

Coffee is one of the most consumed beverages globally.
Coffee ranks third most consumed beverage globally.
Coffee is a significant agricultural crop.
Coffee provides livelihoods for millions of people worldwide.
Coffee is a seed protected in a fruit.
There are different processes to extract the seed.
The process used affects its taste.
Coffee is harvested annually.
Coffee varies each year, similar to wine.
Environmental conditions affect coffee growth.
Growing coffee requires effort.
Coffee is not easy to harvest and process.
There are two types of coffee crops.
Arabica represents about 70 percent of what is grown.
Arabica consumed worldwide.
Arabica difficult to grow.
Arabica needs elevation.
Arabica easily impacted by insects.
Arabica easily impacted by disease.
Even with perfect conditions, the yield with Arabica is limited.
Arabica has the best taste, with unrivaled complexities and flavors.
Robusta has a greater yield per tree than Arabica.
Robusta isn't as susceptible to insects or disease.
Robusta grows at any elevation.
Robusta is known for its harsh taste characteristics.
Even though a significant quantity is grown, processed, and consumed, Robusta isn't considered specialty or gourmet.
Cherry is picked every year.
Cherry produces seeds.
Most fruits have two seeds.
Sometimes, a fruit has a peaberry, which is a single seed.
Many decisions about growing determine how trees are raised.
The decisions about growing trees are influenced by practices, water availability, and technology.
The decisions about growing trees affect how fruits are collected and coffee beans handled.
The decisions that affect how fruits are collected and coffee beans handled influence the taste of coffee for consumers.
Coffee in modern times started with a vision and a dream in the late 1960s.
A transition happened involving a small group of entrepreneurs.
A small group of entrepreneurs took a different approach, focusing on origin, quality, craft roasting, and taste.
These aspects became fundamental to their coffee work.
The journey of coffee, like many entrepreneurial ventures, blends art and science.
Roasting coffee is central to and represents this journey.
An almost perfect coffee_growing climate and vast land made South America a prime spot for cultivating a relatively new crop all the way back in the 1700s.
Today it's home to Brazil and Colombia, the top coffee producers in the world for annual production.

Bolivia known for coffee production.

Bolivia has a forest called the Yungas in the Andes Mountains.

The Yungas is home to some strikingly beautiful, high_elevation coffee farms.

Bolivia had a past reputation for lower_quality output.

Brazil known for coffee production.

Brazil is the largest coffee producer.

Brazil hasn't always been the best.

Brazil has focused on fine_tuning its crops.

Infrastructure efforts and a goal to be a top premium coffee source have spurred a resurgence.

Colombia known for coffee production.

Colombia is famous for stellar marketing and beautiful coffees.

Many think Colombia has "the most coffee" flavor in the cup.

Ecuador known for coffee production.

Ecuador has small farms in the Andes.

These farms produce limited quantities of coffee.

There is hope for infrastructure investment in Ecuador.

Coffee in Ecuador has considerable potential.

Peru known for coffee production.

Peru has a diversity of growing regions.

This diversity has resulted in a wide variety of intriguing flavor profiles.

Venezuela known for coffee production.

Venezuela once had a coffee output comparable to its high_production neighbors.

Most interesting and good_quality coffee in Venezuela is consumed in the country.

Cuba has grown coffee since the mid_18th century.

Political issues have reduced Cuba coffee output despite its potential.

The Dominican Republic has a long history of coffee farming.

There is potential for investment and renewed effort in the Dominican Republic.

Hawaii hosts beautiful coffee farms.

These farms produce some of the most favored and pricey coffees.

Jamaica has coffee heritage in the Blue Mountains dating back to 1723.

Coffee plants in Jamaica were originally gifted by French King Louis XV.

Africa is the birthplace of coffee.

Africa showcases powerful stories of human perseverance and resilience.

Africa now a frontier for innovation and growth in the coffee industry.

The Great Rift Valley, Mount Kenya and the Ethiopian Highlands form a beautiful geography for coffee production in the two countries of Ethiopia and Kenya.

Ethiopia is the birthplace of coffee.

Ethiopia has a rich coffee culture deeply embedded in its community life.

Ethiopia offers some of the world most exotic coffee varieties.

Kenya is renowned for its distinctive and high_quality coffees.

Kenya coffees are celebrated for their unique flavor profiles.

Southern Africa hosts key coffee producers with significant potential, marked by development and innovation.

Burundi produce coffee.

Burundi often produces unique offerings despite being inconsistent.

Congo located produce coffee.

Congo has recently produced bright coffees.

Congo has recently produced flavorful coffees.
Malawi produce coffee.
Malawi exports coffees.
Malawi exports to Europe.
Malawi exports to U.S.
Rwanda produce coffee.
Rwanda is known for excellent coffees.
Tanzania produce coffee.
Tanzania produces highly regarded coffee from Mount Kilimanjaro and Mount Meru.
Zambia produce coffee.
Zambia has a small but growing interest in expanding its coffee industry with notable potential.
Asia Pacific offers some of the most remote and exotic coffee_growing environments.
China produce coffee.
Coffee production in China began in the late 1980s.
India produce coffee.
India, with a long history of coffee and tea production, is a significant source of both beverages.
Indonesia produce coffee.
Some of Indonesia thousands of islands have an enduring and respected place in the coffee world.
Papua New Guinea produce coffee.
In Papua New Guinea, coffee is a key export, with the industry starting in the 1920s with seeds from the Jamaican Blue Mountains.
Vietnam produce coffee.
Vietnam is now recognized for quality.
Vietnam is now recognized for quantity.
Yemen produce coffee.
Yemen known for its coffee history dating back to the 6th century.
Roasting has seen incredible technical advances in the past century.
Coffee roasting involved a few beans tossed in a frying pan over an open fire.
Speed drove changes in coffee roasting.
Efficiency drove changes in coffee roasting.
Quantity drove changes in coffee roasting.
The focus shifted to using art and science for the best tastes.
Early roasters prioritized speed, efficiency, and economics, focusing on how to use less fuel or time to achieve the desired brown color.
Specialty coffee roasters began targeting desired flavors by adjusting time and temperature, disregarding speed and efficiency.
There is no correct or wrong result if the goal is great flavor.
Roasting process takes only minutes.
Roasting process requiring the roaster to make numerous decisions based on experience, aesthetic connection, and scientific expertise.
Brew method includes cupping.
Brew method includes French Press.
French Press is popular for its simplicity.
French Press is popular for the fullbodied coffee it produces.
Brew method includes Drip.

Drip coffee is widely used.

Drip relies on gravity for brewing.

Drip relies on filter for brewing.

A technological advancement in brewing developed in Italy in the early 1900s.

The advancement led to espresso.