

Advertorial

Coffeetalk



In collaboration with



COFFEE MOMENTS

"Coffee is balm to the heart and spirit"

Giuseppe Verdi (1813-1901), celebrated opera composer

Ahhh, the joys of coffee moments! Putting the world on pause with every slow sip. This is enjoyment at its most sublime. For the millions who love the beverage, coffee somehow makes life seem better. It's no wonder the coffee drinking culture has swept across the world and that we all have our very own special times to savour the distinctive aroma and taste of a hot one. Here are a few distinct ones:

- Wake up & smell the coffee.** The beverage actually kickstarts the system and helps 'wake' us up to face the day by blocking adenosine receptors in the brain. Adenosine is a chemical found in the nerves. When it binds with adenosine receptors in the brain, it suppresses mental arousal thereby causing us to feel sleepy. Because of its similarity in structure to adenosine, caffeine in coffee competes with adenosine to fill up the receptors. However, unlike adenosine, caffeine will not slow down cell activity. Instead, it revs up our central nervous system and we feel more alert.
- Pick-me-up.** Do you sometimes feel sluggish before a meeting or before attacking that pile of work? Let's face it – we all have work to do and we should do it well. So, while our performance is best when we are fresh and energetic, there are times in the day when we feel slow and lethargic. These arousal 'highs' and 'lows' are perfectly natural. But the boss is unlikely to accept erratic work on their account. Fortunately, there is coffee. The caffeine it contains provides a stimulating effect that revives the mind. When work turns into a blur, take a coffee break and give yourself a little caffeinated assistance; it'll make you more productive afterwards!
- With the ones who matter.** Coffee is well-suited for those special moments with friends and loved ones because it both relaxes and enlivens us. If we're feeling a little tired at the end of the day, the caffeine in coffee will make us more alert. But, if we're feeling fine, the body will counteract the stimulative effects of the caffeine to bring about a relaxing effect, instead. Whichever the effect, it's always a treat to get together and chat over coffee.

ENJOY COFFEE, CONFIDENTLY

Billions of people across the world are drinking coffee everyday. But some abstain from the beverage, believing that it can cause ill effects. Going by the scientific evidence, there is actually no cause for concern. Numerous studies done on coffee show that moderate consumption (3 to 5 cups) of coffee daily is perfectly safe for healthy adults. Furthermore, latest research suggests that coffee may have positive health effects due to certain bioactive compounds contained in the beverage. Although inconclusive, the evidence is gaining acceptance. So, do enjoy your coffee, confidently.



FACTS & FICTIONS FROM THE WORLD OF COFFEE

- The name.** The English word 'coffee' originates from the Turkish 'Kahve' which in turn, originated from the Arabic 'qahweh al-bunn' which means 'wine of the bean'.
- The legend.** Ethiopians believe that coffee was discovered when a herder found his goats dancing after munching on coffee cherries.
- The beverage.** The earliest credible evidence of coffee drinking is from the 15th century, when certain religious men in Yemen, Southern Arabia consumed them for their stimulating properties.
- The commodity.** The Arabs of old guarded their coffee strictly, but the plants inevitably found their way into the Dutch colonies where they were cultivated and then sold to other countries.
- Turkish delight.** Drinking Turkish coffee is a centuries-old ritual, usually enjoyed with company and sometimes followed by some fortune telling.
- Texan-style.** Cowboys in the Wild West used to make their coffee by putting ground coffee into a clean sock, immersing it in cold water and heating it over a campfire.
- Japanese beauty.** Some people bathed in coffee grounds fermented with pineapple pulp to improve their skin and reduce wrinkles.
- Finnish feats.** In terms of coffee drunk per person, Finland tops the world at an astonishing 11 kilograms of coffee per person each year.

WHAT'S INSIDE A CUP?

Did you know that coffee contains about a thousand chemicals? Let's take a look at some of the main ones. **Caffeine** belongs to a group of chemical compounds, called alkaloids, which are found in various beverages and some plant-based foods. The amount of caffeine in a cup of coffee depends on the blend, the brewing method and the strength of the brew.

CAFFEINE CONTENT IN VARIOUS BEVERAGES

Average sized cup (150ml)	Caffeine (mg)
Ground roasted coffee	85
Instant coffee	60
A cup of tea	20-30
Cola-type drink	18
A cup of cocoa or chocolate drink	4
Decaffeinated coffee	3

Other bioactive compounds

- Coffee beans are one of the richest dietary sources of **chlorogenic acid**. A lot of studies conducted to investigate its possible protective effects against cardiovascular diseases have returned promising results.
- Caffeic acid**, unrelated to caffeine but found in significant amounts in coffee, is known as a carcinogen inhibitor, which means that it has the potential to reduce the risk of cancer in our body.

Both chlorogenic acid and caffeic acid are strong antioxidants. Research into the protective effects of coffee antioxidants continues.