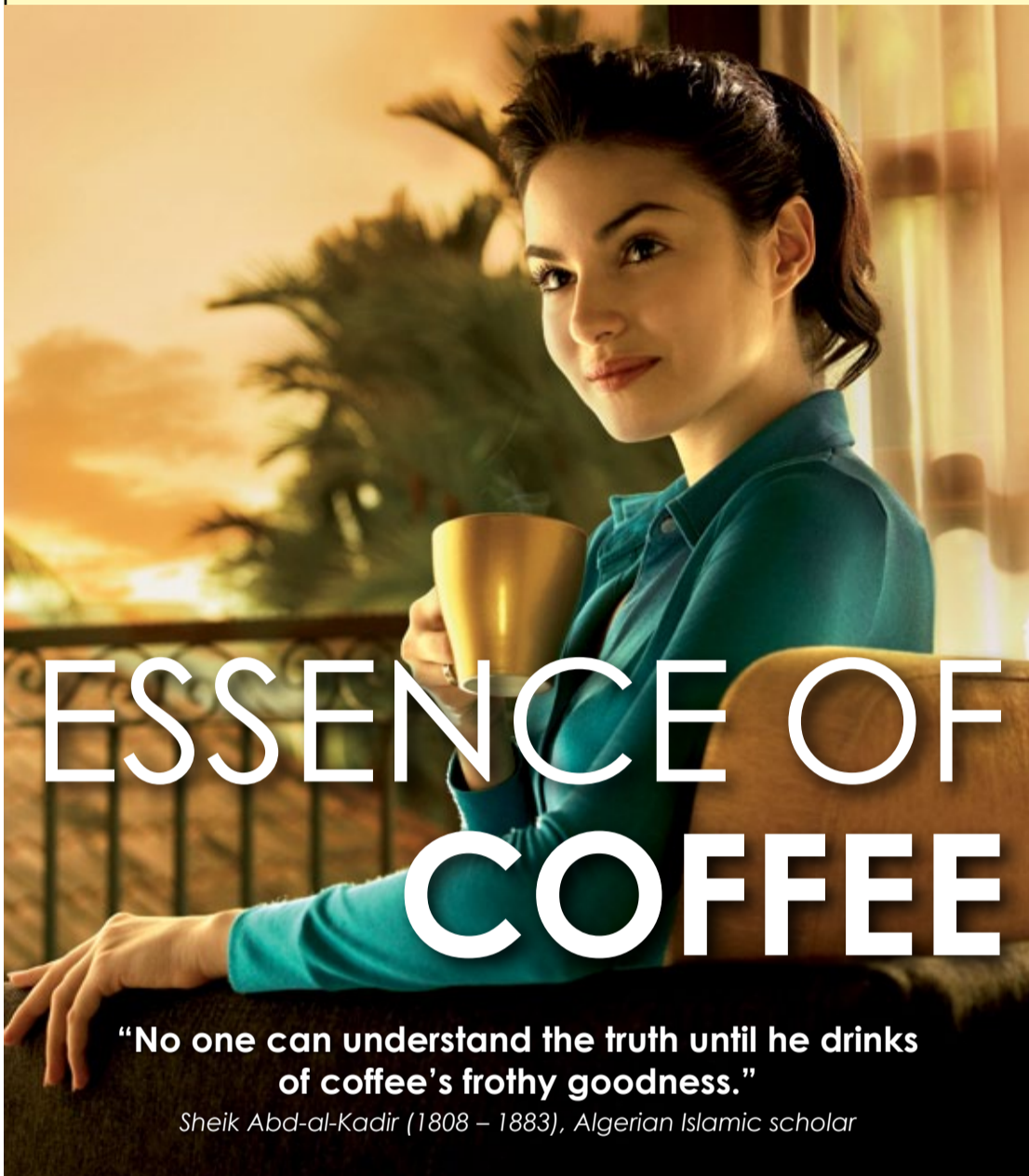


Advertorial

Coffeetalk



In collaboration with



ESSENCE OF COFFEE

“No one can understand the truth until he drinks of coffee’s frothy goodness.”

Sheik Abd-al-Kadir (1808 – 1883), Algerian Islamic scholar

Coffee, the beverage we all relish, has touched our hearts in so many ways with its rich aroma and irresistible flavour. But those aren't the only great things about coffee; its benefits on the mind and body are key in how coffee has found an intimate spot in your lives.

Coffee and your Mind

Just one cup can result in contentedness, lower anxiety, more self-confidence and higher motivation! **In the morning**, it gives us exactly what we need to tackle the tasks ahead to make it a great day! **At work**, coffee enhances cognitive performance, allowing us to better process information from the world around us. If you're **on the road** and fatigue creeps up, get a coffee and take quick nap to restore alertness. Times with **friends and family** are special. Drinking coffee uplifts our mood and lets us enjoy those special times with our loved ones. Working **night shifts**? Drinking coffee can help us maintain day-time alertness levels at night.

Coffee and your Body

It has been shown that coffee can enhance muscle contraction, improve neuromuscular transmission and increase peak force generation. That means you get to exercise at a more intense pace, for a longer period and gain more from your workouts!

Not only that, in some studies coffee demonstrated an increase in metabolism after consumption. The higher your fat metabolic rate, the faster your body breaks down fat and the better you look and feel!

There are misconceptions that drinking coffee promotes diseases like cancer and hypertension. However, the years of research until today have not uncovered any sound evidence to support them. Conversely, studies are increasingly pointing towards coffee's possible preventive effects on certain diseases!



BE A CONNOSIEUR!

The coffee tasting process is a delicate one, involving several key factors to assess and discern coffee qualities. The experienced coffee taster usually starts assessing the color and appearance of a cup of coffee, followed by the appreciation of aroma, flavour, bitterness and texture:

- **Beans.** Different types of coffee beans provide for different aromas and flavours. Arabica (*Coffea Arabica*) and Robusta (*Coffea canephora*) make up for about 90% of the coffee beans sold worldwide.
- **Aroma.** Generated during the roasting of the beans, the aroma is a mix of over 800 aromatic compounds that make up for the subtle balance between fruity, nutty, roasty and more caramel-like aroma notes.
- **Bitterness.** An integral part of the coffee tasting experience, bitterness provides that sharp, vibrant quality, without which the beverage would taste flat.
- **Texture.** By assessing texture, a trained coffee taster can assess attributes like the body (weight and richness), smoothness and aftertaste of a coffee. Texture attributes are key when selecting a type of coffee over another.
- **Flavour.** Strongly linked to aroma, the flavour depends very much on the coffee species. Experts consider Arabica to be richer and more aromatic, and Robusta to be more robust and stronger. The beans' origins and the coffeemakers' expertise do the rest for the flavor experience.
- **Brewed or instant?** There are many ways to enjoy coffee. Some people percolate their coffee; others use French presses or coffee plungers. Then there are also espressos, concentrated coffee beverages brewed by forcing hot water under pressure through ground coffee. However, all these take more time to prepare, compared with the convenience of instant (soluble) coffee. Just add hot water to coffee powder or granules and you'll be savouring the perks and pleasures you'd expect from a great cup of coffee!

HOW ABOUT A DECAFF?

For those of you who prefer to enjoy the full flavour of coffee without its stimulating effects, there is decaffeinated coffee, which contains less than 0.3% of caffeine. But how is it made? Most decaffeination methods consist of soaking the beans in water to dissolve the caffeine, extracting the caffeine with a solvent, and then re-soaking the beans in the water to reabsorb the flavour, creating that same flavourful beverage.

From the orchard to your cup



1

Harvest the beans

The coffee 'cherries' change from green to deep red or yellow as they ripen over 9 months, when they are harvested by hand. The cherries are then either sun-dried or soaked in water to separate the coffee beans from the skin, pulp and parchment.



3

Grinding

The beans are then ground into the desired size; course, medium, fine or very fine.



2

Roasting

This is when the sugars, fats and starches within the beans are emulsified, caramelised and released, creating the delicate coffee oil which provides for the aroma. The temperature and roasting time affect the colour, which in turn determines the strength of the brew.



4

Making instant coffee

The ground coffee is put into an industrial percolator containing pressurised hot water to brew highly concentrated liquid coffee. The coffee liquor, as it is called, can then be either spray dried or snap frozen then ground again into fine particles.