

EXPLORING THE CRAFT OF COFFEE

Nº71

Extracted

**She's The
Roaster**



Get The App
Extracted Magazine

www.extractedmagazine.com





Review the Magazine

PUBLISHER

Joseph Robertson

DESIGNER

Michael Mage

CONTRIBUTORS

Jesse Nelson

Steven P. Unger

Coffee Review

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

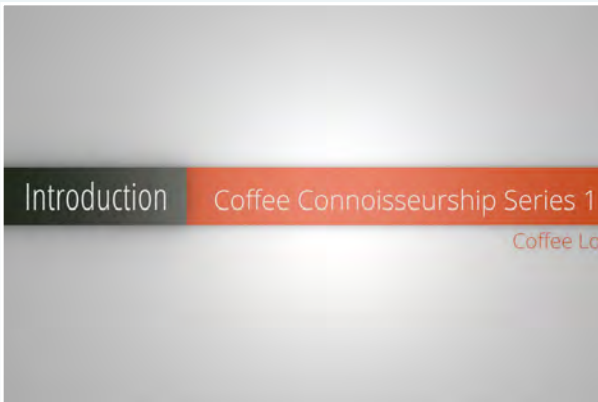
Women in Coffee: Why It Matters That She's The Roaster

Joseph Robertson

ALSO IN THIS ISSUE...

▶ A Step Back & Ritual
From the Editor

▶ Coffee Prices, Migration, Coffee Around
the World, and More
Monthly Coffee Chronicles



VIDEO

Become a Coffee Connoisseur

Extracted TV



BOOK PREVIEW

Paris Became One Vast Cafe - Part 3

Steven P. Unger



PODCAST

Choosing The Right Coffee

Coffee Lovers Radio



VIDEO

The Practice of Creating

Cup of Joe



READER'S QUESTIONS

Why Is Some Coffee So Expensive

Extracted Magazine



Coffee Rituals

JOSEPH ROBERTSON

Coffee isn't about waking up anymore, it's about setting the stage for having my best day, for being my most creative. It's part of the ritual process for sitting down to do my best work and enjoy the day. As such I usually do my morning get-up-and-go first, then make coffee.

The Aroma. There's nothing quite like the aroma of roasted coffee. When you have a well made single origin, each one has it's own unique sensations as well. It all starts with smelling the bag. Then again, after grinding the coffee, smelling the grounds before they go into the brewer.

The Kalita. I pretty much always make a Kalita Wave in the morning. 95% of the time I'm doing paper filtered coffee. I just feel better drinking filtered coffee. Sometimes I'll indulge a little bit with a French Press, but that's usually on a weekend when I'm not looking to do anything other than be lazy.

The Kalita wave sticks out for me because of it's simplicity of production, yet consistently delicious result. I don't need to be completely up for doing a technically correct brew to make a coffee I'm going to enjoy. I also prefer the richer extraction of Kalita over other manual brewers. This is the perfect morning ritual for me, setting the stage for a great day regardless of what else is happening.



Extracted Magazine Presents

BREW YOUR OWN ADVENTURE

**ENJOY OUR 'CHOOSE YOUR
OWN ADVENTURE' STORY TO
HELP YOU FIND THE PERFECT
BREW METHOD**

Tap to Download Now

Coffee Facts



Brew Time

The amount of time that water has been in contact with the ground coffee during the brew process. Tracking brew time can be helpful for managing consistency between brews - a changing brew time can indicate you may need to grind coarser or finer.

WOMEN IN COFFEE





WHY IT MATTERS THAT “She’s the Roaster”

LAST SUMMER, we began our exploration of women’s roles in the complex coffee supply chain by looking at the work of farmers. women who work in coffee production as pickers, managers, members of cooperatives, and owners of small farms. In this month’s report, we turn our attention to those women who are crucial in the next step of the supply chain: turning green coffee into roasted.

We structured this report to consider not only coffees literally roasted by women on the production line, but also coffees that were sourced by women who are green buyers, and others that were roast-profiled by women who manage roasting operations.



We received 110 samples for this report, a record-breaking number in the context of Coffee Review's 21 years of monthly reports. And the overall quality was exceptionally high: 55 of these coffees earned scores of 90 or higher. The only downside to this remarkable statistic is that we can only report on the top 17, those coffees that scored 93 and above.

Why Focus on Gender?

Before we consider these coffees, an important question: Why does it matter that the roasters of these exceptional coffees are women? At Coffee Review, we cup hundreds of coffees every month, identified only by number, and our impartial sensory evaluation of each coffee depends on our not knowing where it was grown, who roasted it, or the appearance of the beans or the packaging. All of these factors have the potential to influence our judgment of a coffee, and blind cupping allows us to focus on the inherent qualities of the cup. But then, when the ratings and sensory descriptions have been established, we get curious about the details of each coffee—in this case, about the roaster, in particular, who made a significant contribution to the end product.




Tie
COFFEE
ROASTERS

Ethiopia
Gedeb
Stone Fruit • City

Net Wt. 12-oz (340g)



0
E
15

bia
Gottiti

ut + Berry

GOOD
FOOD

340 g

In 2016, 40 competitors entered the U.S. Roaster Championships, sponsored by the Specialty Coffee Association; they were all men. Jen Apodaca, who was on the events committee of the U.S. Roasters Guild (now part of the Coffee Roasters Guild, having just merged with the Roaster Guild of Europe to form one body) spearheaded the hashtag #shestheroaster movement to emphasize the gender gap in the profession and to encourage diversity, initially by way of social media. Two years and 2,147 Instagram posts (and counting) later, images of women (along with transgender, non-binary and gender non-conforming) roasters have flooded the Internet. Then Apodaca, along with roasters Joanna Alm, Taylor Browne and Caitlin McCarthy-Garcia, formed a non-profit organization, called She's the Roaster to, as Apodaca says, "go beyond the hashtag and create scholarships and events for womxn [sic] to become roasters and network in the industry."

Just one year after this flurry of outreach, Taylor Gresham, head roaster at Evocation Coffee in Amarillo, Texas, took third place as one of six women roasters who competed at the subsequent U.S. Roaster Championships. The simple, profound gesture of #shestheroaster has done more than simply get women roasters entered into competitions. It has also fostered community, mentoring relationships and professional access, and most importantly, it has put the industry on notice that women are here to stay, even in the historically male-dominated field of roasting.

Meanwhile, everyone wins, coffee-lovers and industry folks, alike. Craig Holt, founder of Atlas Imports and a longtime advocate of gender equality in coffee, said on a panel about women in coffee at the 2017 Specialty Coffee Association Expo: “It’s fairly apparent that, wherever women appear in the supply chain, quality is improved.” He made this remark casually, as if it were a given, and it’s a clear rationale for the work he’s done at origin, and



Amy Miller, co-owner of, and green buyer for, [Argyle Coffee Roasters](#) in Fort Lauderdale, Florida, with her newborn son, Charlie. Courtesy of Argyle Coffee.

as an importer, to support gender justice. It also carries the weight of personal narrative, expert opinion, and lived experience.

Mandy Spirito, who's worked in the industry for 10 years (and identifies as a non-binary femme), says, in a story that first appeared in Roast Magazine (now archived on Royal Coffee's blog), that when she tried to break into roasting when the coffee shop she worked for needed another roaster on the production line, the owners said Spirito was "too small," at 5'2" and "weighed less than a bag of coffee." They said they "needed someone stronger." When Spirito moved to San Francisco, women-identified members of the roasting community, many of whom had encountered similar roadblocks, embraced her fully. She is now Director of Coffee at Halfwit Roasters in Chicago.

Given what we know about the gender gap in terms of pay and representation across all industries, globally, it's not shocking that women would be underrepresented in the professionals of coffee roasting and sourcing. What is a bit surprising is how few of the roasters we feature in this report addressed that question directly when we interviewed them. Most opted to skip our question regarding barriers to achievement—why is anyone's guess. Perhaps it's difficult to gauge, from the perspective of present success, what one overcame to beat the unpredictable odds one encountered along the way.



Rachel Moreshead, head roaster for [Bluebeard Coffee](#) in Tacoma, Washington.
Courtesy of Rachel Moreshead.



Hula Daddy Kona Coffee's head roaster, Laura Ross. Courtesy of Hula Daddy.

Jennifer Gallegos, currently the vice-president of the International Women's Coffee Alliance (IWCA), who has devoted her career to advancing the cause of women throughout the global coffee supply chain, surmises that, "While most women absolutely recognize the challenges they face, they can best address them by mastering their craft—by identifying, procuring, roasting, and bringing to market the best coffee available." So, instead of politicizing their work as individuals, she says, "They just do the right thing and work hard to develop quality coffees from sustainable sources. That's powerful. Not only because better coffee creates more fans, but also because great coffee coming from diverse supply chains creates long-lasting effects."

Unsuspecting Pioneers

Several of the top-rated coffees in this report came to us by way of women who have worked in the coffee industry for more than a decade. The coffee that earned the highest rating, Bird Rock Coffee Roasters' Colombia Finca La Maria Geisha (95), was overseen by Maritza Suarez-Taylor, director of quality control for both Bird Rock and PT's Coffee Roasters. (A PT's Sumatra Tano Batak appears in this month's reviews at 94).



Maritza Suarez-Taylor, of both PT's and Bird Rock, picking Pacamara cherries in El Salvador.
Courtesy of Maritza Suarez-Taylor.

Though Suarez-Taylor might not have consciously set out to be a coffee pioneer when she got her start in the industry in her home country of Colombia nearly 20 years ago, in fact, she is. She jokes that her modest height and tall cupping tables have been her biggest challenge, but she was also told, in the early days of her career, that the coffee business was not for women and certainly not for women who don't speak English. Suarez-Taylor is now fluent in English, is a three-time re-certified Q-grader, a former Q instructor, and an expert green-buyer. This natural-processed Geisha from Finca La Maria is richly fruit-forward, with notes of bergamot and nougat as ballast. She works closely with Lara Prahm, who made her way up in PT's Coffee Roasters from packaging assistant to lead production roaster in four years. Prahm skillfully roasted the aforementioned PT's Sumatra Tano Batak on a 25-kilogram Diedrich machine to develop its deeply sweet florals and delicate earth tones.

Beth Beall, co-owner of both Texas Coffee Traders and Montana Coffee Traders, submitted a honey-processed Costa Rica (93) roasted at the Whitefish, Montana shop. This Costa Rica was grown near the Monteverde Cloud Forest, where Beall co-owns shares in a number of small farms with 12 other families. This is a lush, dried fruit- and chocolate-toned coffee that she helped bring to fruition, literally, from seed to cup. Beall credits her mother for her approach to her career, which boils down to a strong work ethic and general positivity. Regarding challenges, she says, “I think most women in the world are aware of, influenced by or hindered by gender bias in some way. The #metoo movement has created a platform for women to speak out and share stories of bias, abuse, road blocks and prejudice. The challenge is how to affect real change.”

At Beall’s Coffee Traders branches, her goal is to “create a culture of no limits.” She says that, “By encouraging women to excel, speak up and participate in our workplace, we set our own pattern for how we treat each other and how we grow.” It’s likely not a coincidence that another talented woman, Alison Chopp, is Montana Coffee Traders’ head roaster, green buyer and trainer.



Beth Beall, co-owner of Texas Coffee Traders, turns coffee drying on raised beds at the Cafe de Monteverde farm in Costa Rica. Courtesy of Texas Coffee Traders.



Owner of Flight Coffee in Bedford, New Hampshire, Claudia Barrett.
Courtesy of Claudia Barrett.

Flight Coffee, based in New Hampshire, was founded in 2011 by Claudia Barrett, who has worked in coffee in various capacities since 1993. Flight's Sumatra Tano Batak (94) is a crisply sweet, spice-toned coffee with an inviting hint of pipe tobacco. Flight's logo is a rocket ship, and flight is an important trope for Barrett, as she experiences her work in coffee as a "vertical trajectory," fueled, as she says, "by a passion for coffee, science and fun."

The head roaster for Bluebeard Coffee in Tacoma, Washington, Rachel Moreshead has experienced almost every role in retail coffee: barista, café owner, production assistant, retail manager, and now roaster. She recently seized an opportunity to return to the industry, having taken time away after the birth of her daughter. For her, roasting is "a mashup of science, history, intuition, and bravery." Her non-linear path is a common story among women who are also parents. The wet-process Ethiopia Gedeb we review here is resonant and balanced, redolent with spicy florals, maple syrup and apricot.

Gayla Moore, founder of Moore Coffee in Ventura, California, has been in the coffee business since 1990. She now serves as green buyer, quality control manager and roaster, and the Kenya Peaberry Nyeri Gatugi we review here at 94 will appeal especially to consumers who enjoy a slightly darker-roasted Kenya cup. Moore says, “This Kenya is very fruity and floral. I find African coffees like a high roasting temperature, so I hold them until the end of my roasting day when the roaster has been on for a long time. I let the aroma guide me as this coffee develops. If I listen, smell and watch, I know just when to drop.”

Finally, Equator Coffee and Tea’s Yemen (94) is an intensely sweet-savory coffee roasted to the darker edge of medium, with paprika-like spice notes and hints of rich pipe tobacco. While the company doesn’t currently have any production roasters on staff who are women, Equator was founded by Brooke McDonnell and Helen Russell in Mill Valley, California in 1995, when it was somewhat renegade for two women to found a coffee-roasting business. Equator has grown into one of the Bay Area’s leading roasters.

Carrie Chang, green buyer, quality control cupper, and second roaster
at Café Douceur in Tainan, Taiwan. Courtesy of Cafe Douceur.



Two Standout Roasters in Taiwan

Two submissions from Taiwan each scored 94. Caffè Douceur's richly sweet, berry-toned Kenya AA Top Gura, was roasted by Carrie Chang at her shop in Tainan, where she's also green buyer and head of quality control. Chang's career in coffee began 14 years ago with her first job at Starbucks. She co-founded Caffè Douceur in 2006.

Chin-Ying Yang, of Roasters Note in Changhua County, Taiwan, who has been in the coffee industry for 12 years, roasted an elegant washed-processed Guji we enjoyed for its bright, fruit-forward cup with juicy acidity.

Chin-Ying Yang at the roastery she co-owns, Roasters Note, in Changhua County, Taiwan. Courtesy of Roasters Note.



When the Old Guard Is Also the New Wave

Rusty's Hawaiian and Hula Daddy Kona Coffee, both growers and roasters on the Big Island of Hawaii, are coffee pioneers by any standard. For years, both have experimented with tree variety and processing variations intended to push the envelope on aroma and flavor.

Lorie Obra, co-founder with her late husband, Rusty, of Rusty's Hawaiian in the relatively new coffee region of Ka'u (southeast of Kona), sent us the 93-rated Ka'u Oro Yeast Typica, a blend of two nanolots: a Typica processed by the "double-washed" Kenya method and a Typica with a specialized yeast, Lalcafé Oro, applied during the fermentation step of the wet process. The result is an impressive, sweetly herb-toned cup, with a wide and original range of aroma and flavor notes. The yeast experiments were conducted by Obra's daughter, Joan Obra Gaston.

The one and only roaster at Hula Daddy Kona Coffee, in Holualoa, on the slopes of Hualalai volcano, is Laura Ross, who walked away from a hotel career in 2010 to work at the farm and roastery as a tour guide, where she cupped coffee every day. When owners Karen and Lee Paterson observed the sensory skills Ross had developed, they asked her to train with their current roaster at the time, Miguel Meza (now of Paradise Roasters, also featured in this report). Ross' submission,



Rusty's Hawaiian owner Lorie Obra sorting cherries from her Ka'u, Hawaii farm. Photo by Carlin Ma.

a Red Bourbon named “Karen J,” (94) after one of the co-owners, impressed us with its subtle complexity and evocation of jasmine and, amazingly, pineapple (amazing because pineapple is a quintessential Hawaiian fruit).

Young Entrepreneurs Forge New Paths

Mariana Faerron has lived in the U.S. for eight years, but she worked with coffee farmers in her home country of Costa Rica when she was a university student and later as a micro-lender. Faerron studied Agricultural Economy, and her values are firmly rooted in the goal of sustainability, so her Campbell, California-based company, Tico Coffee Roasters, trades largely in organic-certified and other sustainable coffees. A case in point is the washed-process Ethiopia Gedeb Gotiti (93) she purchased from METAD farm and mill, known for its production of high-quality traditional Ethiopia coffees, as well as a commitment to community. The cup is high-toned and sweet, invoking mango, honey and narcissus.

Argyle Coffee Roasters, in Fort Lauderdale, Florida, was founded four years ago by Amy Miller and her husband, Manny, who is from Costa Rica. From the time their son was five-weeks-old, Miller has been carrying him around the shop while she multi-tasks. Argyle's fruit-forward natural-processed Ethiopia with notes of raspberry and chocolate fudge impressed us at a rating of 93.



Mariana Faerron, co-owner of Tico Coffee Roasters in Campbell, California, at the cupping table. Courtesy of Mariana Faerron.

Ingin Kim, of Peri Coffee in Altadena, California, is a veritable one-woman show. She makes all the sourcing decisions, determines roast profiles on her Loring Kestral, manages quality control, packages, and ships. Her Ethiopia Guji Allona Natural (93) evokes fresh blueberries and roasted cacao nib.



Ingin Kim, owner and roaster of Peri Coffee in Ventura, California, sample-roasting on a Coffee Discovery roaster. Photo by Karen Yin.

Kim says, “My journey into coffee began in 2011, when my sisters, mother and I had an opportunity to invest in Ninety Plus Gesha Estates in Panama. Having access to some of the best coffees in the world from Ethiopia and Panama, I naturally wanted to delve deeper by learning to roast, getting certified as a Q-grader, and starting my own micro-roasting operation. Today, I supply coffee to several local (mostly women-owned) small businesses.”

Learning the Craft In Good Hands

Grace McCutchan has been working in specialty coffee for seven years, having turned her focus to roasting under the guidance of Red Rooster Coffee Roaster’s head roaster, Tony Greatorex. This Floyd, Virginia roastery is a small-town success story, and an example of the strength of family ties. McCutchan is the sister of co-owner Rose McCutchan, and she is responsible for the production-roasting of the natural-processed Red Rooster Ethiopia Worka we review here at 93. She says this coffee provided an “ah-ha” moment for her when she first approached it on the cupping table: “It was unique in my experience of coffee, so delicious, and it tied in with all that I value about the history of Ethiopian coffee.”

Khanh Trang, co-owner of Greater Goods Coffee Roasters in Austin, Texas, sourced the Kenya Ndunduri coffee we rated 93 for its balance and engaging notes of butterscotch

and black currant. Trang highlighted the flavor notes she wanted emphasized in the cup, relying on roaster Sara Gibson to develop them in the roaster. Gibson has only been roasting for two years, having found her way to Austin and Greater Goods via San Francisco, where she took a class with queer/transgender coffee activist Dani Goot, then at Bay Area CoRoasters, a career-changing experience that gave her the confidence to leave her job as a digital content manager and dive into coffee full-time, apprenticing with Greater Goods' other co-owner, Trey Cobb, at the roastery.

Nuancing this Kenya was challenging. Gibson says she “decided not to go too light because we wanted to bring out the deep fruity acidity and juiciness in this coffee. But we didn’t want to go too far into savory territory at the other end, so it was a delicate balance.”

Paradise Roasters, based in Ramsey, Minnesota, is an innovative roasting company specializing in microlot Arabica and Robusta coffees from Asia and other emerging origins. Production roaster Sam LeTendre submitted a beautiful, very limited-production Ecuador Typica (93), that she roasted at a higher-than-usual charge temperature to emphasize the coffee’s bright fruit and crisp floral notes. LeTendre has only been roasting for a little over a year and is honing her craft with guidance from co-owner Miguel Meza.

95**Bird Rock Coffee Roasters**
Finca La Maria Geisha Natural**Review Date:** Apr 2018**Price:** \$51.00/8 ounces

Lush, high-toned, richly sweet. Apricot, bergamot zest, nougat, sandalwood, honeysuckle in aroma and cup. Deeply sweet in structure, with juicy, bright acidity; plump, syrupy mouthfeel. The finish is seemingly eternal, resonant with all the flavor notes from the cup: stone fruit, citrus zest, nutty caramel, aromatic wood and sweet florals.

[Read Complete Review >](#)[Visit Bird Rock Coffee Roasters >](#)**94****Moore Coffee**
Kenya Nyeri Gatugi Peaberry**Review Date:** Apr 2018**Price:** \$17.95/12 ounces

Richly sweet-savory, roast-cradled. Toasted coconut, black currant, tamari-roasted almond, myrrh, lavender in aroma and cup. Sweetly savory in structure with balanced, juicy acidity; buoyant, syrupy mouthfeel. The richly drying finish consolidates to notes of lavender and tamari-roasted almond.

[Read Complete Review >](#)[Shop for Top-rated Coffees at Trade Coffee](#)**94****Cafe Douceur**
Kenya Gura AA**Review Date:** Apr 2018**Price:** NT \$460/8 ounces

Intensely sweet-tart, deeply rich. Blackberry jam, toasted coconut, dark chocolate, fine musk, fresh-cut redwood in aroma and cup. Sweetly tart structure with juicy, bright acidity; delicate, satiny mouthfeel. The quiet finish centers on notes of blackberry and chocolate in the short, musk and redwood in the long.

[Read Complete Review >](#)[Shop for Top-rated Coffees at Trade Coffee](#)**COFFEE
REVIEW****The Professional's Resource on Coffee Reviews**Visit coffeereview.com and find your next favorite coffee



charity: water
SUPPORTER

663 Million People In The World Live Without Clean Water



[Join the Spring](#)



A CUP OF THE
WORLD



Cafe Show²⁰¹⁹ China

Cafe Show China 2019

Aug.30 (Fri) - Sept.1 (Sun), 2019

China International Exhibition Center, Beijing

Contact: Angelina Xin, Gao Dan

T. +86-10-8460-0816/0716

E. xinxin@ciec.com.cn, gaodan@ciec.com.cn

Coffee Tastes



Woody

Like earthy tastes, a woody taste often denotes some level of negativity as a result of sub-par handling. If you taste woodiness in your coffee, you can safely presume the green coffee was not handled well.

VIDEO

Becoming a Coffee Connoisseur

Extracted Magazine



Start the Become a Coffee Connoisseur Series

PARIS BECAME ONE VAST CAFE



COFFEE AND MORE IN PLACES
WITH STORIES TO TELL

By Steven P. Unger

Book Preview | Chapter 4 | Part 3



*HARRY'S, THE RITZ, AND CAFÉ DE LA MAIRIE:
HEMINGWAY AND THE DA VINCI CODE*

The Da Vinci Code, Dan Brown's best-selling suspense novel, opens at that pinnacle of poshness, the Paris Ritz at Place Vendôme. Professor Robert Langdon is awakened by a late-night visit from police inspector Bezu Fache, from the French equivalent of the FBI. Fache tells him that the man Langdon was supposed to meet earlier that day, Jacques Saunière, has been murdered. Langdon is unaware that he is the prime suspect.

Hemingway claimed to have "liberated" the Ritz when he arrived in 1944 with a troop of battle-worn soldiers and ordered ninety-three dry martinis. His friendship with Charles Ritz led to the hotelier renaming the smaller hotel bar (formerly the Ladies' Bar) the Bar Hemingway, now closed to the public.

The real Hemingway and the fictional Professor Robert Langdon's nemesis Silas, the murderous albino monk who actually killed Saunière, cross paths later, in the Church of St-Sulpice, across from our favorite café in Paris, the Café de la Mairie.

HARRY'S NEW YORK BAR

At over a century old, Harry's is the oldest cocktail bar in Europe. It claims the Bloody Mary and the Side Car among its liquid inventions. Hemingway was a customer over a period of forty years; owner Harry MacElhone served as his corner man when



he boxed in the 1920s. F. Scott Fitzgerald was taken home one night from "sank roo doe noo" (the address 5 Rue Daunou pronounced for monolingual expatriates) dead drunk in a commandeered hearse. George Gershwin composed and practiced "An American in Paris" on the piano downstairs, while the customers complained about the "piano-tuning session" going on below.

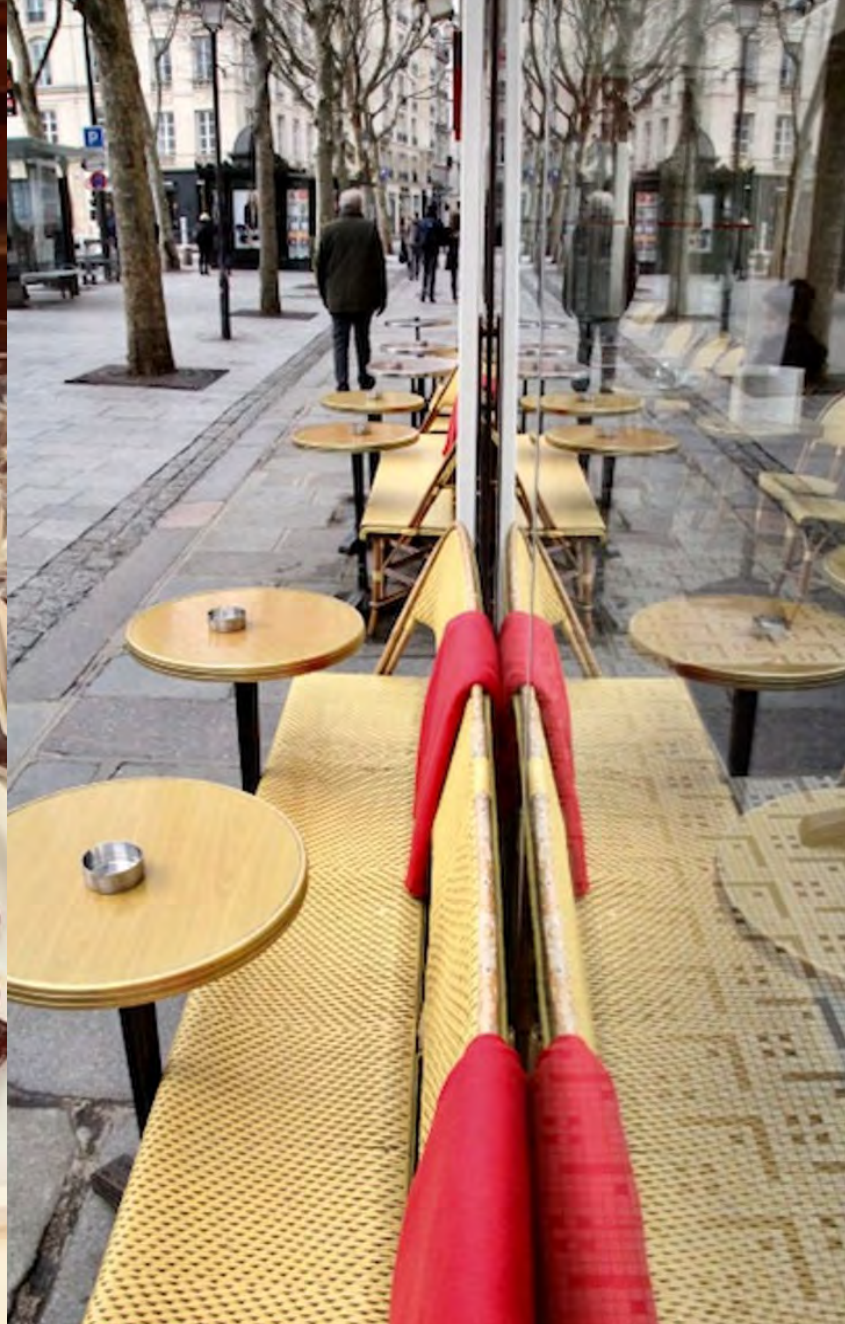


THE CAFÉ DE LA MAIRIE

In *A Moveable Feast*, which in part describes the third Golden Age of the Coffeehouse that took place in the 1920s, Hemingway looks out from the Café de la Mairie to Place St-Sulpice, the "quiet square" with pigeons "perched on the statues of the bishops." (Hemingway lived nearby at 6 Rue Férou, the same street as Athos of *The Three Musketeers*.)

In *Tropic of Cancer*, the perennially hungry Henry Miller cursed the same pigeons for making his crumbs "disappear like magic." Samuel Beckett, Sartre and Simone de Beauvoir, and Camus came here often. Saul Bellow wrote that he never went to the Deux-Magots or Flore, only to the café on this quiet, beautiful square. We fell in love with the Café de la Mairie too, and, because of its equally quiet and unpretentious way, with the Church of St-Sulpice across from it as well. Built in 1749, St-Sulpice is now the largest church in Paris, but it still will likely never be packed with the crowds that visited the previous largest cathedral, Notre Dame.

No, there is nothing better than having a cappuccino and a croque madame at the Café de la Mairie, served by its amiable staff, as the pigeons perch on the heads of the statues of the bishops in the square of St-Sulpice.





IKAWA

— AT HOME —

BRING COFFEE TO LIFE



Get Your Ikawa
Roast Coffee at the Push of Button



WEIGH TO BREW

SCALES TRUSTED BY BARISTAS & CAFES

AROUND THE WORLD

ACAIA.CO



VIDEO

The Practice of Creating

Cup of Joe



READERS QUESTIONS

Why So Expensive?

Why are coffees like Port of Mokha's Yemen, Kona, and Geisha all much expensive than a typical coffee? There are three main factors at work here on the prices of these coffees.

Quality and Effort

Port of Mokha's Yemen coffees are priced in such a way to support the ongoing sustainable effort necessary to produce the level of quality they present to the world. High-quality coffee production takes a huge amount of effort over low-quality production, with focus given at every level of the



process, including how the trees are treated while the fruit is growing, how the fruit is picked, sorted, dried, stored, transported, etc. For Port of Mokha, there's also the critical element of assuring the communities which depend upon these coffee farms are not just barely getting by (which is usually the case in coffee farming), but thriving and growing.

In addition Port of Mokha has the challenges facing Yemen of war and famine - restriction of resources and difficulty working and moving in the region means that not just getting coffee to the roaster, but assuring quality all the way is made that much more challenging and that drives the price as well.

Brand

Kona coffee's price is mostly driven by its brand but also influenced by production costs within the United States. You can't call something Kona unless it is certified Kona to a particular %, and from Kona farms.

This branding has been largely responsible for the coffee's price over the years, regardless of quality or effort put into it. Recent growth in the global specialty coffee marketing (high quality produced coffee) has put pressure on Kona, as their traditional pricing isn't tied to quality (so higher quality and more delicious coffees being sold for less, or even the same price as Kona puts pressure on the Kona coffee). The factor of where the coffee is produced naturally has an impact. Kona coffee needs to be a higher price simply because of resource

and labor costs for producing coffee in Hawaii is naturally higher than – for example – producing coffee in Costa Rica. These days you'll really only find Kona coffee being sold by companies that specialize in Kona.

Demand Perception

Geisha coffee's price – which has set records at coffee auctions in recent years hitting over \$800 for a pound – is largely driven by a perception of demand, which is related to its unique taste profile. Geisha is a variety stemming from Ethiopia, and which was originally cultivated to its current notoriety in Panama.

Geisha varieties have been show-stoppers at coffee producer competitions and auctions such as Cup of Excellence, which is a program that's done well to drive quality production and awareness for farmers in growing regions but has also contributed to very high prices for coffees. Roasters are driven to present Cup of Excellence winners as there is a lot of marketing power in that presentation, so those coffees can naturally fetch a higher price.

These coffees are typically floral, with lots of delicate intricate floral and sometimes fruit flavors, being a lot like tea. This is vastly different from typical coffee production. With that being said recent years of coffee producers worldwide stepping up their quality game have produced similar coffees in many regions.



Conclusion

Coffee has the unique trait that the more time, effort, care, and investment you put into its production, the objectively better tasting it becomes. This is often reflected in the price, but the lack of understanding and appreciation of these higher qualities in coffee on the broad consumer level acts as a counterweight to that pricing.

In order for coffee to actually bring the price it really needs for long term sustainability, factors like branding, winning awards, and having an interesting/uniques story are often necessary to put the price where it should be. Even though

people are more willing now than ever to spend a higher price on their coffee for something delicious, generations of mass production and consuming coffee as a drug have baked price sensitivity into everyone's perception when it comes to coffee.

For most specialty coffee roasters, even selling coffee at \$20 for a 12-ounce bag is barely enough to keep things going (paying respect to every part of the value chain of coffee).

It's likely going forward that we'll eventually see the perfect confluence of value along the entire chain, plus brand, and demand perception. This is a growing reality as everyday consumer interest in specialty coffee is on the rise. Until then, be intrigued by a higher priced coffee, but make sure you dig deeper under the layer of marketing to figure out what's really going on.

Got Coffee Questions?

Email the Experts

World's Highest Rated Coffee.



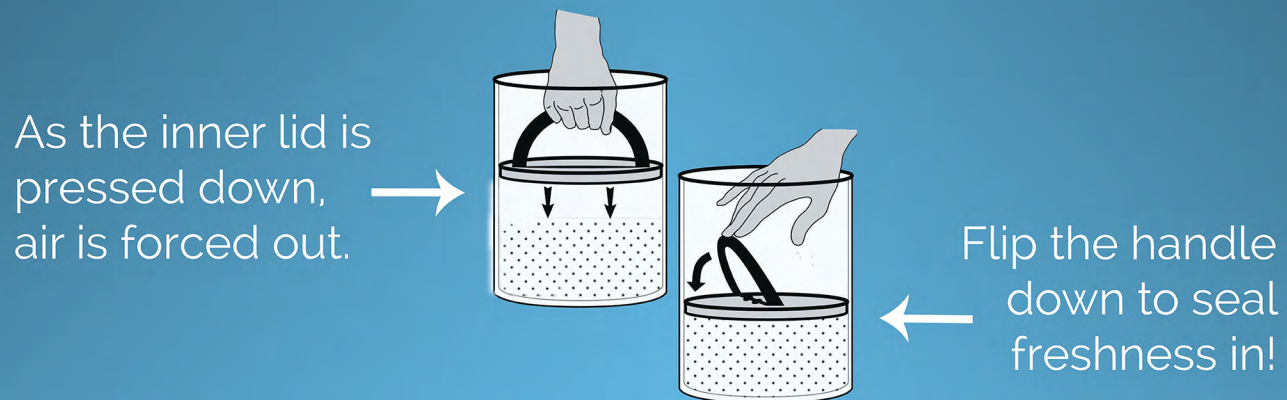
PORT of
MOKHA

Try for yourself



AIRSCAPE®

good today • good tomorrow



#PassionsPursuedAndBrewed

Visit our website, or find us on instagram @planetarydesign and discover our full line of Airscape® canisters, insulated French Presses, travel presses & tumblers.

ZOJIRUSHI

THE BEST WAY TO TRAVEL WITH YOUR COFFEE



GET YOUR ZOJIRUSHI

Slayer[®]

INTRODUCES THE NEW



STEAM
BOX SET



STEAM



STEAM^{LP}



STEAM^{EP}

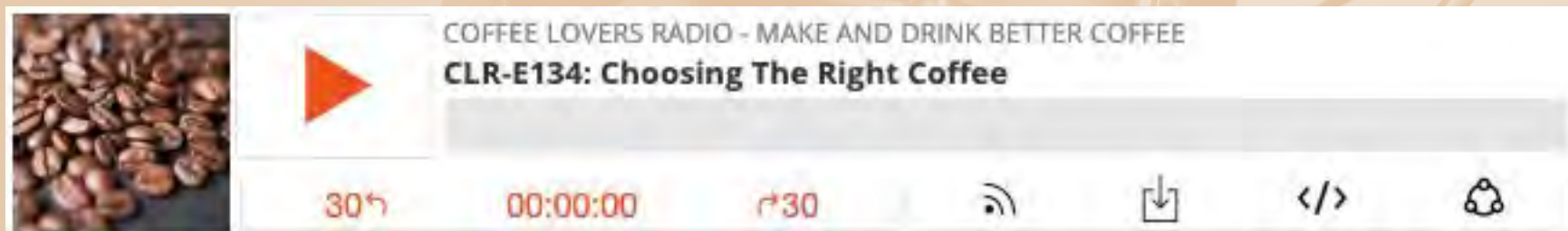
Make Coffee Better[™]

SLAYERESPRESSO.COM

CLR-EPIISODE 129

Choosing The Right Coffee

Coffee Lovers Radio



In this episode, we answer a question posed by one of our Patrons (coffeeloversradio.com – click the Patreon link at the top).

“How do you pick coffee for espresso?” We talk about espresso specifically and then expound a bit on picking coffee for other brewing methods.

Hosts

Joseph Robertson, Extracted Magazine

www.extractedmagazine.com

Jesse Nelson, Conduit Coffee

www.conduitcoffee.com

A Step Back

I want to take a step back in this 'From the Editor' and reflect a little bit. This is an interesting process of putting together issues, as I (Joseph) currently take on almost every role. So while I get to do a From the Publisher, I also get to do a From the Editor.

As the primary Editor, you get not just my individual take on each issue as I put it together - and I usually try to share some insight into what's gone into the issue, or some insight into a related subject (like when I share about my own related experiences) - but you also get my overall focus on the magazine.

I have a long term vision for the magazine. That involves shaping the narrative which is told through coffee around the world. Historically, most of what is shared in this publication, and others similar (where there's a focus not just on high craft, but on the actual people responsible all the way to the origin) is something that the average coffee drinker would never know.

So, as I put together each issue, I feel grateful for the opportunity to influence that on some level. I take every chance I get to share the most important things. That may take the form of stories about particular people, insight into the work or the craft, or sharing a different perspective on the experience (like the new 'coffee rituals' series I'm hoping to expound upon for awhile).

Then we get to the FTE, where it's my personal opportunity to lay down further commentary. And I'm starting to wonder if I sometimes get a little too preachy. After all, when it comes down to it, this is all really just coffee. Or is it?

Tap here and let me know your thoughts
(email: joseph@extractedmagazine.com)



On Ritual

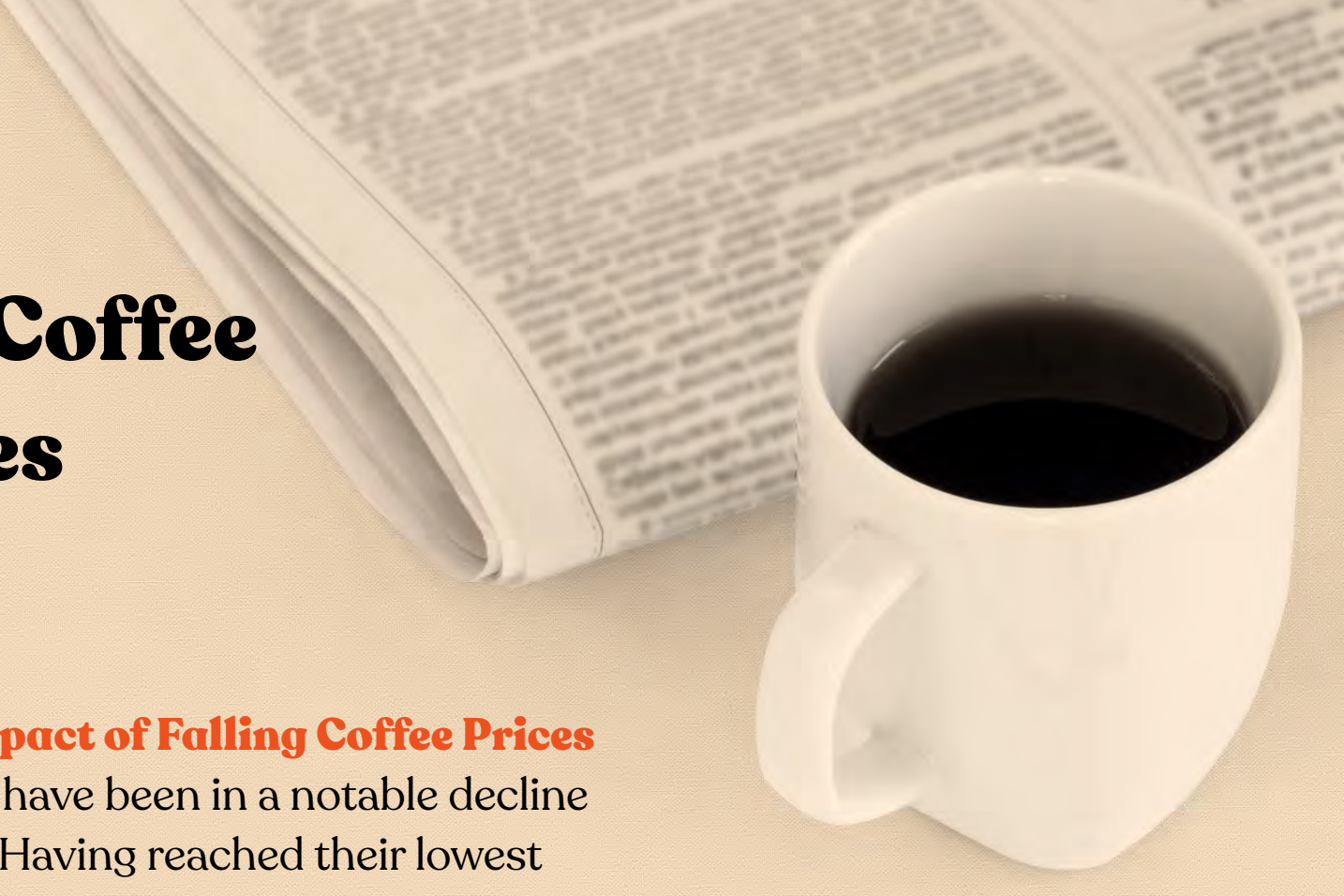
Before I sign out for this issue, I just wanted to comment on 'ritual.' I've been pondering the role of rituals in our lives as humans. I think modern society tends to push this sort of thing away. Ritual takes a certain level of focused 'looking in' and time spend being in a particular moment - this is away from the everyday hustle and bustle.

Sometimes a ritual can look like a habit. But if you use that process to set the stage for something greater, I think you're tapping into internal power and gift which you cannot otherwise.

Coffee is the perfect opportunity to practice ritual because we do it all the time anyway. So I'll just leave this and say - how deliberately do you make your coffee every day? What does your coffee 'ritual' lead you into next?

- Joseph Robertson

Monthly Coffee Chronicles

A white ceramic mug filled with dark coffee sits on a light-colored surface. Next to it is a folded newspaper, with its text visible but slightly out of focus.

The Staggering Impact of Falling Coffee Prices

Global coffee prices have been in a notable decline for a few years now. Having reached their lowest point ever, coffee is in dire straits. [▶ Read More](#)

The Migration Problem is a Coffee Problem

This article takes an in depth look on the effect that falling coffee prices has on migration. [▶ Read More](#)

What Coffee Looks Like Around the World

This fun little article gives you a look into what different coffee rituals and drinks look like around the world. [▶ Read More](#)

Why This Coffee Costs \$75

In light of our Reader's Questions article this month, this story takes a look at one of the most expensive coffees ever to be sold. [▶ Read More](#)

Blitar Coffee Factory Welcomes Harvest with 'Manten Kopi' Ritual

Take a look into this Indonesian coffee producing culture - they perform this ritual at the start of every harvest. [▶ Read More](#)



Get The App
Extracted Magazine

www.extractedmagazine.com

