

Jon Dempsey | Copywriter & Freelance Journalist

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Professional Profile

Coffee industry veteran with over 14 years of experience spanning cafe management, barista training, menu and recipe development, and equipment consulting. A recognized competitor in the specialty scene (**3rd Place, 2018 Canadian AeroPress Championship; 4th Place, 2019 Canadian National Brewers Cup**), I bridge technical expertise with engaging storytelling. Since 2024, I've shifted my career towards writing. My copywriting expertise focuses on the intersection of coffee culture, coffee packaging, culinary, tech, and travel.

Featured Publication: Sprudge

High-authority regional guides for the world's premier coffee publication.

- [**The Sprudge Guide to Coffee in Montreal**](#) (2024)
A comprehensive survey of Montreal's "second wave" of specialty coffee, featuring the Canadian Roasting Society and the city's most progressive multi-roaster cafes.
 - [**The Sprudge Guide to Coffee in Quebec City**](#) (2025)
An updated exploration of the historic capital's evolving specialty scene, highlighting the bridge between old-school European traditions and modern artisan roasters.
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Coffee Writing & Gear Reviews: Eight Ounce Coffee

Long-form educational content and industry reviews for Canada's leading equipment distributor.

- [**Celebrating 100 Years of HARIO and How I Came To Love This Brand**](#) (2022)
A personal and historical retrospective on the iconic V60 and the impact of Japanese design on the global specialty coffee movement.
- [**"The Physics of Filter Coffee" Book Review**](#) (2021)
A critical look at Jonathan Gagné's seminal work on extraction science.
- [**From Yuck to Yum: A Brief History of Pour Over Coffee**](#) (2021)
The story of Melitta Bentz and the evolution of paper filtration.

- [The All New Fellow ODE Grinder — A Study in Design](#) (2020)
Technical review and design analysis of one of the most anticipated home grinders in recent years.
 - [In Praise of the Baratza Encore](#) An industry-standard look at why the Encore remains the essential "gateway" grinder for home baristas.
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Consumer Insights & Guides: Chowhound

Accessible, expert-driven guides for a broad culinary audience.

- [The Best Use For 11 Different Kinds Of Cooking Fats, According To Chefs](#)
A deep-dive into cooking fats to help home cooks
 - [11 Countries With The Highest Quality Coffee](#)
An exploration of terroir and the unique processing methods that define top-tier origins.
 - [13 Genius Hacks For Better Tasting Whiskey](#)
An exploration into optimizing whiskey
 - [11 Popular Black-Owned Coffee Brands To Explore](#) A spotlight on diversity and excellence within the roasting community.
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Industry Analysis & Sustainability: MTPak Coffee

Deep-dives into the business, branding, and ethics of the global specialty coffee supply chain.

- [How Sipstruck Coffee combines maximalist packaging design with 100% recyclable materials](#) (2025) Explores the intersection of bold branding and environmental responsibility, featuring narrative reporting on how roasters navigate the challenges of sustainable packaging.
- [Fuglen Coffee Roasters: Blending Japanese and Norwegian cultures through coffee](#) (2025) A cultural case study on how a world-renowned brand navigates identity, origin, and global expansion across two distinct coffee cultures.
- [How PROEXO celebrates women with its Brisas coffee packaging](#) (2025) Highlights values-led business practices, focusing on the visibility of women producers and the role of packaging in telling ethical stories.
- [Hatch Coffee Roasters: Why one roaster decided to “do things backwards”](#) (2024)
An analysis of innovative business models, detailing Hatch's unique trajectory from Ready-to-Drink (RTD) products into specialty roasting.

Featured Publication: The Main

Deep-dives into the cultural fabric of Montreal.

- [**Café Union: An Elder Statesman of Montreal's Coffee History**](#) A historical profile of a 100-year-old institution, exploring how Café Union helped shape the coffee identity of Montreal.
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Tech and automotive writing: SlashGear

Exploring gadgets, cars, and new and old for one of the leading tech-driven news sites

- [**Why Don't Modern Cars Need Tune-Ups Anymore?**](#) A clear explainer on how modern engine technology has replaced traditional tune-ups, translating technical automotive evolution into accessible, authoritative reporting.
- [**This Is The Highest-Quality Small SUV, According to J.D. Power**](#) A data-driven consumer piece that synthesizes third-party rankings into concise, practical insight for readers.
- [**Which Gas Stations Have The Best Quality Gas?**](#) An industry-informed breakdown of fuel standards, clarifying misconceptions and guiding smarter consumer decisions.
- [**Yes, Hackers Can Use A Flipper Zero To Unlock Cars — Here's How It Works**](#) A balanced technology explainer detailing how a popular hacking device interacts with vehicle systems, emphasizing clarity over sensationalism.