattered around the Mediterranean Sea. King Solomon reaped rich rewards by taxing incense caravans passing into and through his kingdom. At its height, the Incense Route saw over three thousand tons of incense conveyed through it each year. Thousands of camels and camel drivers were used. The profits were high, but so were the risks from thieves, sandstorms, and other threats.

By 24 BC the Nabataeans were hauling hundreds of large caravans full of frankincense, myrrh, and other incenses from southern Arabia, as well as spices from India and beyond, to the Mediterranean ports of Gaza and Alexandria.

Today, little remains of the great empire of the Nabateans except ruins. There are no written or oral histories or descendants left to tell them; no written speeches or local ordinances; no poems of love or piety or scripts for plays (although there is a theatre)—just a few business ledgers. But the hundreds of monuments and the tapered, gently sloping water pipelines in Petra—still operational after all these years—attest to the Nabateans' expertise as stone masons and hydraulic engineers who built dams, wells, and water channels to sustain populations of up to thirty thousand people for over five centuries.





No outsider ever knew their origins. Though they established a trading domain that surpassed anything seen before, the Nabataeans, when asked about their beginnings, simply referred to themselves as the *Nabatu*, meaning "people who draw water."

They used their knowledge of sea and caravan routes to link Eastern goods and Western markets. It is likely that the mysterious Nabataeans developed a method of transporting goods across the desert without needing to use the local water wells. Since the local tribes, who were sometimes hostile, controlled these wells, the Nabataeans developed hidden collection systems that provided them with fresh water in the desert in places unknown to others.



For centuries, the Nabataeans never constructed a single house, or a single temple. Diodorus Siculus, in *Bibliotheca Historica*, wrote of the Nabataeans (whom, like all historians of his day, he simply calls "Arabs"):

Here it is worth while to recount the institutions of these Arabs, by the practice of which they seem to protect their liberty. Their country has neither rivers nor copious springs from which it is possible for a hostile army to get water. They have a law neither to sow corn nor

to plant any fruit-bearing plant, nor to use wine, nor to build a house. This law they hold because they judge that those who possess these things will be easily compelled by powerful men to do what is ordered them because of their enjoyment of these things. . . . They are conspicuously lovers of freedom, and flee into the desert, using this as a stronghold. They fill cisterns and caves with rainwater, making them flush with the rest of the land, they leave signals there, which are known to themselves, but not understood by anyone else. They water their herds every third day so that they do not constantly need water in waterless regions if they have to flee.

When the Nabateans chose a site in the northwest corner of the Arabian Desert to build their magnificent city, it was a barren canyon, and possibly

a place where they buried their dead. The Nabataeans initially made a small tent settlement above the canyon to serve as a refuge and hiding place for their women, children, and goods when they were away.

The Nabataeans called their new city *Rekem or Rekmu*. The city would become so famous that its name would be recorded in the chronicles of Chang Ch'ien, envoy to the Chinese Emperor Wu-ti (138-122 BC), as well as in the archives of Greece, Egypt, Rome, and Byzantium (the original name of Istanbul when it was a Greek colony), where the Nabatean city would become known by its Roman name, Petra.

Some people believe that at its height, Petra had a population of twenty to thirty thousand. It was a major religious center, with several temples, as well as a festival theater, a nymphaeum (an elaborate, partially enclosed public fountain), a bathhouse, a sacred way, a monumental gate, pools, and several other public buildings. These temples and other public buildings occupied the central valley, below the Royal Tombs carved into the sandstone canyon walls. Later a number of early Christian churches were built in Petra. Three of these





have been excavated and are close together on the north slope above the Street of Columns.

The citizens of Petra lived in crowded conditions, in houses bunched on the north and south slopes above the Street of Columns. Many of these people would have been grave diggers, monument sculptors, temple attendants, and others involved in service trades.

Soon after 24 BC, the Incense Road began to be replaced by the Incense Sea Route. As Nabataean dhows carried incense from ports along the southern coast of Arabia north to Nabataea and Egypt, the inland route slowly passed out of existence. As Petra's Roman conquerors revitalized the languishing inland city, the Nabateans themselves diffused into and disappeared among the desert peoples of the northern Sahara.

Earthquakes in 363 and 551 AD rendered the city finally uninhabitable, and it lay forgotten for more than a thousand years—except by the Bedouins, who, as it is written, have been in the desert since the Beginning, and probably will always be there.

Petra's peaceful sleep was interrupted on August 22, 1812 when Jean Louis Burckhardt, born into a wealthy Swiss family in 1784, "rediscovered" Petra. Hidden for twelve hundred years from the outside world, its only entrance was the sometimes flooded floor of a sheer-sided chasm just wide enough for a single-file camel caravan.

Burckhardt's journal entry for August 22, 1812 is twelve pages in length and paints a vivid and detailed account, describing exactly where he went, what he saw, the dimensions of the buildings, the carvings on them, and their state of preservation. He also describes the lengths he took to avoid arousing suspicion. He was aware that as a foreign traveler, even though disguised in Arab dress, he might provoke distrust and be thought to be a treasure hunter or grave robber. One of Burckhardt's biggest fears was being stripped of his journal, his most treasured possession. He wrote:

I was particularly desirous of visiting Wadi Mousa, the antiquities of which I had heard the country people speak in terms of great admiration. I therefore pretended to have made a vow to slaughter a goat in honour of Haroun, whose tomb is situated in the extremity of the valley, and by this stratagem I thought I should have the means of seeing the valley on my way to the tomb.

I was without protection in the midst of a desert where no traveller has ever before been seen; and a close examination ... would have [excited] suspicions that I was a magician in search of treasures . . . and in all probability would have been stripped of my journal book.



None of the magic of that moment in 1812 has really been lost. No matter how much tourism has affected Petra, nothing can change the sheer grandeur of walking through the Siq, the narrow fissure of rock no more than two camels wide at the end, to be confronted and overwhelmed by the ancient, myth-laden Treasury. It doesn't have to have been a real treasury. It's magnificent for what it is: the ransacked tomb of someone undoubtedly rich and powerful and lost forever in the shifting red sands of time.



Coffee Facts



Terroir

A descriptor used to talk about the influence of origin on the taste of coffee. More often used in wine, this concept also pertains to coffee, as the variety of coffee, where it's grown, and how it's grown all have total influence over the final taste in your cup.

ANCHORHEAD

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VIDEO

Behmor Connected Coffee Brewer in Depth Review

Coffee Lovers TV



This is an in-depth review of the Behmor Connected Brewer, also including the Behmor Brazen Plus (regular brewer without app connectivity). I go over basic details of the machine, how it brews, and what makes it special. Then I get in depth with the app, and show you how to get the most out of the Behmor Brazen Connected Brewer, an SCA certified machine. **Get yourself a Behmor Connected**



READERS QUESTIONS

What is Extraction in Coffee?

As the meaning of all this is built into the magazine name now, I thought it would be fun to explore the idea of extraction in coffee for this issue's 'Pro Tips.'

You might be reading the beginning of this a little worried that we are going to dive deep down the rabbit hole of the scientific details of brewing coffee. While that may be of deep interest to some of you, it's also out of my direct realm of knowledge without overly referencing other sources of knowledge that do it better.



As a coffee drinker, why is this concept important for you to understand?

This is like knowing that the key to your favorite BBQ burger is sauteeing the onions just right. Or that making the perfect eggs comes down to the exact application of heat over time.

The cup of coffee that you end up with when you brew is entirely about this concept of extraction.

You are using water to take the soluble coffee solids - which make up what you taste and smell in your cup - out of the roasted coffee and into the water for you to drink. The soluble compounds account for everything that is able to be dissolved by water - everything else in the coffee is essentially cellulose (the grounds that remain afterwards). As a point of interest, it is the roasting process which makes these compounds able to be dissolved in water (you can't really brew unroasted coffee).

This extracted coffee is then measured in the form of Total Dissolved Solids (how much of that coffee ends up in the water, related to the volume of water) and Extraction Yield (% of the coffee that is 'extracted').

What's important to understand is that the level and dynamic of extraction is what you are manipulating when you use different brew methods, grind sizes, techniques, water temperature, etc.

The longer the water is in contact with the coffee, the more will be 'extracted.' The more surface area there is available on the coffee (the smaller the grind size) the more will be 'extracted.' The hotter the water, the more will be 'extracted' (to a certain point, and this one is harder to measure).

This is the base for understanding how to manipulate your brew to get what you want out of your cup of coffee. You don't necessarily want to extract everything that the water is able to dissolve. Understanding this process, and when you get something in the coffee you don't want or when the coffee is missing something, will help you brew better cups.

It's all about what is extracted into the water. Did you get the right balance of taste components, oils, sugars...did you get them in the right quantity? Manipulate grind size, amount of water, brew technique/

A woman with blonde hair is smiling and wearing a white hooded sweatshirt. On the chest of the sweatshirt is an orange logo that resembles a stylized 'X' with a drop at the bottom right.

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method, water temperature, and even the structure of the water itself (another topic altogether) to change these things.

Coffee extraction is something you can get very nerdy about – diving deep into statistics and measurements. For your personally enjoyment of your brewed cup, you don't need to go that far into it – but now you know the basic concept of what makes a coffee drink possible.

Got Coffee Questions?

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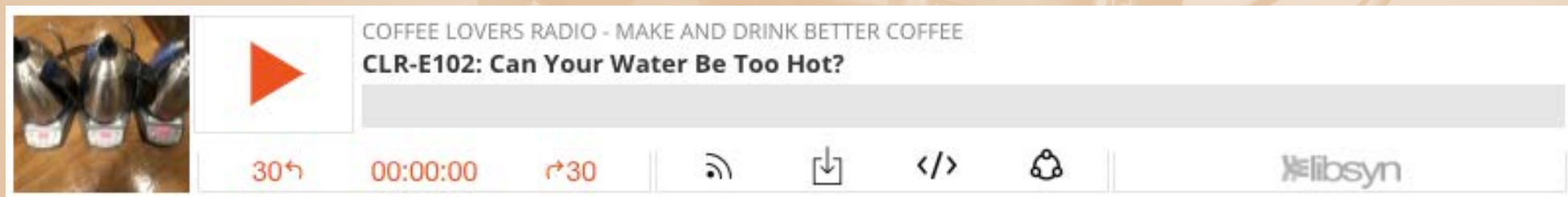
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CLR-EPISODE 102

Can Your Water Be Too Hot?

Coffee Lovers Radio



In this episode, we attempt to address the myth that you don't want to brew with water that is too hot – that you can 'burn' your coffee. In order to test the water temperature myth, we also brew coffee at a lower temp so we can share just how important a high water temperature is in your brew.

We brew 3 V60s, one at 190F, one at 200F, and one at ~210F (just off boiling). Is brewing just off boiling going to ruin your brew? Will it be better/worse? On the flip side, what happens when you brew below 200?

Hosts

Joseph Robertson, Extracted Magazine

www.extractedmagazine.com

Jesse Nelson, Conduit Coffee

www.conduitcoffee.com

Just In Time

In an upcoming episode of Coffee Lovers Radio, Jesse and I got to talking about the idea of Just-In-Time coffee, in terms of the supply chain. This is a fascinating and complex subject that is all about the critical time nature of the supply chain of coffee – and something that as a regular coffee drinker you won't see unless you are looking for it.

This is one of the incredibly complex systems which separates craft specialty coffee from coffee that is produced simply for mass consumption. When you operate in a system that is designed to get the highest quality coffee into your cup at it's freshest possible, that coffee must travel through the entire system 'just in time' for every point along it's way.

If you imagine coffee as traveling along a string, and every point on that string is a point during the entire process – picking, processing, packing, shipping, storing, roasting, brewing (and hundreds of points amongst those) – each time the coffee has to stop and wait longer than it should is an opportunity for the quality to degrade, and for the entire system to fail.



It's an interesting concept to ponder as you consider the work that MotMot is doing - because they need to operate within that system as well.

Any coffee business that is attempting to build value on the farmers end must operate within this sort of 'just in time' system, because every point where the coffee isn't delivered 'just in time,' and where the coffee quality can degrade, is a point where value is taken away from the farmers.

Coffee produced for mass consumption is taken from farmers at as low a price as possible, bundled all together with no regard for the individual qualities of the coffee, roasted as efficiently as possible (which usually means high and fast heat, roasting out any unique characteristics), and then put through commerce systems that sell as much as efficiently as possible (and this usually means long term storage of roasted coffee).

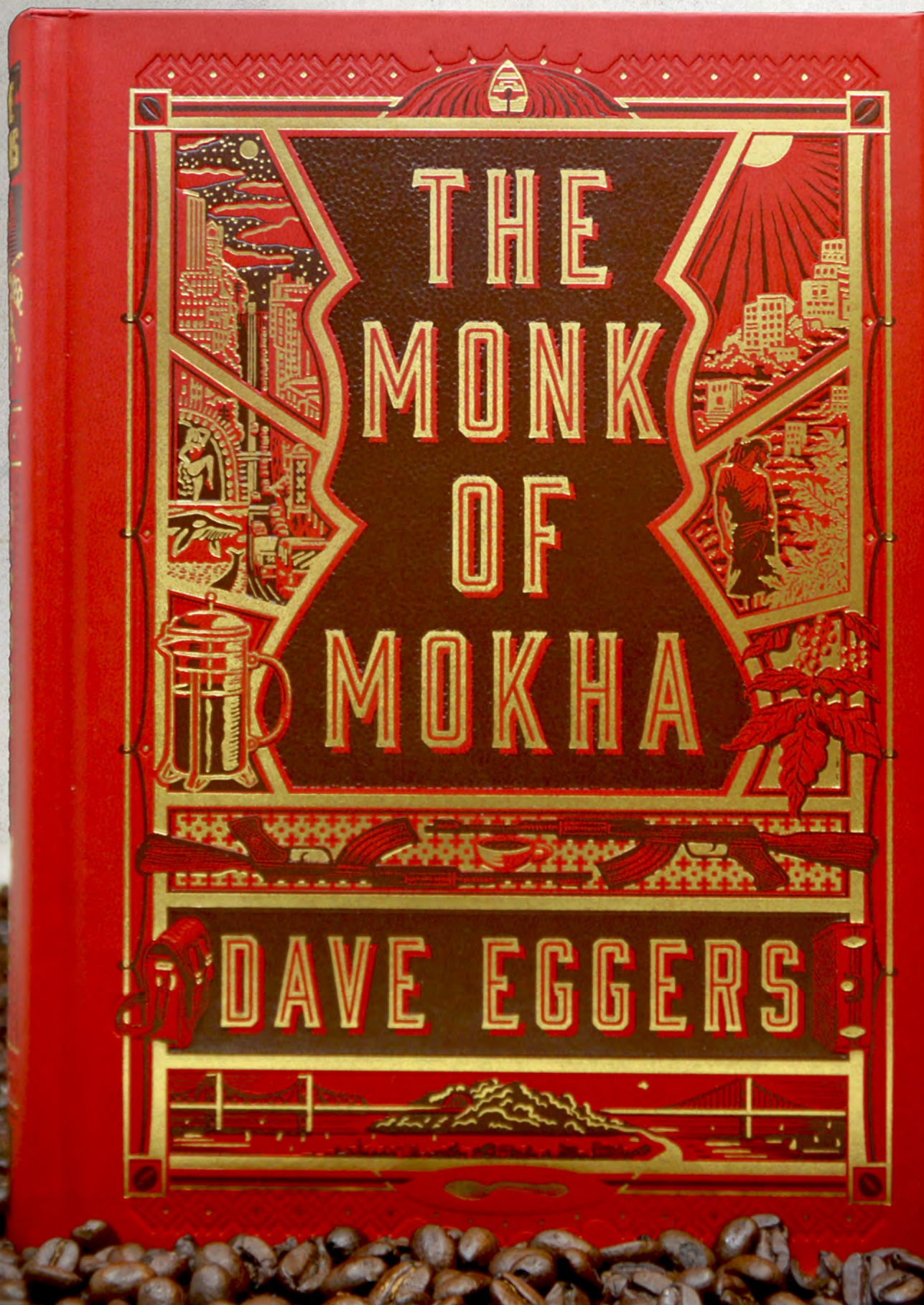
I'll touch more on the idea of 'just in time' in terms of the coffee you drink in a future issue.

For now I wanted to just briefly share on that concept because it puts the work the students of MotMot have been doing in a particular context, which highlights the impressive and fascinating nature of how they've built their business.

-Joseph Robertson

“AS GRIPPING AND CINEMATICALY
DRAMATIC AS ANY FICTIONAL
CLIFFHANGER” —*The Washington Post*

READ MORE



This Month in Coffee

October 2018

Lois Lane's Love Affair With Coffee

This is a really cool article about the representation and role of coffee within the Superman comics in the 50s - a fascinating lense into coffee culture during it's era of expansion in mass consumption.

► [Read More](#)

A New York Institution is Closing After 28 Years

This is an interesting look into some coffee related New York history, from an age when coffee was less a craft and more a consumption (but still brought people together).

► [Read More](#)

Lavazza and Illy Say 'Basta' as Global Coffee Wars Come to Italy

The title here is just a bit sensationalist, but there is a stirring in Italian coffee culture, as relatively new age coffee companies are starting to attempt influence in one of the oldest western coffee cultures - Italy.

► [Read More](#)

UK Scientists Turn Coffee Industry Waste Into Electricity

This is good news. Though it may be years before this kind of research sees practical and widespread application, it's exactly the kind of thing coffee farmers need to help combat climate change and bolster their economic strength through the next 50+ years.

► [Read More](#)

Nestle Best on Coffee as the Next Winner in the Craft Evolution

Say what you will about Nestlé's practices around the world, it is worth paying attention to the trends in which they are choosing to invest.

► [Read More](#)

