



VOLUME 6, NUMBER 3

CLUB NEWS



SUMMER 2003

NEWS BREWS

Fireside



This medium roast blend features coffees from the Americas, the Pacific Rim, and Africa, including a rare Ethiopian bean called Harrar. It is a fragrant brew that starts with silky, syrupy notes and ends with a smoky, berry flourish-ideal for an evening by the fire or with a touch of milk on the go.

Mocha Java

While shops sell blend, the real Mocha. has been dry-processed for hundreds blend the spe-Mocha with bodied resulting in a spicy, cup laced with hints honey.



many coffees a Mocha Java very few contain thing: Yemen This rare bean grown and the same way of years. We cial Yemen some heavy Indonesians, bittersweet of wild

Guatemala

Send your taste buds on vacation to the Guatemalan highlands of Huehuetenango collection of small and medium farms that produce the region's best coffee. Winds from the Pacific Ocean warm the mountainsides during the day, but leave the nights very cool. Meanwhile, farmers here process their beans using age-old techniques that preserve and enhance the nuances of the coffee. The result is a slow-ripening cherry with a lemony crisp flavor that is sure to brighten your day.



NEW PASTRIES la Paris... Yum, Yum

Thanks to our baker, Anne, you can now enjoy Mocha Madness brownies, chocolate croissants and madeleines that Proust surely wouldn't forget. Anne spent the last few months on leave training in a Paris bistro on the Rue Vincent in Montmartre. Thank heavens for her wandering spirit.

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NO BONGOS BUT BERETS WELCOME

Mark your calendars

for Poetry Night

on Tuesdays at 8 p.m.

Guest poets will read

selections of their work

and once a month

there will be

an open mic night.

Who knows,

our poetry night

may just be

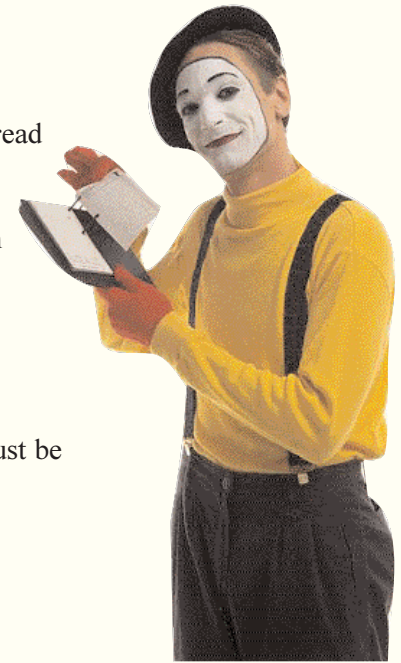
the launching pad

for a few

Ginsbergs,

Plaths

or Eliots.



HOW TO BREW THE PERFECT CUP OF COFFEE

1) Use only freshly roasted, high-quality Arabica coffee, grid just prior to brewing.

4) Our coffee roaster Dave recommends using 2 tsp. of coffee per 8 oz. of water.

2) Always use the correct grind for your brewing method. If your coffee is too bitter and appears muddy, your grind is too fine; if the brew lacks flavor and is light in color, the grind is too coarse.

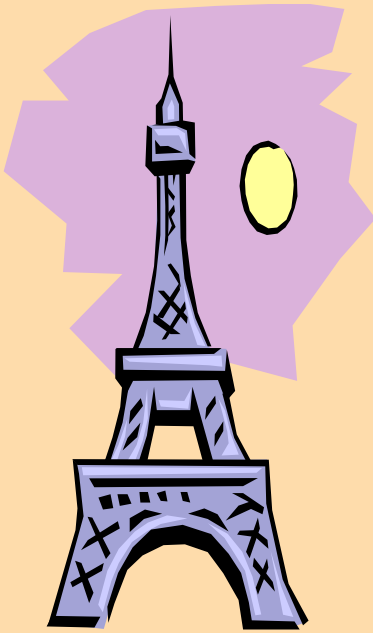
5) Make sure the coffee maker is thoroughly cleaned and rinsed. Any coffee residue on a pot or brewer when exposed to the fresh hot coffee will affect the taste.

3) Always use fresh cold water (preferably filtered to remove chlorine but do not run through a water softer or reverse osmosis filter this removes all the minerals and will leave you coffee tasting flat. If your water is heavy in minerals use bottled water).

6) Make sure the coffee maker is working properly. The water temperature coming out of the head should be 195 degrees and the spray head should evenly distribute the water over the coffee grounds.

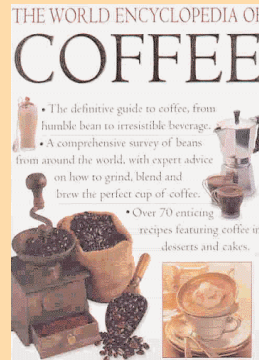


RECOMMENDED READING



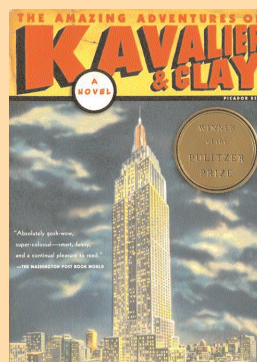
Paris to the Moon
by Adam Gopnik

Gopnik's "Paris Journal" column, a popular feature in the New Yorker, has won magazine reporting awards. Several of those columns are gathered here, with entries from his private journal serving as a sort of mortar holding the individual columns together. Lovers of the French capital will agree with Gopnik as he extols the virtues of Paris, where he and his wife and son moved in 1995, and where he had wanted to live since he was eight years of age. With no equivocation but certainly with occasional exasperation, he asserts that "a love for Paris came to be one of the strongest emotions I possess." Falling under Gopnik's critical eye are such specific topics as Islamic terrorism, labor relations, French versus American versions of the health club, and "the French gift for social dramatization." It's a wonderful look at the city of light and American culture.



The World Encyclopedia of Coffee
by Christine McFadden

This new all-encompassing book celebrates coffee in all its guises for all those whose day just wouldn't start without that initial cup. Including a thorough, carefully-researched history of coffee, from its origins as a beverage to its current role as an international commodity, and recipes for favorite foods and drinks incorporating coffee in a variety of forms, this encyclopedic treatment will delight all coffee lovers and perhaps even convert some hold-outs.



The Adventures of Kavalier and Clay
by Michael Chabon

The writer of Wonder Boys outdoes himself with this epic novel that took away the 2001 Pulitzer Prize. The New York Times wrote "It would make a nice comic book series--the

cousins square-jawed and ham-fisted--but the depth of Chabon's thought, his sharp language, his inventiveness and his ambition make this a novel of towering achievement.



Sailing Around the Room:
New and Selected Poems
by Billy Collins

Collins, that rarest of creatures, a truly popular living poet, is currently poet laureate, an appointment well celebrated with this fertile gathering of nearly 100 poems--20 newly minted, the others selected from four earlier volumes, including Picnic, Lightning (1998). On every delectable page, Collins performs nimble feats of the imagination and gives voice to an emotion we foolishly trivialize and condemn: pure pleasure. Nurturing a childlike love and talent for make-believe, he enters the landscape of a Hudson River painting; offers funny takes on history; writes lovingly of dogs, music, cups of tea, and books; and sees everything as a living entity, from a piano to a calendar pinup to the dawn. But what appears to be whimsy is, in fact, a graceful and ongoing inquiry into the nature of being. Mischievous and deeply attentive, inventive and grateful, Collins moves stealthily toward the essentials, quietly celebrating the simple and reflective life and gently reminding readers to respect and treasure our species' tenuous place on the great thrumming web of life.



WHAT IS

What is Coffee?

"Coffee" comes from the Latin

described the genus but, to this day, botanists still disagree on the classification because of the wide



form of the genus *Coffea*, a member of the Rubiaceae family which includes more than 500 genera and 6,000 species of tropical trees and shrubs.

Eighteenth-century Swedish Botanist Carolus Linnaeus first

variations that occur in coffee plants and seeds. Species of *Coffea* range from small shrubs to trees as tall as 32 feet high and the leaves can range in color from purple to yellow, however, green is the predominant color.

There are about 25 major species within *Coffea*, but the typical coffee drinker is likely to be familiar with two: *Coffea arabica* (pronounced either a-r<-bik-a or ar-a-b'-ka and *Coffea canephora* (var. *robusta*).

Coffea arabica

Arabica represents approximately 70 percent of the world's coffee production. Arabica coffees are described either as "Brazils" (because they come from Brazil) or as "Other Milds" which come from elsewhere. Typica and Bourbon are the two best known varieties of *C. arabica*, but many strains have been developed, including Caturra (from Brazil and Colombia), Mundo Novo (Brazil), Tico (Central America), San Ramon and Jamaican Blue Mountain.

The arabica plant is typically a large bush with dark green, oval-shaped leaves that can reach a height of 14 to 20 feet fully grown. Its fruits are oval and usually

COFFEE FACTS

- ☛ Fifty-two percent of the adult population of the U.S. over 18 years of age drink coffee every day, representing 107 million daily drinkers.
- ☛ Of these, 29 million American adults drink gourmet coffee beverages every day, whether specialty coffee, espresso-based beverages (latte, espresso, cafe mocha, cappuccino) or frozen and iced coffee beverages.
- ☛ Another 28% of the population, or 57 million adults, drink coffee occasionally.
- ☛ On a per capita basis, men drink as much coffee as women (1.7 cups per day each).
- ☛ Coffee drinkers consume on average 3.3 cups of coffee per day.

COFFEE?

contain two flat seeds.

After planting, arabica trees mature in 3 to 4 years, when they produce their first crop. The arabica plant can continue to produce fruits for 20 to 30 years. Arabica trees prefer a seasonal climate of 59-75 degrees Fahrenheit and an annual rainfall of 60 inches.

A hybrid of arabica, Maragogype -- called the elephant bean because of its large size -- originated from the Maragogype County in the Bahia state of Brazil. Today it is grown in Guatemala, Mexico, Nicaragua, Honduras, El Salvador, Brazil and Zaire.

Coffea canephora
(*C. canephora* var. *robusta*)

Coffea canephora provides robusta beans. Robusta, which can grow up to 32 feet in height as a shrub or tree, has a shallow root system. The fruits are round and take nearly a year to mature. The seeds are oval and smaller than the arabica beans.

Robusta coffee is grown in West and Central Africa, throughout Southeast Asia, and parts of South America



including Brazil, where it is known as Conilon. Robusta trees produce their first crop 3 to 4 years after planting and they remain fruitful for 20 to 30 years. The trees prefer equatorial conditions with temperatures between 75 to 85 degrees Fahrenheit and an annual

rainfall of 60 inches.

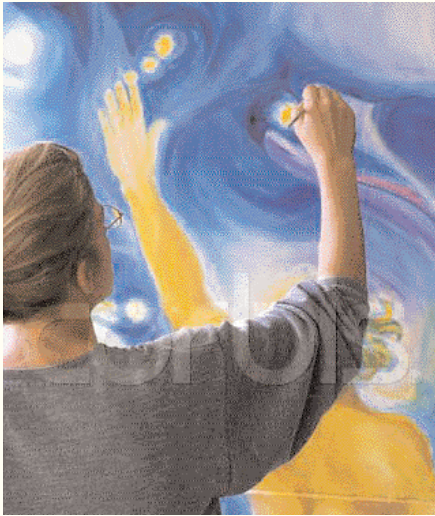
The traditional way to grow

coffee trees is to grow compatible trees nearby, to keep the coffee trees and their developing fruit from the sun. The modern techniques are to use irrigation systems and fertilizers. Coffee is grown on both large estates and in the smallest of forest clearings.

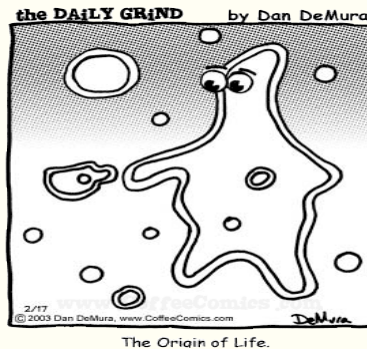
AND FIGURES

- ☛ The average coffee cup size is 9 ounces.
- ☛ Thirty-five percent of coffee drinkers drink their coffee black; while 62% add a sweetener and/or creaming agent.
- ☛ Sixty-four percent of all coffee is consumed at breakfast; 28% between meals; and 8% at all other meals.
- ☛ Women are more excited about coffee varieties currently available and a higher proportion of women indicated that drinking coffee is a good way to relax.
- ☛ Women are more price conscious than men.
- ☛ Men appear to more readily attest that coffee helps them "get things done."

IN OUR COMMUNITY



Our many community building programs help us to be a good neighbor and active contributor in the communities where our partners and customers live, work and play. We encourage and reward volunteerism and participation in neighborhood clean-ups, walk-a-thons, and leadership activities. More than half of our employees are volunteers for the Ohio Reads program. Most recently we donated time and money to the Open Shelter.




FROM SUNRISE TO THE LIGHT OF THE SILVERY MOON

New early morning and late night hours.

You asked for it, now here it is. We've extended our hours in both directions.

Starting on June 1 we'll be open from 6 a.m. to midnight every day.

THE DAILY GRIND

Our coffee is freshly ground to your specification. To ensure that the coffee you receive is of the highest quality, we seal in the freshness of your coffee immediately after grinding by using airtight packaging.

Choosing the proper grind is as important as using the freshest beans and good clean water. The general rule is that the shorter the brewing time, the finer the grind should be. For the best-tasting coffee possible, we recommend that you order your coffee whole-bean and grind just

before you brew. However, if you prefer, we'll grind it for you. Please choose from one of the following options:

- Whole Bean: We ship whole beans to you so you can grind them as you like.
- Espresso: The finest grind we offer. This setting is for home espresso machines.
- Drip: The finer of our automatic-drip settings is used for standard

drip brew coffee makers with paper filters.

● Gold Filter: The coarser of our automatic drip settings works with conical metal filters.

● Percolator: One of our coarser grinds. For use in a percolating coffee maker.

● French Press: The coarsest grind we offer. For use in press pot or French press coffee makers.