



The Perfect Cup

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DOING JUSTICE TO GOOD COFFEE

Buying fresh, quality beans is only the first step on the way to a perfect cup of coffee. In this issue, we feature industry standards and programs that recognize the importance of proper brewing; we discuss some brewing essentials that help to bring out the best in beans; and we showcase innovative coffeemaking machines available from Boyd Coffee Company—customized brewers that do perfect justice to good coffee.

The Golden Cup Award Standard

The Golden Cup Award recognizes excellence in brewed coffee in a restaurant or retail setting. It is awarded annually by the Specialty Coffee Association of America (SCAA) to retailers and restaurants whose specialty coffee is ground and brewed to perfection.

To be eligible for this award, an establishment must prepare coffee according to the SCAA's precise brewing standards. Candidates who apply for a Golden Cup Award must submit a sample of the water they use and their brewed coffee for laboratory analysis.

To find out more about this program, visit the SCAA website: http://www.scaa.org/awards_golden_cup.asp

Note:

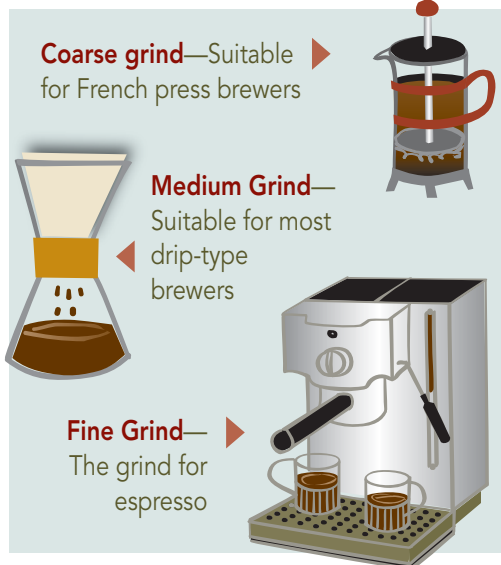
Boyd Coffee Company sells and distributes SCAA-certified coffee brewers and participates in the Golden Cup Award Standard program on behalf of its customers. For more information about these opportunities, see the article on the back page.

Essentials for Home and Office Brewing

How do you get a cup of coffee at home or in the office that is comparable to coffee served in fine restaurants and coffee houses?

The right grind

Using the correct grind is a key element in making coffee you'll really enjoy.



Good water

Coffee is 98 percent water—don't let bad water happen to good coffee! If your tap water isn't fresh-tasting, try filtering your brewing water. In the worst case, you may need to use bottled drinking water.

A clean machine

Be sure to clean off any buildup of mineral deposits in your brewer or brew basket. With quality beans, the right grind, good water, and a clean machine, you're on your way to a great cup of coffee!

For more detail on proper coffee brewing, see "Seven Steps to a Perfect Cup of Coffee" in our January 2007 issue.

Did you know...

Coffee brewing equipment should be cleaned daily!

- For high-volume commercial coffee brewers, thorough daily cleaning is essential to avoid a buildup of caked-on residues. These residues can break away from the metal stem when the customer is pumping out a cup of coffee—giving an "off" taste to an originally good product.
- The same principle also applies to home coffee-brewing: the cleaner the equipment, the purer the taste.



Perfect coffee every time. . .courtesy of Boyd Coffee Company

The Coffee Profiler™

The Coffee Profiler is designed for restaurants that want to brew SCAA Golden Cup Award coffee. . .every single time. In conventional coffee brewers it is difficult to brew Golden Cup coffee consistently due to the many variables or “margins of error” in the brewing process. Microprocessor technology in The Coffee Profiler ensures that every cup brewed meets the Golden Cup Award Standard. The Coffee Profiler is the first and only brewer on the market that can automatically control all aspects of the brewing process for 250 different coffee profiles. So no matter which of our specialty coffees you choose, it will always be Golden Cup Award Standard when brewed in The Coffee Profiler.

The Coffee Profiler, which was created in-house by our coffee product innovation engineers, is only available through Boyd Coffee Company.

The Coffee Profiler brews flawlessly to SCAA Golden Cup Award Standard—every time.

Boyd Coffee Company representatives will submit applications for Golden Cup Awards to the SCAA on behalf of customers using The Coffee Profiler.

Awardees receive a plaque to display in their establishment. Boyd Coffee Company plans to publish a map of Golden Cup locales across the country.



The Technivorm® Brewers

Boyd Coffee Company is the primary U.S. distributor of Technivorm coffee brewers.

Hand-crafted in the Netherlands using respected Dutch materials and advanced technology, Technivorm brewers are specifically designed for reliability and durability—and of course to produce a stellar cup of coffee!

Each Technivorm brewer undergoes a rigorous testing process to be certified by the European Coffee Brewing Centre as well as the Specialty Coffee Association of America (SCAA).

These machines are suitable for home or office use—where they will reliably do justice to fine coffee.

To learn more about Technivorm brewers or to purchase one, visit the website: <http://www.technivorm-us.com/>.



◀ *Technivorm
Model KB 741
with thermal carafe*

*Technivorm
Model KB 741
with glass decanter* ▶



NEXT MONTH'S TOPIC:

The Geography of Coffee—Climate, Culture, and Character

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