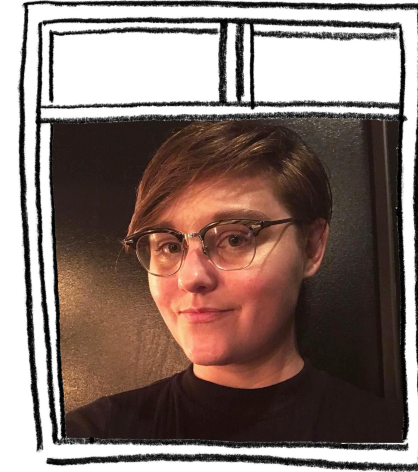




Marvelous Mondays

Ketel One[®]
VODKA



DOUBLE BUZZ RETURNS: COFFEE VARIETIES AND BREWING TECHNIQUES FOR COCKTAILS

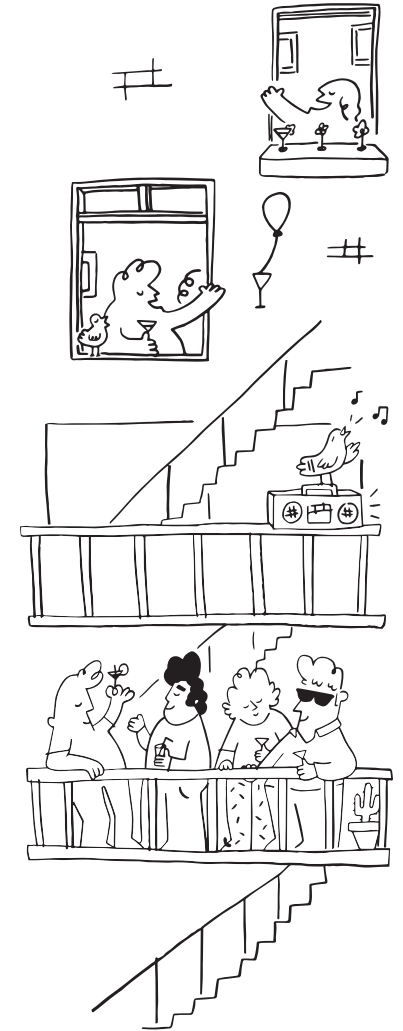
WITH AMANDA WHITT AND SOTHER TEAGUE

WELCOME TO MARVELOUS ESPRESSO MARTINIS

AKA: COFFEE FOR COCKTAILS AND WHERE TO FIND THEM

WHAT WE WILL LEARN TODAY

- WHERE DOES COFFEE COME FROM?
- TIPS AND TRICKS FOR UNDERSTANDING THE WORDS ON THE BAG.
- BREWING IDEAS FOR MARVELOUS COFFEE.
- TURNING THAT COFFEE IN THE BEST ESPRESSO MARTINI IT CAN BE.



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LET'S START WITH THE BASICS...



WHERE DOES COFFEE COME FROM?

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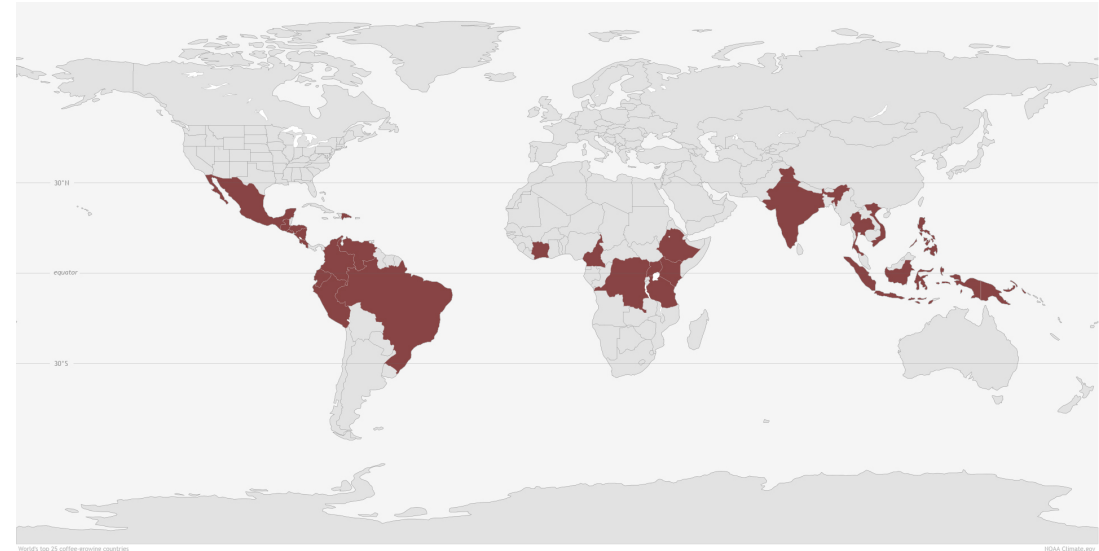
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COFFEE COMES FROM AFRICA



COFFEE IS THE DRIED SEED OF A FRUIT

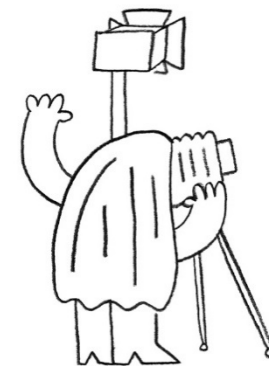
Coffea Arabica is now grown in high-elevation regions in Latin America, Asia, and even in Hawaii. For best quality it requires shade from canopy coverage, and a relatively high temperature variation between day and nighttime. **COFFEA ROBUSTA IS A MUTATION OF ARABICA THAT HAS BEEN ABLE TO GROW IN A MORE COMMERCIAL SETTING, AT LOWER ALTITUDES AND IS MORE USED IN COMMODITY COFFEE AKA DINER COFFEE.**



CLIMATE CHANGE:

Coffee farmers growing Arabica are facing a crisis when it comes to climate change, coffee plants take years to mature and within that time the land they are on is likely to become decreasingly viable.

This combined with predatory lending and buying practices by some in the supply chain increasingly marginalizes these growers. Because of this, how we shop for coffee matters so much... but that comes later.



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HARVESTING & PROCESSING A CRUCIAL TIME



Coffee is grown on shub-sized 'trees' and harvested by hand.
Processed **EITHER INDIVIDUALLY OR COOPERATIVELY,**
DEPENDING ON THE REGION. SOME FARMERS OWN THEIR OWN
EQUIPMENT, OTHERS PAY OR ENGAGE IN COOPERATIVE
OWNERSHIP OF PROCESSING FACILITIES.

THE PROCESSING METHODS THEY USE WILL BE BASED ON A
VARIETY OF FACTORS BUT TWO MAIN METHODS TO KNOW ARE
NATURAL AND WASHED.



HARVESTING & PROCESSING A CRUCIAL TIME

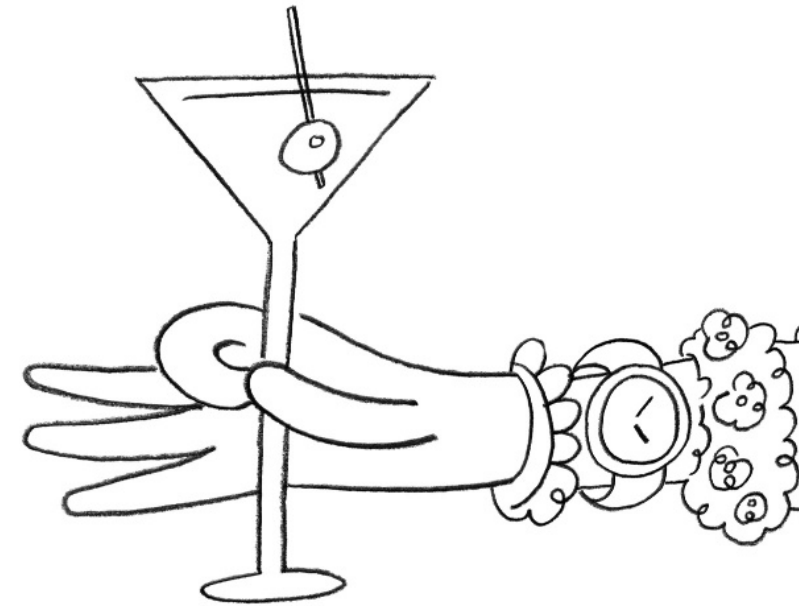
‘NATURAL PROCESS’ COFFEES INVOLVE DRYING THE COFFEE INSIDE THE CHERRY WHICH IS REMOVED AS THE COFFEE DRIES. THIS IS OFTEN DONE IN AREAS WITH LESS WATER, AND LOWER HUMIDITY AND RESULTS IN COFFEES THAT RETAIN MUCH OF THAT JUICY, SOMETIMES SLIGHTLY FERMENT-Y CHARACTER OF THE COFFEE FRUIT.

‘WASHED PROCESS’ COFFEES SPEND TIME IN A FERMENTATION TANK IN ORDER TO SOFTEN THE CHERRY SKIN THEN MILLED IN ORDER TO REMOVE THE SKIN AND WASHED OF MUCILAGE, BEFORE BEING DRIED ON PATIOS OR RAISED SURFACES.

OK... WHAT DOES THAT HAVE TO DO WITH MY COCKTAIL?

KNOWING WHAT YOU WANT BEFORE YOU DEPART IS GREAT, OR YOU CAN LET THE COFFEE BE YOUR GUIDE!

DON'T BE INTIMIDATED... ITS EASY, I PROMISE. JUST GET YOURSELF TO A CAFÉ...



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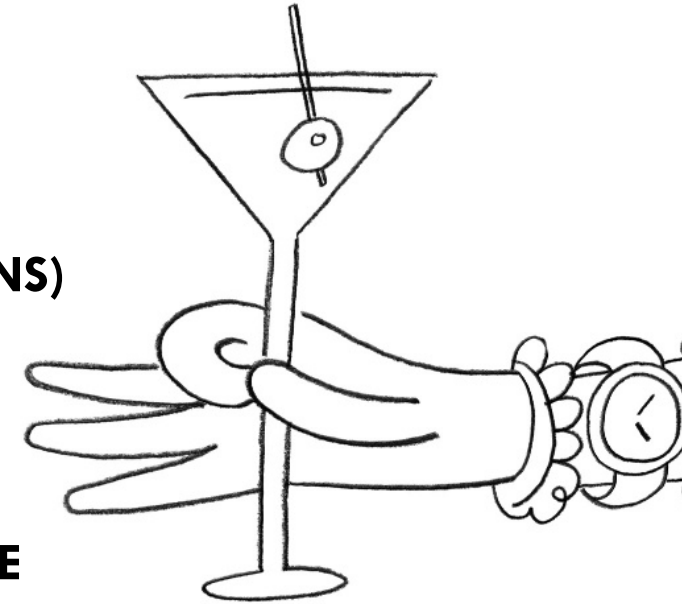
IT'S A LOT LIKE BUYING A BOTTLE OF WINE...

SOMETIMES YOU JUST WANT SOMETHING CHEAP THAT WILL GET THE JOB DONE...

Sometimes you want to linger and nerd out with the clerk/**BARISTA AND LEARN WHY THIS SPECIFIC ORIGIN IS INTERESTING.**

If you are looking for the latter some important things to consider:

- **ROAST DATE (IDEALLY NO MORE THAN A WEEK OUT, WITH SOME EXCEPTIONS)**
- **DOES THE BAG TELL ME WHERE THE COFFEE IS GROWN? NOT JUST WHAT COUNTRY BUT WHAT FARM?**
- **WHAT DO I KNOW ABOUT THIS CAFÉ OR ROASTERY? ARE THEY GOOD EMPLOYERS? DOES THEIR MESSAGING HAVE SUBSTANCE BEHIND USING THE LANGUAGE OF SUSTAINABILITY?**

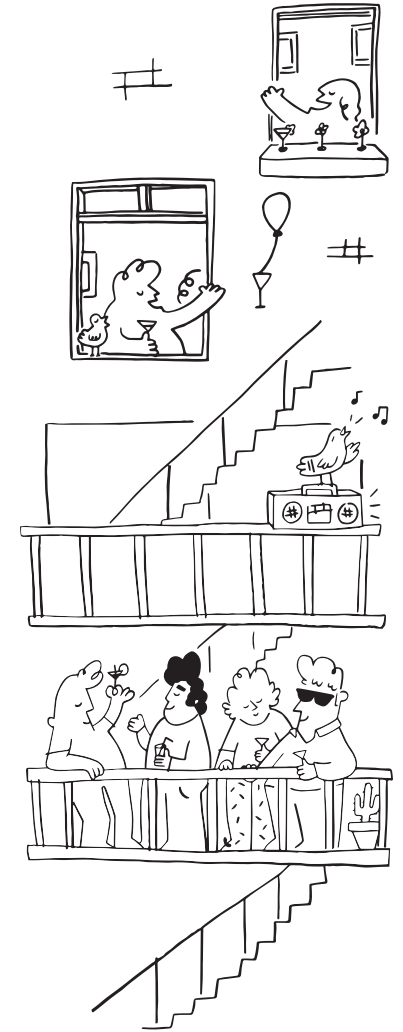


WELCOME TO YOUR NEW BAG OF COFFEE

SO YOU HAVE YOUR COFFEE... NOW WHAT?

TASTING AND DREAMING

- **STORE IT IN A COOL, DRY PLACE... KEEP THE BAG CLOSED AS TIGHTLY AS POSSIBLE BETWEEN USES.**
- **IF YOU WERE A SCHMANCY COFFEE PRO THIS IS WHERE YOU WOULD 'CUP' THE COFFEE, BUT REALLY JUST BREWING A BATCH WITH ATTENTION IS FINE...**
 - Take note of the flavors you experience as the coffee cools.
 - SOMETIMES THE EXPERIENCE OF THE COFFEE WILL CHANGE ACROSS TEMPERATURES, AND THAT IS A GOOD THING!
- **WITH YOUR ESPRESSO MARTINI AS A TEMPLATE, THINK OF HOW YOU COULD ACCENTUATE WHAT WAS UNIQUE AND INTERESTING ABOUT THAT COFFEE WITH LIQUORS, INFUSIONS, GARNISHES OR BITTERS.**
- **GIVE IT A TRY... BUT DON'T FORGET TO SPIT IF YOU ARE SENSITIVE TO CAFFEINE!**



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WORLDS EASIEST POUROVER, HOT OR ICED

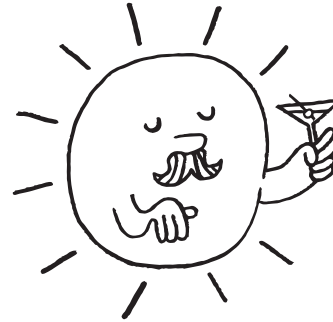
JUST BUY A SCALE ALREADY!!!

- 30 G **COFFEE BEANS, GROUND JUST A LITTLE COARSER THAN DIAMOND KOSHER SALT/MARGARITA SALT.**
- 500 MG Boiling water from a kettle*
- OR
- 200 mg Ice
- 300 mg hot water

Add ground coffee to a coffee filter on your favorite pour-over device, make sure the bed is level. Tare **YOUR SCALE SO IT SAYS ZERO AND BEGIN BREWING!** Add 80-100 grams of water and allow it to 'bloom' for 40 seconds. Continue pouring slowly until the scale reaches 500 grams. Wait until coffee has finished extracting and the brew bed is dry before discarding or composting your grounds where appropriate. **DECANT THE COFFEE INTO YOUR DRINKING DEVICE AND ENJOY!**

IF YOU ARE DOING ICED, ADD THE ICE INTO A TEMPERED CONTAINER, THEN POUR IN THE HOT WATER AS INSTRUCTED, YOU MAY WANT TO ADJUST THE GRIND TO A SLIGHTLY FINER SETTING, OR UP THE CONCENTRATION OF THE COFFEE BY ADDING LESS WATER, DEPENDING ON HOW YOU PLAN ON USING YOUR BREW.

*note-no need to measure the water going INTO the kettle, the scale will do that for you on the other end but make sure you have enough!



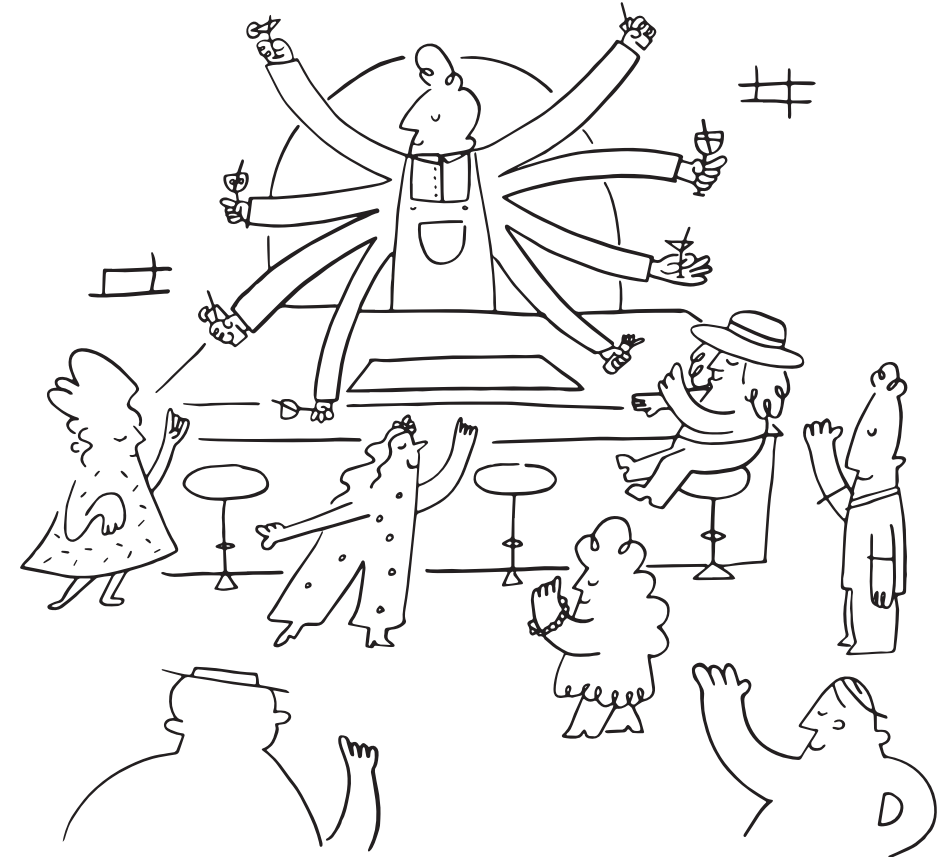
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ICED COFFEE ≠ COLD BREW

A common misconception is that cold brew simply means cold coffee. Cold brew is a separate method where the coffee is brewed in cold water via an immersion process.

SINCE COLD WATER IS A WEAKER SOLVENT THAN HOT WATER, IT TAKES LONGER TO INFUSE, RESULTING IN A VERY DIFFERENT FLAVOR PROFILE THAN HOT BREWED COFFEE. THE UPSIDE OF COLD BREW FOR COCKTAILS IS THAT LIKE ESPRESSO, IT IS VERY CONCENTRATED SO IT CAN BE ADDED WITHOUT AS MUCH FACTORING OF DILUTION. HOWEVER, SOME FLAVOR NUANCES ARE HARDER TO EXTRACT VIA COLD BREW SO BALANCING THOSE CONCERNS IS PARAMOUNT.

COLD BREW IS GREAT FOR ESPRESSO MARTINIS, ESPECIALLY FOR VOLUME BARS BECAUSE THE CONCENTRATION AND STABILITY MAKE FOR A MARVELOUSLY CONSISTENT PRODUCT.



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MARVELOUS DRINKS

SIMPLY MARVELOUS | KETEL ONE 'SEASONAL' ESPRESSO MARTINI



PREMIUM

90



KEY OCCASION
5PM - 8PM | AFTER-WORK

MARVELOUS TALE

Ketel One vodka, the bartender's favorite, (locally sourced) espresso and finished with a dusting of seasonal sprinkles.

MARVELOUS RITUAL

Take a clean chilled **Coupe**, shake the ingredients & pour, finish with a **Sprinkle of Powder** (seasonal to the local market), and serve with a **MARVELOUS Tale**.

KETEL ONE 'MARVELOUS' ESPRESSO MARTINI



1.5 oz Ketel One Vodka
1 oz (Locally Sourced) Espresso
.5 oz Local Honey
Citrus zest garnish

KETEL ONE 'SUMMER' ESPRESSO MARTINI



1.5 oz Ketel One Vodka
1 oz (Locally Sourced) Espresso
.5 oz Local Honey
Sprinkled Freeze-dried Raspberry

KETEL ONE 'WINTER' ESPRESSO MARTINI



1.5 oz Ketel One Vodka
1 oz (Locally Sourced) Espresso
.5 oz Local Honey
Sprinkled Chocolate & Honeycomb

THANK YOU FOR JOINING US, ANY QUESTIONS?

If you think of anything after the class, **YOU CAN FIND AMANDA AND SOTHER ON SOCIAL MEDIA:**

SOTHER

@CREATIVEDRUNK TWITTER & INSTAGRAM

AMANDA

TWITTER @IMAKEYOURCOFFEE

INSTAGRAM @MAKEUROWNCOFFEE



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