



We're a nation of coffee lovers, but when it comes to trying something new, our taste buds often prefer to stick to what we know and love. But, by staying to what you know, there's a world of different coffee types you could be missing out on. So, what are different types coffee, and what do they taste like?

#### Type of Bean

Most coffee plants are grown around what's known as 'the bean belt', an area around the equator between the tropics of Capricorn and Cancer. It's here that's home to the coffee capitals of the world such as Brazil, Vietnam, Colombia, Indonesia and Ethiopia, as these are the locations that coffee's given the perfect growing conditions to thrive. Interestingly, the location of where coffee beans are grown can alter the taste. Things such as climate, elevation and even soil type can impact the flavour of the coffee the beans produce.

#### Type of Roast

If you've ever felt overwhelmed in the grocery store coffee aisle, you're not alone. City, French, Viennese, Cinnamon — there are hundreds of varieties of coffee and almost as of roasts! Though the bean itself matters, coffee gets a lot of its aroma and flavor from the roasting process. The length of the roasting process can affect many things, including the body acidity, and flavor of your tasty beans. To help you expand your coffee knowledge, we've put together this handy guide to the four major types of coffee roasts.

### Type of Grind

When it comes to coffee flavor, freshness is king. No matter their roast or country of origin, to get the most flavor out of your beans, you'll want them to be as fresh as they can be. This means making sure they've been roasted and ground as recently as possible.

#### **Decaffeinated Coffee**

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Decaf coffee is made from regular coffee beans that go through a process to remove the maiority of the caffeine. However, decaffeinated coffee is not completely caffeine free, and EU





































## Enjoy the taste of coffee...!

# Popular Brands

#### DunKin' Donuts



Dunkin' Donuts LLC, also known as Dunkin' and by the initials DD, is an American multinational coffee and doughnut company, as well as a quick service restaurant. It was founded by Bill Rosenberg (1916-2002) in Quincy, Massachusetts, in 1950. The chain was acquired by Baskin-Robbins's holding company Allied Lyons in 1990; its acquisition of the Mister Donut chain and the conversion of that chain to Dunkin' Donuts facilitated the brand's growth in North America that year.



#### Starbucks



Starbucks Corporation is an American multinational chain of coffeehouses and roastery reserves headquartered in Seattle, Washington. It is the world's largest coffeehouse chain. As of November 2021, the company had 33,833





































## Enjoy the taste of coffee...!



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#### McCafe



McCafé is a coffee-house-style food and beverage chain, owned by McDonald's. Conceptualised and launched in Melbourne, Australia, in 1993,[1] and introduced to the public with help from McDonald's CEO Charlie Bell and then-chairman and future CEO James Skinner, the chain reflects a consumer trend towards espresso coffees.



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## Enjoy the taste of coffee...!



#### **Peets Coffee**

Peet's Coffee is a San Francisco Bay Area-based specialty coffee roaster and retailer owned by JAB Holding Company via JDE Peet's. Founded in 1966 by Alfred Peet in Berkeley, California, Peet's introduced the United States to its darker roasted Arabica coffee in blends including French roast and grades appropriate for espresso drinks.





Luigi Lavazza S.p.A shortened and stylized as LAVAZZA, is an Italian manufacturer of coffee products. Founded in Turin in 1895 by Luigi Lavazza, it was initially run from a small grocery store at Via San Tommaso 10. The business is currently administered by the third and fourth generations of the Lavazza family.

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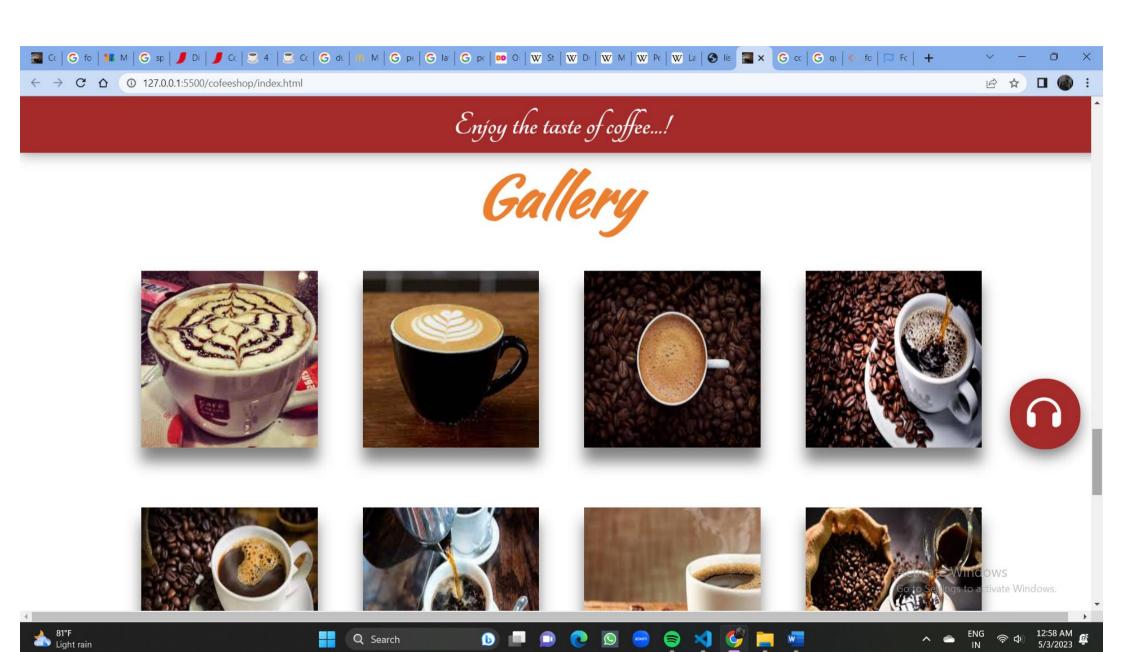


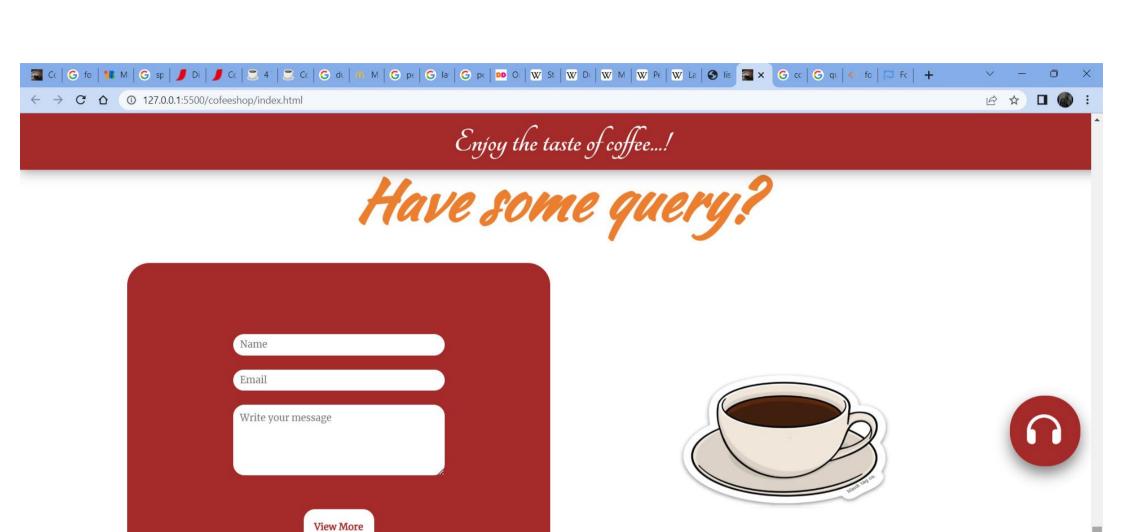












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