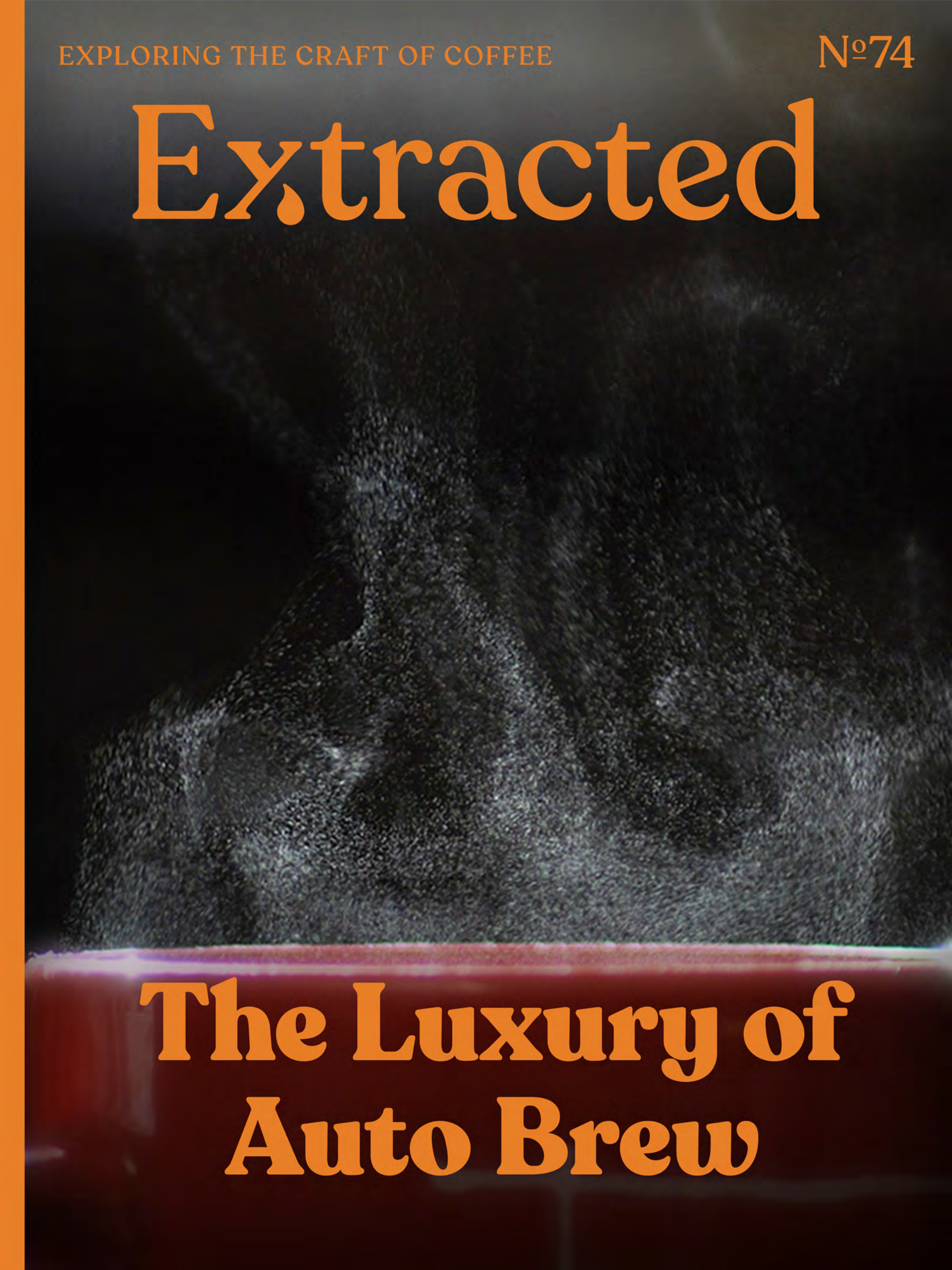


EXPLORING THE CRAFT OF COFFEE

Nº74

Extracted



**The Luxury of
Auto Brew**



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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.

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FEATURE ARTICLE

All About Auto Drip Coffee Brewers

Extracted Magazine

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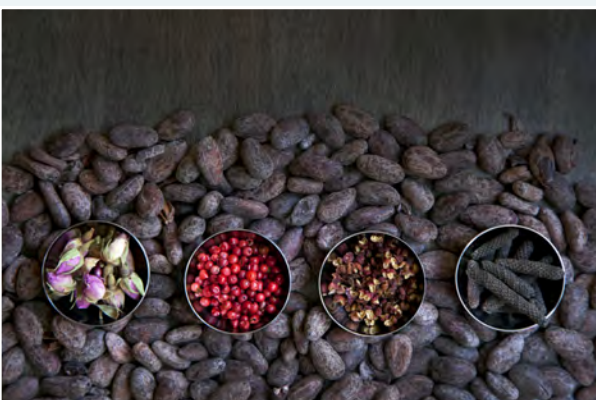
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READERS QUESTIONS

Is Manual Espresso Real Espresso?

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PODCAST

The Wizard of Cacao

Coffee Lovers Radio



**A PATHWAY TO
BETTER COFFEE**

THE COFFEE ROASTER
OF EXTRACTED MAGAZINE

Coffee Facts



Coffee Mill

The building/center where coffee is processed. This can be a full mill taking coffee from cherries to pits, but often mills are places where farmers can finish half-processed coffee as well (removing the final few layers). Farmers don't always have the tools necessary to completely process coffee into a roastable state.

The background of the entire page is a soft-focus photograph of several wrapped gifts in brown paper, some with black ribbons, and sprigs of greenery like pine or eucalyptus. The gifts are scattered across the frame, with some in the foreground and others in the background, creating a festive holiday atmosphere.

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ALL
ABOUT

Auto Drip Coffee Machines

Written by

JOSEPH ROBERTSON



Ah, the luxury of waking up to the aroma of freshly brewed coffee. Isn't it lovely when someone makes coffee for you in the morning? Or at the very least, when your machine makes it for you. The delicious inviting aroma of coffee coaxes your senses awake into the new day, you walk into the kitchen and with no delay pour a fresh steaming hot mug. That's more than enough reason to have on hand an auto brew machine.

But what about the craft? What about all the other mornings where you lovingly hand brew your cup, freshly grinding the coffee, carefully measuring everything, precisely pouring the water, to receive the perfect brew...

How do you reconcile the two experiences? Some days, you just want a pot of coffee made for you - but you still want that coffee to be of the highest craft quality.

Let's explore...

Before the auto-drip, there was hand-brewed coffee. Well, and the percolator. But one of the most popular brewers before the advent of the

auto-drip machine was The Chemex.

Yes, that fancy hipster-looking brewer, which we often list amongst our favorites for creating the highest quality of craft specialty coffee, was invented and made popular in the 1940s. It was a great confluence of simplicity and quality. All you needed was the brewing vessel (which also served as the serving vessel) the simple paper filters, and you were off brewing fresh delicious coffee.

The first drip coffee maker was invented in the 50's and then in the 70's, took over. Mass consumption of coffee exploded, and so did the ease of which it could be brewed. No longer did you have to stand over a carafe pouring water for a couple of minutes while the coffee brewed, now you could just toss your coffee in the filter, push a button, and boom, coffee would be made for you.

Imagine that shift in life experience. It's interesting to note today's parallels with pod-based coffee. Looking at human behavior as it relates to coffee, how likely we are to navigate towards ease of use. Even at the expense of quality, money, and all conceivable reason, we'll take the seemingly easier route.

So the world of coffee drinkers was overtaken by simplicity and mass consumption.



Then in the 90s, the coffee industry started to shift again. We got really interested in quality and in supporting farmers. A few key people understood that with the right care, coffee could taste leagues better than the average, and at the same time be made sustainable in production, having the farmers and all those involved in the whole process supported the

way they needed to be.

(As a quick aside, specialty coffee generally equals higher sustainability of production and support for the entire chain - though there are nuances to all this, higher quality = better is generally a solid guideline in coffee)

With this new 'wave' of coffee, handcrafting came back into focus. Old brewers were made new again, and new brewers were invented to maximize the craft (the V60 and the Aeropress are two examples).

And then we came full circle, as people started adopting the new wave of specialty coffee, with a focus on craft, really enjoying the full range of taste possible in coffee, we all wanted a way to at least sometimes brew this coffee automatically. Maybe for some, it's a case of having a busy day here and there where having a pot of coffee freshly brewed first thing without any effort is a blessing. Or maybe it's a case where that's the best option on a daily basis, and then you enjoy something extra special on the weekend.

Whatever the case may be, a whole new category of auto brew machine for the home was created.

SCA Certified vs Regular Brewers

Your typical drip brewer is pretty basic. You've got a water tank and a heater, a basket to hold the grounds, which sits over the carafe. The water from the tank is heated low in the tank, the hot water rises traveling out and over onto the grounds, all that water eventually drips over and through the grounds, into the carafe. Simple.

The SCA Certified brewer is... on a base level (without looking at special features) pretty much the same. EXCEPT, it's been certified to brew SCA Gold Standard coffee. That means the coffee it makes is technically correct. It brews in a way such that the result has the right amount of extracted coffee in the water, and it tastes at or above a particular level of quality.

In other words, SCA certified brewers make the objectively the best coffee of any automated brewers.

What sets them apart?

The biggest answer almost always is the heating element. What most people don't realize is that to heat water such that it is delivered to the coffee grounds at 202-208 degrees, consistently, day in and day out, that takes actual engineering. That takes actual quality components.

This is where most of the automated drip machines in the world fail. They can't heat the water hot enough. Or if they can, their heating system degrades/fails before too long.

There are other factors in SCA brewers which influence their ability to create SCA Gold Standard brews, and those include dispersion of the water into the grounds, the way the coffee flows through the brewing chamber, and how well the carafe holds the temperature of the coffee after the brew - but the biggest factor, by and large, is the water temperature.

If you take one of the simplest and also highest quality SCA brewers on the market, you can see evidence of this. The Moccamaster - often recommended in the magazine here - is at heart a very simple automated drip machine. It has a water tank, a brew





chamber, and a carafe. It has an on/off button (and a 'warm' button if you use the glass carafe with a heating plate). There's no timer, no temperature setting, no bloom setting, no fancy pumps... The brewer just pumps water over grounds (and does so in a way that creates a high quality brewed coffee).

So why is it one of the most expensive automated home brewers? Because they put a crazy amount of engineering into that heating element (the materials that make up the rest of the brewer are also top-notch). Their water heater is a coiled copper heating system, which has a high degree of reliability and longevity. This is the kind of brewer you get and have for multiple generations.

There are also SCA certified brewers on the "lower-end" - around \$80-150 - directly competing with non-certified brewers. These also consistently produce the right temperature and have other features, such as precise temperature control, bloom time, and automation. Their competitors, regular but fancy auto-drip machines, are unreliable, and inconsistent.

Making the Most Out of Your Brewer

You might be wondering how to make the most out of your brewer, whether you have a basic automated dripper or one that is SCA certified.

I've seen quite a lot of coffee craft enthusiasts who take an aggressively hands-on approach with their SCA certified brewer. A quick look at a number of them and you might wonder things like - is this shower head actually dispersing the water enough? Is the coffee flowing through the basket well enough?

You might look at a brewer like the Moccamaster and think the square metal shower head (which is just a tube with holes) is insufficient to brew a proper cup of coffee, and so you might take it upon yourself to customize a wider shower dispersal nozzle that you think gives you more coverage.

You might also wonder with some of these brewers, why is there no bloom? So you might try to manufacture that yourself, by turning off the brewer after a couple of ounces of water has had its chance to start wetting the grounds.

To you, I say - stop. These brewers are certified to brew correctly exactly as they are. There's nothing wrong with your thought process. It's an interesting path to go down thinking about the different ways that can work, and the different ways you can optimize a brew...but with these brewers, that's not the way to go.





Here's what matters, for every brewer:

Use the Right Grind Size of Coffee

With any auto-drip brewer I use, I always start with a medium grind. Whatever that might be with regards to my coffee grinder. If you're using an electric burr grinder - like the Baratza Encore - that goes from coarse to fine intended for drip, start smack dab in the middle. If you're using a grinder like the Breville Smart grinder, which goes from reasonably coarse down to espresso fine, you'll have to get to know what a medium looks like for you (I've estimated that as around 48).

Here's a visual impression of a 'Medium' grind.

The reason you start with a medium grind is because everything else you do is going to be consistent, so taste adjustment can be made completely on grind size.

(This is another reason to not fiddle with the brewer's components)

Use the Right Amount of Water and Coffee

Even though this isn't a hand brewing method, you still should weigh out the amount of coffee used in the brew.

With an auto dripper, I figure out how much water I'm going to run through the tank, and then calculate the coffee appropriately.

One of the confusing 'tricks' to understanding these measurements in automated machines is that in coffee, a 'cup' is not actually a cup measurement, it's 5 ounces or about 150 ml. So when you're brewing at 8 cups, you're brewing with about 1200 ml of water. Here's a handy set of measurements to remember:



Using 16:1 as a standard ratio.

6 cups = ~900 ml water = 56 grams of coffee

8 cups = ~1200 ml water = 75 grams of coffee

10 cups = ~1500 ml water = 93 grams of coffee

12 cups = ~1800 ml water = 113 grams of coffee

These are 4 common tank marker levels for brewers. You'll notice here I've approximated the water weight. It's not really important to actually weigh your water. You'll just be filling up the tank to that line. But then I recommend weighing out your coffee and keeping it roughly the same (a difference of a gram or two isn't going to be a big deal) each time you brew.

This will become easy, if you always brew the same amount of coffee in an auto brewer, then each morning (or the night before) you'll know exactly how much to weigh out. You can even add more efficiency to this system by pre-weighing out a week's worth of whole bean coffee in appropriate segments. Then when you set up your brewer, all you have to do is pop one week's segment into the grinder, grind, add, and push go.

Another option is to get a grinder that has a scale built-in, like the Oxo

grinder. Then you can set it to grind for you the amount you need, and it's always just a push of the button.

Water Quality

This is the final great important piece to the puzzle. The quality of your water. It doesn't matter how good your brewer is, if your water is

too hard, too soft, or has too many or too few mineral components to it, you aren't going to be brewing great water.

I always simply recommend using a charcoal filter, something like a Brita. However if you have a situation where your water is coming into your home 'too clean' then you may need to get into creating your own water, or using bottled.

This might sound like a crazy idea, but the difference it makes to the taste of your coffee is clear. To get a benchmark for taste, you can start by getting some cheap spring water from the store. Just don't get distilled, or water that has had anything added to it.



Watch - Water Quality

Descale, Maintenance, Etc

The last thing you want to consider is occasionally descaling your machine. Scale is buildup in the machine of minerals that are found in water. If you're always using charcoal filtered water, or water you specifically craft for yourself, then you'll probably very rarely need to descale (if ever). Keeping your machine clean is important. Descaling is a simple process of just running descaler in water through a brew cycle (naturally without coffee). You can find descaler products made for this on Amazon, here's one that I've used:

Durgol descaler

You'll also want to regularly clean out the brew chamber and carafe. After every use of both, a solid rinse should often be sufficient, but that's going to depend on how the brewer was used. Did it sit around for hours with coffee grounds in the chamber, or coffee in the carafe? You may need some simple dish soap plus warm water to get the coffee oils out. Build up of coffee oils can turn quite nasty, so I recommend staying on top of this.

Lastly, if you plan on not using your brewer regularly (if it's going to sit for weeks or longer without use) I highly recommend doing what you can to get all the water out. Typically brewers will hold some water deep down in the chamber, or in other places. Take off what pieces you can, turn the brewer upside down, and get as much water out as possible.





Scheduled Brewing

To schedule your brew or not to schedule your brew.

This is an oft argued subject amongst coffee enthusiasts who are adamant about using freshly ground coffee.

Chances are that you understand the benefit of using freshly ground coffee. And yet you'll notice I didn't mention that when I was talking about grinding and measuring your coffee.

This is because waking up to a fresh pot of coffee just brewed, is one of the best reasons to get an auto-drip machine, and honestly if you're using quality coffee, you just won't miss the nuance that has disappeared overnight. I'd still recommend if you have the grinder to wait until you set up your brewer the night before - but having the coffee pre-ground for 8-12 hours is not a huge deal.

If it is a big deal for you, then just grind right before you turn on the brewer (and if you want to make it easy, go with one of my above-mentioned efficiency tips).

What Brewer?

It would be simple for me to recommend getting just any SCA Certified Brewer. You can find that list [here](#):

SCA Certified Brewers

However I have had experience with a few, so I'll give you my top two recommendations for SCA Certified Auto Drip machines, and then a recommendation for something that isn't certified.

For the SCA Certified machines, my current two recommendations are the Technivorm Moccamaster, and the {Breville Precision Brewer}. You'll see these in this year's {gift guide}.

You'll notice for any SCA recommendation I make, the 'it makes great coffee' is going to be the last item because they all make great coffee. Your decisions have to be based on other factors.

The Moccamaster has been one of my top recommendations ever since I discovered it years ago, and the reason is simple. It's one of the highest quality brewers on the market, with consistent reliable materials and components - and it makes great coffee.

Some people are drawn to the **Moccamaster** for its style/looks. It's got a very slick look. Almost minimalistic for what it is. With smooth lines, while showing off the materials, and a callback to 60's design. If you get the glass carafe version you'll have a choice of different colors and materials for the housing.

The **Breville Precision Brewer** is relatively new to the scene. It's got a more standard sort of auto-drip design to it (actually kind of looks like a really fat Moccamaster). What makes the Breville stand out is its plethora of features.



This is one of those auto-drip machines where you have a lot of control over brew parameters. Not only having a wide range of quantity of brew (from a single cup all the way to 1800 ML), but you also can set the precise temperature and brew time. This brewer is also set apart from others in that the brew basket has two different style options. You can do a flat bottom brewer like a classic large batch brew (with the round flat waved filters), and you can also do a cone style brew with an insert.

There are two other unique features to this brewer. You actually don't have to brew with the accompanying brew basket. With a slight add-on modification (which includes a simple change of the silicone shower-head), you can brew into most manual style drip brewers. Want to automate your V60 or Kalita Wave? You can do that with this machine.

The last unique feature highlights the structure of this machine which sets it apart from any other. Most machines deliver the water to the brew basket through heating. That is, as the water heats up, it rises eventually up and over the grounds. The Breville uses a pump separate from the

heating element. Because of this, they are able to include cold brewing as a brew method. For the cold brew, the machine slowly delivers unheated water to the grounds in the basket where it sits until you place the carafe hours later.

Again, the quality of the resulting brews is pretty equivalent. One machine just has a boatload of more features than the other.

How about a cheaper non-SCA Certified machine?

Since SCA Certified Machines go down to about \$80 (compared to the two above at \$199 and \$299), my take is this: If your budget is \$50, save up a little more and get the \$80-100 range of SCA certified machines. It will be more than worth it in the short and long run.

If you absolutely need a machine now, get yourself a \$20 Mr. Coffee. These little machines can actually brew a pretty great cup of coffee while they are new (they will just break down pretty quickly).

Things you can do to get the most out of a Mr. Coffee include, measuring your grounds and being consistent with the quantity so you only make adjustments to grind size, using filtered water, and lastly consider using medium or darker roasts. The darker the roast, the more water-soluble the coffee. This is a pretty good hack for a brewer that can't produce hot enough water. If you find yourself stuck brewing at 180-190, actually try a dark roast (or at the very least a medium), you might be surprised.

Conclusion

I LOVE an auto drip machine. I also love hand brewing coffee. But as much as I love the ritual and the craft of that process, there's nothing quite like having a coffee brewed and ready to drink for you first thing in the morning. On top of that, sometimes you just want a very large pot of coffee, and you want to push a button to make it happen. For these reasons I'll always have some kind of auto brew machine around, and it will almost certainly be an SCA brewer.



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Coffee Tastes



Defects

A defect in coffee is a taste or smell that is the result of a problem caused during the growing and production of coffee. These are negatively associated tastes and aromas which signify poorer quality in coffee.

VIDEO

The Aeropress Go Unboxing and Thoughts

Extracted Magazine



Extracted Magazine Presents

COFFEE TASTING 101 GUIDE

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DESCRIBE COFFEE**

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Myanmar Nyay Ni Kone

THIS COFFEE IS RICH. I sometimes find it difficult to explain what that means. It hugs the tongue like velvet. It's got deep fermented sweet richness to it. Like dried berries. Almost like cranberry sauce at Thanksgiving, but it isn't cranberries (it just has that level of thick richness to it).

This is one of my favorite kinds of coffees to explore. It's a naturally processed coffee, which means after the cherries were picked, they were left whole to essentially 'raisin' in the sun before having the seeds mechanically separated. This imparts a lot more fruit sugar to the seed (which ultimately becomes the bean we roast).

I would say this coffee is not for everyone. If you prefer a clean subtle taste in your coffee, this rich almost boozy fruity coffee might be overwhelming. It's very different from most coffees you're going to have.

If you're a bit adventurous and like enjoying some strong unique taste to your coffee, then I highly recommend grabbing a bag.

Myanmar is a relatively new coffee producer to the specialty coffee scene. As they've been able to adopt higher-end coffee production strategies over the past 5-10 years, their farms are now producing highly rated delicious coffees.

This particular coffee, the Myay Ni Kone is purchased by Conduit through Atlas Coffee Importers. Atlas is one of my favorite coffee importers, as they don't just import coffee, but they act as direct trade liaisons for all of their customers (whatever roaster buys coffee through them).

Many roasters, like Conduit, are too small to effectively work directly with farmers in most cases. This would mean establishing a direct relationship with a farmer, traveling to that farm, working with the farmer one-on-one to grow, harvest, and process the coffee, paying that farmer directly, exporting/importing that coffee, etc. This is a very complex operation and only larger coffee roasters can do this effectively (and even then it's often difficult to make economically viable).

So smaller roasters, the industry, and many farmers around the world rely on companies like Atlas to do those things. They make direct relationships with farmers and co-ops, they go to the farm, help with production, invest, etc...

And this allows the relatively small Conduit Coffee Roasters to engage indirectly support farmers and communities while providing some of the highest quality coffee you can find.

In a future coffee feature, I'll share about some of the ways Conduit does manage direct relationships.



PARIS BECAME ONE VAST CAFE



By Steven P. Unger

Book Preview | Chapter 4 | Part 6 (Final)



BRASSERIE LIPP

I go there as an Englishman to his club, sure to find each evening a true friend. One couldn't write thirty lines in a newspaper, paint a picture, or hold reasonable political views without spending at least one evening a week at Lipp's.

—Léon-Paul Fargue

Brasserie Lipp today hold hundreds of people on two floors, but on October 27, 1880, when Léonard Lipp and his wife Pétronille opened their restaurant on the Boulevard St-Germain, there were only eight tables and two waiters. The Lipps came from Alsace, the area of northeastern France that borders Germany and Switzerland. Alsace had been annexed by Germany in 1871 after the Franco-Prussian War, but over the centuries the region has alternated between being the German-speaking part of France and the French-speaking part of Germany.

The menu, however, which along with the décor hasn't changed since 1880, is definitely German-Swiss. The waiters are timelessly perfect in black suits, bow ties, vests with pockets for tips, and white aprons from waist to mid-calf (with the more modern addition, for one waiter, of eyeglasses with orange-tinted transition lenses).

The specialty then and now is a cervelas rémoulade starter, then choucroute garnie, served with an arbitrary number of sérieux, the largest-sized glass of beer. The term cervelas, first mentioned in 1552 by Rabelais, was a German-Swiss version of zervelada, a Milanese dialect word meaning a "large, short sausage filled with meat and pork brains." "Zervelada" was in turn derived from cerebrum, the Latin word for brain. Modern recipes use a combination of bacon, beef, and pork rind instead of brains. Choucroute garnie is more forgiving; any preparation of hot sauerkraut with meat and potatoes can qualify.

In the posthumously published *A Moveable Feast*, Hemingway passionately describes a meal he ate at Brasserie Lipp after a voluntary fast. He tops it all off with a demi, a small cup of black coffee:

The beer was very cold and wonderful to drink. The pommes a l'huile [potatoes in oil] were firm and marinated and the olive oil delicious. I ground black pepper over the potatoes and moistened the bread in the olive oil. After the first heavy draft of beer I drank and ate very slowly. When the pommes a l'huile were gone I ordered another serving of cervelas. This was a sausage like a heavy, wide frankfurter split in two and covered with a special mustard sauce. I mopped up all the oil and all of the sauce with bread and drank the beer slowly until it began to lose its coldness and finished it and ordered a demi.

The interior is a real time capsule, all original equipment from the heavy-metal chandeliers hung from ceilings painted by Charley Garrey to the purple moleskin chairs on tiled floors.

Located midway between the Senate and the National Assembly, Brasserie Lipp has always been a place for politics and politicians, staying open until 4:00 a.m. after late-night votes. Waverley Root (*The Food of France*, 1958) wrote that "a great deal of intrigue and extracurricular government activity used to take place chez Lipp."

On October 29, 1965, Mehdi Ben Barka, a Moroccan anti-monarchy politician opposed to King Hassan II, was abducted by the Morocco Secret Service in front of the brasserie, probably with the help of the French. The Ben Barka Affair became a political scandal which fundamentally changed France–Morocco relations.

In 1935, then innkeeper Marcellin Cazes established the Prix Cazes, a literary prize awarded each year to an author who has won no other literary prize. The prize continues to be awarded to this day.



There are thousands of stories of Paris, just counting the stories about places with coffee. I've spent about a year in Paris all together, starting from when I was twenty-one, and every day there brought a new revelation. Paris is two thousand years old, and every year of its history is preserved somewhere in the city, from a first-century Roman arena that once held circuses and gladiator fights to the ultramodern Paris Philharmonic.

Stop and sit in some of the seven thousand cafés of Paris and "watch the street live." Have a cappuccino or a petit noir. Fortify yourself in body and spirit before you venture forth to create some Paris stories of your own.

www

This article has been excerpted from **Black as Hell, Strong as Death, and Sweet as Love: A Personal Guide to the World's Best Coffee Experiences** Copyright © 2019 by Steven P. Unger and Ruthie Santistevan, currently in prepublication.



VIDEO

Conduit - Tanzania Peaberry

Extracted TV



The background of the entire page is a soft-focus photograph of several wrapped gifts in brown paper, some tied with black ribbons, and sprigs of greenery like pine or eucalyptus. The gifts are scattered across the frame, with some in the top left and bottom left corners, and others more centrally located but blurred.

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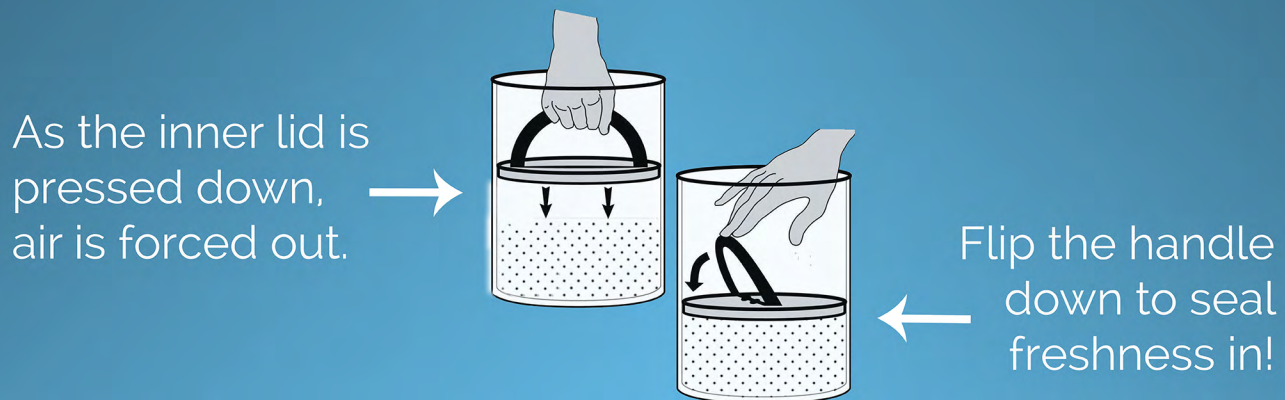
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READERS QUESTIONS

Do Manual Espresso Makers Make Adequate Espresso?

This is an interesting and often controversial topic. The term 'espresso' is bandied about amongst a number of different ideas and products; from espresso beans and roasts, to stovetop espresso makers, to manual espresso makers, and espresso machines.

You might start to wonder, what is espresso really?

This question came about largely due to the video I featured in our issue about creating espresso - where the video making espresso with the Aeropress was featured. This video



has created an often divisive conversation, around which you either stand in the crowd of 'that is espresso' or 'that's not REAL espresso.'

By definition, espresso is a coffee made using the espresso method. Espresso is created using very high pressure with a small amount of water and coffee grounds. The resulting drink is high in flavor and body - often being described as thick and syrupy, with strong taste. Espresso is the base of many milk based coffee drinks..

Going by this concept we can see that that includes many drinks. So why the division?

There are those who approach coffee craft from a more purist perspective. I can understand this. The most beautiful espresso experiences I've ever had have required machines which create much higher pressure than manual machines can muster. Even the most impressive manual machines which actually can hit the same level of pressure as commercial espresso machines usually suffer in the realm of water temperature, and are not able to do the best with lighter roasted coffees.

Some also define espresso by the presence of crema. So if your espresso doesn't have the proper crema, then it isn't a proper espresso. We've explored in the past the idea of crema as it relates to espresso as well as other coffee drinks - and we've discovered that the only thing it does is indicate a

certain level of pressure and/or freshness of the coffee (and is not indicative of a quality brew).

My personal perception of this subject – is manual espresso real espresso – has gone through different perspectives over the years. For a time early on, I did indeed hold the perspective that real espresso had to be made a certain way. After all, if it's about being able to taste and experience coffee in a specific way, then that way has to be very specific (that is, if espresso is about experiencing coffee as it can be through 9 bars of 202 degree water on a commercial machine).

HOWEVER...

As I've actually gone deeper into the craft of coffee and really understanding the nuances of coaxing out the life of a coffee, as well as enjoying the different craft processes and appreciating everything that goes into the whole picture, I've come to a different understanding. What matters is YOUR joy and pleasure with the coffee. If espresso to you is brewed on a Moka Pot, then that's espresso.

Is espresso from a Moka Pot the same as espresso from a La Marzocco Linea Mini (a beautiful high end home espresso machine which can cost as much as a small car)? Not at all. They are very different experiences.

But they are both espresso.



In terms of technical correctness, what matters is the usage of pressure and concentrated outcome. Are you using 2-3+ bars of pressure in the brew to create a small focused amount of coffee? Are you extracting a high amount of all the soluble components of the coffee into a small bit of water?

Then you're making espresso.

Got Coffee Questions?

Email the Experts

CLR-EPISODE 147

The Wizard of Cacao

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CLR-147: The Wizard of Cacao

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In this special episode, we welcome Aaron Barthel of Intrigue Chocolate Co. Dive into the world of specialty craft chocolate with us as we chat with Aaron, learn about Intrigue's new focus, and talk all about taste, perception, and exploration of delicious things.

Visit Intrigue Chocolates - www.intriguechocolate.com

Hosts

Joseph Robertson, Extracted Magazine

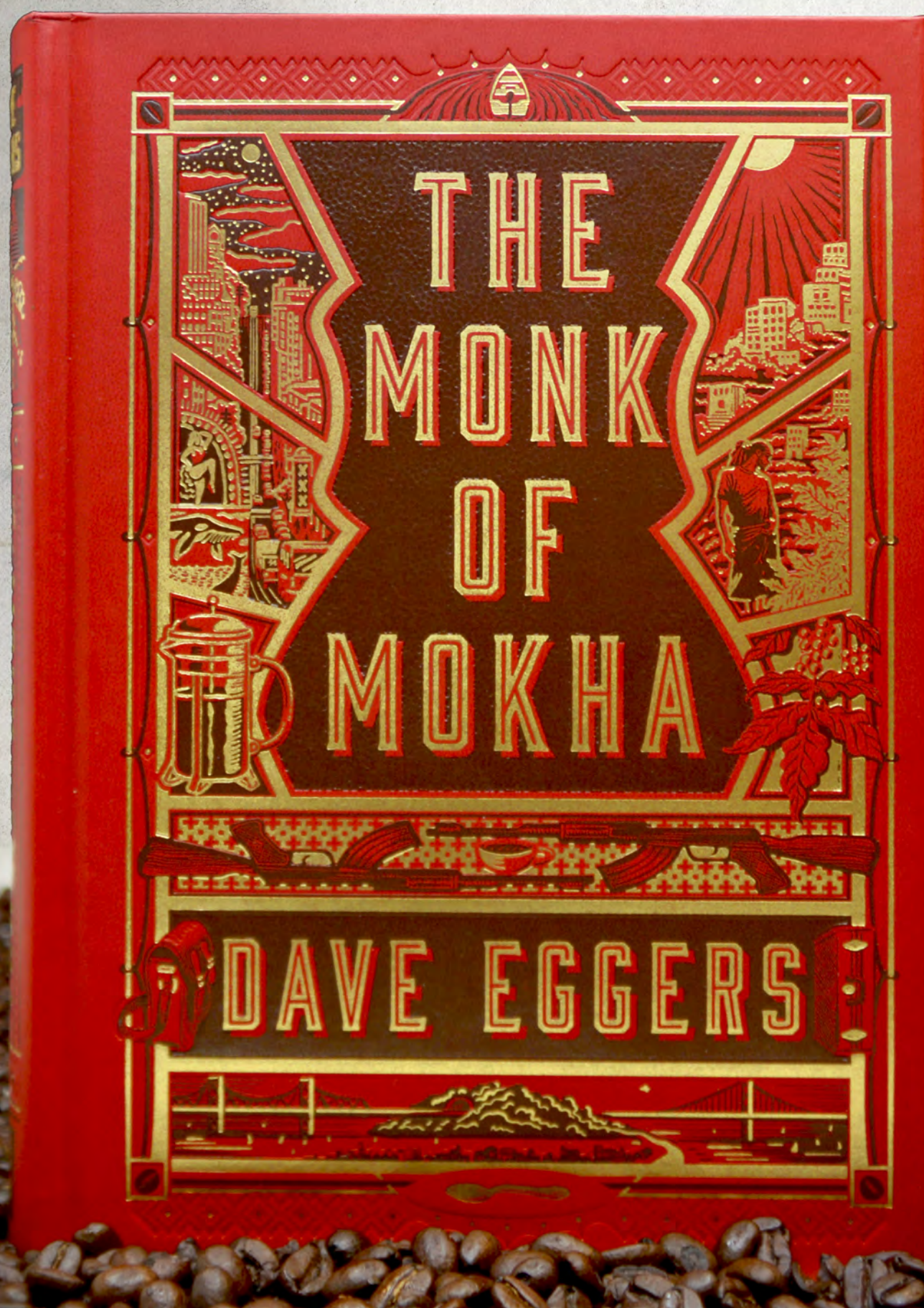
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Give the Gift of Coffee

What do you buy for the person who has everything already? What do you buy for the person who is far deeper into coffee than you are? What do you buy for the person who is stuck using a pod coffee machine and you want to get them hooked deeper...?

All these variations on the question - how do I buy a coffee related gift for someone else?

I think whenever we're looking to buy a gift for someone and it's around a passion we share, it's really easy to naturally just think about the things we enjoy and want, and then assume others want those things.

This is kind of where the prevalence of 'pretension' comes from in high end coffee. It's somewhat of a conundrum with professionals, because the more varied and delightful experiences you have with coffee, the more your base perception of the possible is shifted.

Just the other day I was at brunch with some friends, and a few of them ordered coffee. You might be surprised to read that I didn't



actually get coffee here. But I just wasn't feeling it. One whiff of the coffee next to me confirmed...it was one of those overly dark stale roasts which smells of burnt oils. I actually can't really drink that kind of thing without feeling just a bit nauseated.

Now I had a conversation about this very thing - about how I've tasted the good stuff, and I just can't go back anymore. She said she didn't even really have a clue what 'good coffee' was supposed to taste like.

You probably have many people in your life who have this experience with coffee. And they may or may not want to find out what 'good coffee' really is. HOWEVER, if I am going to buy a gift for this person in coffee, I'm definitely not going to get some elaborate pour over set, or some really expensive specialty

coffee that requires a perception of taste to enjoy. I'm going to look at where she's coming from, and find something to take the next step on that journey.

Now, I've put together a number of my top recommendations in this year's [Coffee Gift Guide], so I'm not intending on going too in depth here on what you should buy based on where people are coming from ...

But I did want to touch on the core perspective. What IS their actual core perspective? Where are they coming from? What do they drink in coffee every single day? And just as important, do they have a particular desire to get into the craft more?

You might be able to replace someone's pod machine with a really nice SCA Certified Auto Drip as we talked about in this issue. For someone who's on a pod machine, it's probably due to the convenience, so think of ways you can set them up for high levels of convenience but at a higher degree of quality.

For someone who's deep on mass produced dark roast coffee, look for a local roaster that produces a dark roast, and get them shifted to fresh local coffee.

This isn't about making a major transformation, but about finding the right fit for where people are in their own coffee journey.

-Joseph Robertson

PS.

If you want any personalized recommendations for coffee gifting, I'm happy to chat

Just shoot me an email - joseph@extractedmagazine.com

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 visible text columns.

The Best of the LA 2019 Coffee Festival

Coffee festivals are one of the funnest ways to explore your coffee obsession. Typically you get to walk around for hours sampling endless kinds of coffees. ▶ [Read More](#)

How to Make a Better Cup of Coffee According to Mark Bittman

Most advice online about brewing a better cup of coffee is full of nonsense. This article is actually pretty good. Maybe you can find someone to share it with. ▶ [Read More](#)

Why Your Cappuccino Is Getting More Expensive While Coffee Farmers Make Less

This is an interesting look at the dynamics between coffee costing more for consumers but farmers earning still less and less. ▶ [Read More](#)

I Felt Pressure to Become a Coffee Connoisseur

An insightful peak at an experience which many people share when it comes to the craft of coffee. ▶ [Read More](#)

A Coffee-Obsessive's Guide to Drinking the Best Coffee in Vancouver

The title says it all, but this is a great exploration of coffee culture in Vancouver, BC. ▶ [Read More](#)



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