ELEMENT29

INTRODUCTION

Coffee is one of the world's most popular beverage. Some claim it is the most widely consumed liquid in the world aside from water.

Egypt is one of the world's emerging coffee markets due to its high population.

Coffee is more than a beverage, however it is a memory, an anticipation, a life time of consoling moments of the modest pleasure woven into our life.

ABOUT US

Element 29 opened its doors for the first time in Egypt On September 2020, At the prestigious Mall Of Egypt at 6Th of October city. With a total of 350 sqm (250 sqm indoor and 100 sqm outdoor), accommodating a cozy and comfortable sitting area and a luxury coffee bar – display.

As a specialty coffee shop we are providing our customers with premium single origin coffee beans from different countries such as: Guatemala- Mexico- Ethiopia-Uganda-Kenya-Peru…etc. Directly from the coffee plantations what will determinate the flavor of our coffee, is the species and the variety of coffee tree, the kind of soil it grows in, the climate, the altitude of the plantation, the care with which the fruit is picked and the beans process.

Together with the exceptionally warm feel and welcoming staff, the authenticity of our concept is coming through the presentation way which makes us unique and distinguish us from our competitors.

Except from the high quality coffee products we also offer a range of homemade desserts, pastries salads and gourmet sandwiches, along with specialty tea , infusions, mocktails and smoothies

OUR PHILOSOPHY

Sourcing premium green beans from around the world, we have selected the niche market looking for quality. It is really important to us that our beans are ethically sourced and the farmers and their families growing our coffee are treated fairly and can eke out a sustainable living.

Our beans are all organically certified, roasted by origin, and available to sample from our warehouse roastery either as single origin or blends.

We quickly realized coffee is not just about beans and hoe much care we put into roasting them, it is also about the support and the training we can give to the coffee specialists and finding equipment manufacturers we want to align ourselves with. Even though Egypt has a long coffee culture, the specialty coffee market is in its infancy here, so it is a very exciting time for us.

MISSION AND VISION

OUR MISSION

Our mission is to provide a friendly comfortable atmosphere where the customers can receive quality food, drinks and service at a reasonable price.

OUR VISION

Our vision is to be one of the most unique food and beverage chain in Middle East , providing quality customer satisfaction and friendly atmosphere

SINGLE ORIGIN COFFEE

At Element 29 we love single origin coffee. It is all about a deeper understanding of your coffee's profile and how that profile is affected by what goes and origin.

Single origin coffee is coffee grown with a single known geographic origin. Sometimes it is a single farm or a specific collection of beans from a single country. The name of the coffee is then usually the place it was grown to whatever degree available. Single origins are the way to get a premium taste of your coffee.

"The most important thing about single origins, is trace ability, the fact that you know exactly and where your coffee is from and that it is a specific premium coffee not a blend. Usually of a high quality.

It is the acknowledgment that the coffee is from a particular farm located in a unique setting, whilst its flavor depicts its origin, processing characteristics of that specific area where the particular coffee was grown"

COFFEE PROFILES

NICARAGWA	Creamy chocolate and caramel aroma
GUATEMALA	Panella. And tropical fruits
KENYA	Juicy- strawberry and blackberry
BRAZILIAN	Berry- candied pecan- almond and creamy
MEXICO	Nutty-chocolate and sweet
COSTA RICA	Brown-sugary sweetness-citrusy notes and apricot like fruity flavors
ETHYOPIA	Citrus fruits
COLOMBIA	Sweet- caramel and cacao
INDONESIA	Herbal flavor
THAILAND	Sweetness and flavor aroma

EXTRACTION METHODS

While we offer an Espresso based menu, we really enjoy working from our brew bar using Siphons, V60's and cold drip tower to prepare beautiful single origin brewed coffee that really allows you to experience the amazing flavors and characteristics of our coffee.

V60

V60 dripper took life in 1921 in Tokyo-Japan. After almost 30 years of research and combination of chemistry, glass products, and single origin coffee, the perfects mix to obtain a unique flavored coffee.

As a variability , the most important ones you can play with are grind size and water flow. If you add water slowly, the result will be a full bodied coffee. But if you add water more quickly it will end up with a weaker extraction and a lighter bodied coffee.

This mechanism represents one of the traditional methods of doing coffee before all the electronic filter machines come out in the modern world what we are living in and at the same is offering a freshness and a more flavored coffee.

COLD DRIP TOWER

Kyoto style coffee named for its popularity in Tokyo- Japan, is the oldest record of cold brew coffee since 1600s.

Over the centuries, Kyoto style brews have become high artistic. Drinking cold drips allows you to decide the subtleties between the origin and quality of the beans, and the effort that has gone into your cup. It is a patient process that involves dripping cold water through ground coffee over a period of 10 hours. Unfortunally, you cannot watch your Barista make this one on your break. But you can definitely enjoy a cup of this special coffee.

Much thought, this system goes into the specific bean, how it is roasted and when it is time to drip (and sipl). The specific notes of the coffee bean will be accentuated through the cold drip process and will bring you a complex taste easily differentiated from a traditional hot brew.

COFFEE SYPHON

Invented 1840s by a French wife and a Scottish enginneer, this is one of the most elaborated brewing method it was in the period of time when the coffee was booming so the device came on time with the trend of those years.

It was the high class brewing method used in house in front of guests due to the preparation process.

The preparation method requires a careful attention in regards to the timing, but the Elixir of the coffee is the reward of this innovative technique.

How the Syphon coffee maker works?

Science would be the correct answer, the gravity in the pressure play their own roll and give a full vacuum effect.

SYPHON INFUSION

Another utilization of the syphon machine is to create special infusions. Hot drinks infusions are becoming a very creative, alternative to experiment a unique combination of flavors. Beyond coffee and tea there are a wide variety of alternatives using fruits and dry spices…etc to create a fresh infusion using the vacuum mechanism , the specialists have created hot cocktails by adding herbs, tea, citrus peel, dried fruits and dried flowers and other aromatics to the top glass container.

The bottom container is usually filled with water and different syrups.

When the bottom mix drink boils up it becomes infused with the flavors and aroma of the top container. It is heated at the table and it goes served directly hot.

SPECIALTY TURKISH COFFEE

Turkish coffee is reputable world wide and is considered a kind of ambassador of the world best coffee.

As the tradition has its own importance, the scientist proved that the best taste you will get for the Turkish coffee is by making it in sand.

The coffee is thicker and stronger rather than the regular one, and the sand is making it easier to control the temperature by boiling it graduated.

OUR TEAM

Great equipment and great coffee need to be linked together by someone with enthusiasm, someone who cares and actually drinks coffee.

“You don’t stick a WAGYU steak in the microwave”

Not only we do specialize the practical side of creating Espresso based drinks, we also empower the knowledge of what makes specialty coffee “special”. From beans selection to different roasting styles and to understand and identify the variables to consistently pull great coffee

We prefer bringing our team to the roastery where we can give them an over all coffee experience, including a presentation on how the beans are harvested and processed and the length this specialty coffee goes to before we even touch it. We will roast with them, then move to the equipment once they have a little more respect for the product. All our team at Element 29 are approachable and empowered and will help you find a coffee you love, so please don’t be shy, we like spending time sampling and talking coffee.

SAMPLING OF OUR PRODUCT

ELEMENT29
BLUEBERRY
INFUSION
ELEMENT29
BROWNIE
CAKE

ELEMENT29
HARIO POUR
OVER 6Q
@Element29eg
@element29eg
ELEMENT29
SPANISH
OMELET
@Element29eg
@element29eg

HARIO

HARIO

coffee
coffee

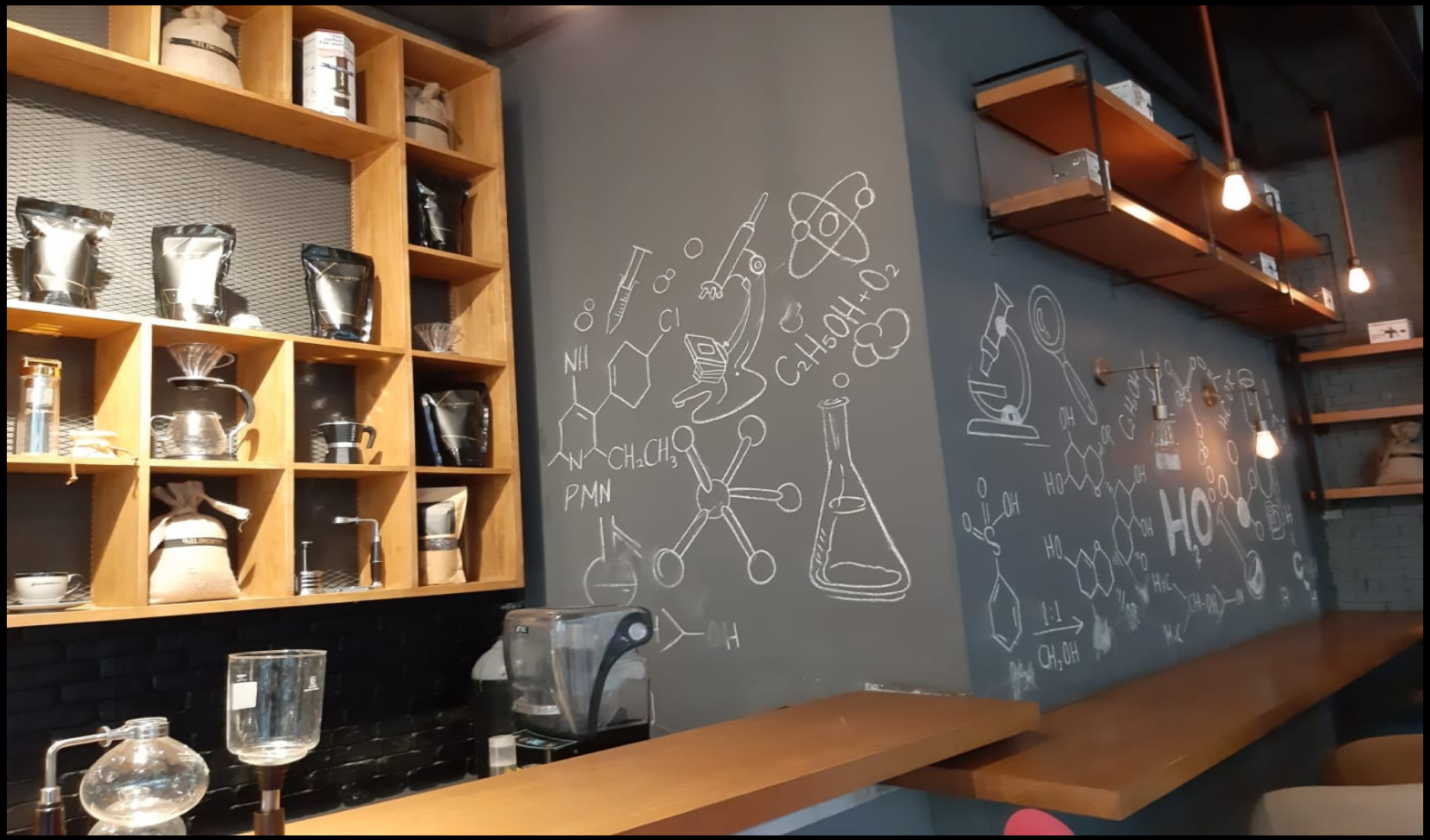
coffee
coffee

فالي
Valley
سكي مصر
Ski Egypt
فوكس سينما
Vox Cinema
2
ELEMENT 29

ELEMENT 29
UP TO
50%
BIG SALE
Food Court
Carrefour
2
Parking E F

فالي
Valley
سكي مصر
Ski Egypt
فوكس سينما
Vox Cinema
2
ELEMENT 29
LAB

ELEMENT29
Cu29


NH
Cl
N
CH2CH3
PMN
C2H5OH + O2
HO
1:1
CH2OH

ELEMENT 29

french
Press
CHEMEX

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Branch Mall of
Egypt

6 of October
city