

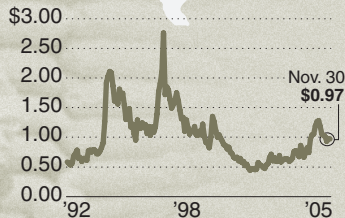
# Knowing beans about coffee

Did you know?



## Price of beans

Wholesale price of arabica beans on the New York Board of Trade



## Consumption

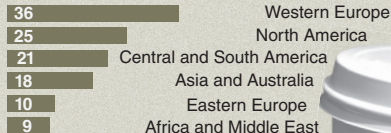
In millions of 60-kg (132-pound) bags\*

1995

97 million bags Worldwide

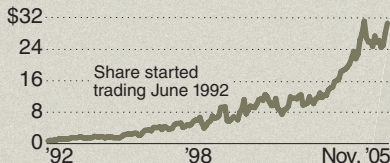
2005

120 million bags Worldwide



Starbucks share price

9,671 locations in 35 countries



## Brewing basics

**Types:** Arabica is preferred by many experts.

**Grade:** Highest quality is AA.

**Roasting:** Lighter roasts are generally sharper and more acidic; darker roasts have fuller flavor.

**Preparation:** Grind, proportion, freshness and quality of the water are critical.

**Brewing:** Preferences vary as widely as equipment; the plunger method extracts the most flavor from the ground beans.

