

## COFFEE—FROM ORIGIN TO CUP

### Roasting

Coffee flavor is developed through a carefully controlled process of heating or roasting green beans. During the roasting process, green coffee beans swell to 50 percent of their original size in volume while losing 15 percent of their weight due to loss of moisture.

Each type of green coffee has an optimum roast—its “profile”—that will bring out the finest flavor it can offer. In fact, roasting develops the flavor, body, aroma, and acidity inherent in all raw coffees. Profile roasting, which requires a combination of electronic and human controls, helps achieve optimum flavor development for each coffee.

### Quality Control

From its beginning, Boyd Coffee Company has maintained a commitment to quality unmatched in the industry.



*Roast Master Randy Layton conducts a “cupping.”*

Two daily rituals help us to uphold our exacting standards:

Every day at 9 a.m., we hold “cuppings”—a technique for evaluating the flavor profile of a coffee as well as for testing new green coffee selections. Customers and employees are invited to stop and participate in cuppings with our Roast Master. *(To attend a cupping, send your request to [perfectcup@boyds.com](mailto:perfectcup@boyds.com))*

Every day at 11 a.m., our select team of coffee experts meets to taste out-turn samples taken directly off the packaging line to ensure the quality of newly roasted coffees. Out-turn samples are also kept available to help us answer any questions a customer might have about a roast.

*The finest coffee begins here, at origin.*

### The Roast Master

Roast Master Randy Layton has over 30 years experience in the world of coffee and a well-earned international reputation. Each year, he visits our growers and farms where we buy our coffee, maintaining and enhancing his expertise.

Brian Howard, Roast Master apprentice, has spent the last 10 years studying this craft alongside Randy.

Randy and Brian embody the excellence Boyd Coffee Company expects and fosters in its staff. The deep knowledge of coffee craft among our employees is an essential part of our abiding commitment to quality.

*Did you know...*

- *Boyd Coffee Company was a charter member of the Specialty Coffee Association of America (SCAA).*
- *Our Roastery creates over **63** coffee selections*
  - **13** single-origin coffees
  - **6** Certified 100% Organic
  - **3** RainForest Alliance Certified.
- *Coffee drinkers drink an average of 3.4 cups a day.*
- *Fifty-one percent of all coffee consumers drink their coffee black.*



## Seven Steps... to the perfect cup of coffee



- 1. The Equipment.** The cleaner the equipment, the better the taste. Clean your brewing equipment after each use so oils do not build up.
- 2. The Water.** Properly brewed coffee is 98.5% – 98.85% water. For best results, use cold tap water or bottled water.
- 3. The Temperature.** Heat fresh, cold water to 200° F. Never reheat brewed coffee.
- 4. The Grind and Time.** Use the grind designed for your coffeemaker; otherwise you may produce a weak, flavorless coffee beverage. The grind determines the length of time coffee and water should be together:

Grind	Contact Time
Fine	1 to 4 minutes
Medium (Drip)	4 to 6 minutes
Coarse (Urn)	5 to 8 minutes

- 5. The Formula.** For optimum flavor, use 14 to 20 ounces of cold water for each ounce of fresh-ground coffee.
- 6. The Coffee.** Choose a top-quality coffee—a brand whose standards you trust. Evaluate the origins, roast, and blend of coffee when making a coffee selection.
- 7. The Freshness.** Always use fresh coffee. The three enemies of freshness are air, moisture, and heat. Avoid storing coffee in a refrigerator. Ground coffee will age more rapidly than whole-bean coffee.

To learn more about each step, check out the Boyd Coffee Company website, [www.boyds.com](http://www.boyds.com), or click <http://www.boyds.com/coffee/sevensteps.html>

## The Buzz About Decaf: Is Decaffeinated Coffee Really Decaffeinated?

There has been much debate in the national news lately regarding the effectiveness of decaffeination processes. We can proudly state that Boyd Coffee Company decaf coffees are the real thing—effectively decaffeinated.

Caffeine is an odorless, white crystalline alkaloid that is a natural component found in coffee beans. Robusta beans have higher caffeine levels than Arabicas. The USDA guidelines state that decaffeinated coffee must have 97% of caffeine removed from the green bean prior to roasting.

### How we do it

Boyd Coffee Company uses three methods of decaffeination, the *Water Process*, the *Natural Process*, and the *Conventional Method*. The type of coffee determines which process is used.

The Water Process uses a caffeine-free aqueous green coffee extract in combination with active charcoal. The Natural Process uses carbon dioxide, either liquefied or in its supercritical state, as a decaffeinating agent. The Conventional Method uses an agent like EA to remove caffeine.

### Typical caffeine levels

Coffee Type	Caffeine Range (in milligrams)
Regular Coffee	8-oz cup: 65-120 mg
Decaffeinated	8-oz cup: 2-4 mg
Espresso	1-oz cup: 30-50 mg

**NEXT MONTH'S TOPIC:** *Blends and Single-Origin Coffees*

SAVE A TREE—READ THIS NEWSLETTER ONLINE AT [WWW.BOYDS.COM](http://WWW.BOYDS.COM)



#### Boyd Coffee Company

19730 N.E. Sandy Boulevard, Portland Oregon 97230  
503-666-4545 or 800-545-4077

[www.boyds.com](http://www.boyds.com) (Boyd Philippines: [www.boydphil.com](http://www.boydphil.com))

email comments: [perfectcup@boyds.com](mailto:perfectcup@boyds.com)