

# 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.

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## 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.