**How to Choose the Best Coffee for You**

Coffee is coffee is coffee, no? No. For newcomers, the world of coffee can seem complex and convoluted. Really, it’s not a surprise that we hear *this* question so often: **How do I pick the right coffee?** To some, it garners a simple answer, but not to us at Bean to Cup Coffee.

Whether you’re drinking for the boost, or drinking for the pleasure, it all comes back to taste. At least, it must, right? Why else would you be here?

Does the coffee’s origin matter?

Your first step is to discover your coffee’s origin. Countries around the world have been cultivating the coffee bean for centuries—as early as the 15th century perhaps. It stands to reason then, that just as our cultures have grown so distinct, so too has our coffee—and by extension the techniques we’ve developed to brew it.

Though beans obviously differ, you’ll find that certain countries produce similar tasting beans. If you’ve tried a coffee that you liked, finding out where that coffee came from may help to expand your taste; after enjoying a smooth, sweet taste from somewhere like Brazil for example, you might find that a bean from another Central American country may tickle your tongue as well.

How do acidity and body affect the taste of coffee?

To those who may be getting anxious: acidity is nothing to worry about. We’re not speaking of the acids in your stomach, nor are we talking about the type of acid that will ruin your favourite bean to cup coffee machine. We’re simply talking about taste.

Perhaps you’re a Gordon Ramsey fan; if you’ve watched his shows, you’ve certainly heard him say something was “too acidic.” That’s precisely what we’re talking about now.

There are many different types of acids found in coffee and each lends a different flavour.

Citric acids, you may have guessed, are responsible for fruity flavours like orange or lemon. These acids, obviously, are more acidic than phosphoric acid which delivers a sweeter taste.

On the other hand, when someone describes the *body* of a cup of coffee, what they’re referring to is the way it feels in their mouth—specifically texture and heaviness. It’s possible to even determine the origin of a cup of coffee simply from the body. This, if you’re a bragger like us, is a great way to sound cool in front of your friends.

Unlike the acidity, the body has much simpler terms and can be more easily understood. Simply put, the body has three levels: thin, light, and heavy. You’re able to influence the body yourself simply by the way you roast it; if, say, you’re a fan of dark roasts, you’ll find your coffee has a heavier body.

How does the roast affect the taste of coffee?

But what *is* a roast? The roast is simply the term used to describe how long you *roast* a bean for. As we described above, darker roasts like the French roast will influence not only the body, but the taste. Other roasts, like the Half City roast, are lighter roasts that supply milder tastes and lighter bodies.

The key to roasting time is knowing that the longer you roast it, the less the natural flavours of the bean will stand out.

And that’s all there is to it really. All that’s left for you to do is to experiment; get out there and make mistakes (as my favorite teacher would say), and fill your bean to cup coffee machine with every bean you can find until you’ve found the one you love.