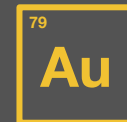


Cafe Fundamentals:

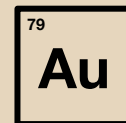
Unlocking Espresso's Hidden Sweetness

Melind John
Josuma Coffee Co



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PART I: WHY WE EVANGELIZE ABOUT ESPRESSO (AND YOU SHOULD, TOO!)



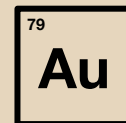
**Malabar Gold®
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The First Principle of Espresso

**TRUE ESPRESSO IS SUPERIOR THAN
EVEN THE BEST BREWED COFFEE**

Done the right way, espresso will be sweeter
(and creamier) than drip coffee can ever be.

**The Goal: A beverage (True Espresso) that
tastes like ground coffee smells.**



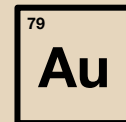
**Malabar Gold®
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Corollary to the First Principle

Espresso is the MOST IMPORTANT INGREDIENT for cappuccinos and lattes.

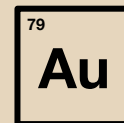
Adding milk to bitter espresso simply results in a bitter cappuccino or latte.

A sweeter latte that needs little/no sugar must start with True Espresso.



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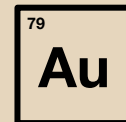
PART II: HOW ESPRESSO IS BOTH AN ART AND A SCIENCE



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The Second Principle of Espresso

**ESPRESSO ISN'T JUST
ANOTHER WAY TO MAKE
COFFEE. IT'S BOTH A PROCESS
AND A PRODUCT.**



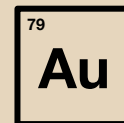
**Malabar Gold®
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Comparison: Extraction Parameters

Small Coffee vs Double Shot of Espresso

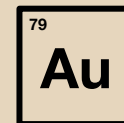
	COFFEE	ESPRESSO
Water Amount	12 oz	2 oz
Ground Coffee	14-18 grams	14-18 grams
Brewing Temperature	190-205 F	190-205 F
% Dissolved	18-22%	18-22%
Extraction Time	up to 4 minutes	30 seconds
Grind Setting	Medium/Coarse	Fine
Water Pressure	1 bar	8-10 bars

NOTE: To produce a single shot of espresso, reduce the amount of ground coffee AND the amount of water. Aim for the same extraction time.



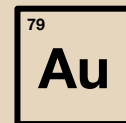
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True Espresso Does NOT Look like Concentrated Drip Coffee



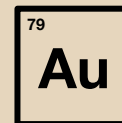
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TRUE ESPRESSO Oozes Out Like Molten Chocolate



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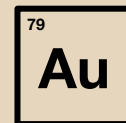
TRUE ESPRESSO Looks More Like This!



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PART II (continued):

**Four Focal Points to Better
Understand Espresso as both a
Process *and* a Product**

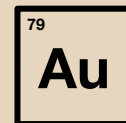


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Espresso Is a Process AND a Product

FOCAL POINT #1 (PROCESS):

ESPRESSO IS AN EMULSION



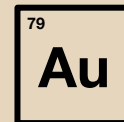
**Malabar Gold®
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Comparison: Extraction Parameters

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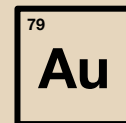
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NOTE: To produce a single shot of espresso, reduce the amount of ground coffee AND the amount of water. Aim for the same extraction time.



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Pressure = Energy

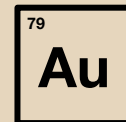


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Espresso Is a Process AND a Product

FOCAL POINT #2 (PROCESS):

***SLOW* ESPRESSO = SWEET &
DELICIOUS ESPRESSO**



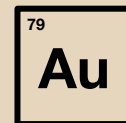
**Malabar Gold®
Espresso**

Comparison: Extraction Parameters

Small Coffee vs Double Shot of Espresso

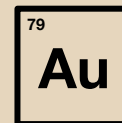
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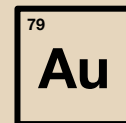
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True Espresso: Aim for a Thin, Narrow Stream



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True Espresso: Aim for Some Hesitation in the Outflow

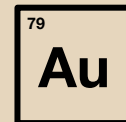


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Espresso Is a Process AND a Product

FOCAL POINT #3 (PROCESS):

LESS IS MORE



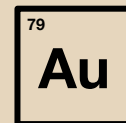
**Malabar Gold®
Espresso**

Comparison: Extraction Parameters

Small Coffee vs Double Shot of Espresso

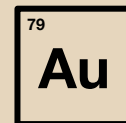
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Water Pressure	1 bar	8-10 bars

NOTE: To produce a single shot of espresso, reduce the amount of ground coffee AND the amount of water. Aim for the same extraction time.



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Stop at (or before) Two Ounces!

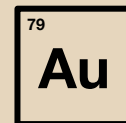


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Espresso Is a Process AND a Product

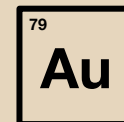
FOCAL POINT #4 (PRODUCT):

**FOR SWEETER, CREAMIER
ESPRESSO, LEAN INTO CREMA**



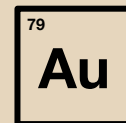
**Malabar Gold®
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True Espresso: Nothing But Crema!



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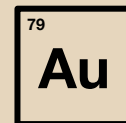
True Espresso: One of These Tastes Sweet. The Other Tastes Bitter.



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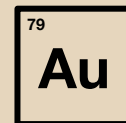
Here's Why Crema Is a Game Changer

- Evidence of Oil Emulsification
- Alters Physical Properties of the Drink
- Attaches to Taste Buds
- Captures the Coffee Aroma



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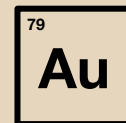
PART III: WHAT ARE THE BEST CAFES DOING DIFFERENTLY?



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The Third Principle of Espresso

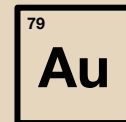
**DELICIOUS ESPRESSO DOESN'T
HAPPEN BY ACCIDENT.**



**Malabar Gold®
Espresso**

Four Areas of Excellence

- ❑ Owners/Manager
- ❑ Staff/Training
- ❑ Beans
- ❑ Equipment



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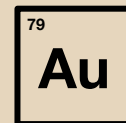
Owners/Managers: Do's and Don'ts

DO: Invest in beans, equipment and training.

DO: Be hands-on. Enforce a quality standard.

DO: Hire staff that takes pride in their work.
You can't train attitude.

DON'T: Take shortcuts. Slow Espresso =
Delicious (True) Espresso.

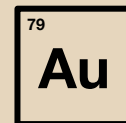


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Baristas/Staff: Do's and Don'ts

DO: Train for consistency first. Quality shouldn't depend on which barista makes a customer's drink or whether the shop is busy or slow.

DON'T: View training and a quick- or even a one time- thing. Baristas may need 250-500 practice shots before serving customers.



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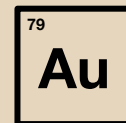
Beans: Do's and Don'ts

DO: Be an informed buyer. Not all beans can produce True Espresso.

DON'T: Use beans roasted too dark.

DON'T: Rely on highly acidic origins.

DON'T: Use blends w/ five or more beans.



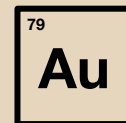
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Equipment: Do's and Don'ts

DO: Invest in a high-quality grinder. The machine costs 10x as much but the grinder is 10x more important.

DO: Invest in a filtration system that will reformulate your water content.

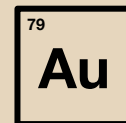
DO: Implement daily, weekly, and monthly maintenance regimens.



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The Case for True Espresso

- #1:** Espresso- when done well- can be sweeter and more delicious than drip coffee.
- #2:** Cafes with good espresso are rarer than cafes with good brewed coffee.
- #3:** Harder for your customers to make good espresso at home.



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