



# COFFEE TASTING GUIDE

To celebrate the launch of our new packaging we wanted to give you, our supporters, a chance to share the expertise that comes from working directly with growers and hold your own coffee tasting event.

## EACH COFFEE TASTING KIT CONTAINS:

- This step-by-step guide to help you run a successful and enjoyable tasting session
- Three of Cafédirect's finest coffees from grower experts around the world – Kilimanjaro, Machu Picchu and Rich Roast.
- Tasting notes on all three coffees
- Tasting sheet for all participants to fill out as they go along (photocopy enough so that everyone has one)
- Dried fruit and chocolate from our Fairtrade partners
- A Cafédirect DVD of short films from grower partners
- Coupons for everyone to get 50p off their next purchase of Cafédirect's award winning coffees, teas and hot chocolate.
- Friends of Cafédirect sign-up sheet

## OUR NEW LOOK

If you've been drinking Cafédirect for a while, you will have noticed that we've given our packs a make-over.



Our new packs feature growers' tools on the front of the pack. These are the tools they use to cultivate their land and grow excellent quality coffee, tea and cocoa. The grower who owns each tool is featured on the back and they've even signed the pack – giving it their seal of approval!





# STEP-BY-STEP GUIDE

There is enough coffee in this kit to do a tasting for up to 20 people, so tell all your friends!

- As well as everything in the kit, you will need:
- Water (remember that you might need to top up during the session too).
- Cafétieres (use 1 per coffee and make sure you label it so you know what you're tasting!)
- Cups (you can use 1 per person)
- Plates to serve fruit and chocolate on
- Coffee is usually tasted black but you may want to also provide milk and sugar so that people can try it just like how they would at home.
- Optional: DVD player and screen to play the DVD included. It's a great way to see where the coffee you are about to drink comes from and will also help break up the tasting.

Read through the whole guide before your event so you know exactly when to prepare the various elements and ensure your tasting runs smoothly.

## STEP 1: MAKING THE COFFEE

- We suggest using about 3-4 spoons of coffee for a regular 1litre cafetière.
- Always boil the kettle with fresh water to get the purest possible flavour. Remember to **only boil the amount of water you need** to be efficient with your energy use.
- Leave the kettle after it's boiled for at least twenty seconds before you pour the water. Otherwise the coffee grounds burn, making the coffee bitter.
- Once you've added the water, stir the coffee and leave for 5 minutes before plunging.
- TIP: Remember you are tasting 3 coffees, so it may be easier to prepare all the coffees at once so they have plenty of time to cool.
- Chop the fruit and chocolate into small pieces and put on separate plates. The aim is not to give people a snack but to stimulate their tastebuds so they can taste different flavours in the coffee. You could also add nuts, fresh fruit or smoothies to your event.



## STEP 2: SETTING THE SCENE

- It's best to carry out your coffee tasting on a table with your participants around you. Having everyone standing will also encourage interactive participation.
- Showing the DVD is a great way to introduce people to your event. There are 5 films on the DVD so depending on how much time you have, we recommend showing *Cafédirect Overview* and *Building Relationships*. The KNCU film is from the co-operative that grow Killimanjaro coffee and shows how they celebrated their 75<sup>th</sup> anniversary.

### STEP 3: TASTING TIME!

- Pour the coffee into cups and leave to cool for a few minutes
- Pass around the fruit and chocolate to get the flavours flowing while the coffee cools. Talk about how they taste – e.g. is it acidic? sweet? earthy?
- Start with **Kilimanjaro** as this is the medium bodied coffee and then follow with **Machu Picchu**. **Rich Roast** should be the last coffee you taste as it is the most intense.
- Pour a small sample into each cup.
- Professional coffee tasters ‘slurp’ when they taste to get the full flavour experience. To try this technique, slurp the coffee into your mouth with some force. The noisier the better!
- Swirl the coffee around the mouth to get a good feel for the overall flavour.
- Rinse the cup after each coffee so you get the full flavour experience.

### STEP 4: FLAVOURS AND AROMAS

- Read out the tasting notes for each of the 3 coffees as you taste them. These should help you to pick out the flavours in each coffee i.e. Kilimanjaro is lively and fruity, whereas Machu Picchu is richer, with hints of nutty dark chocolate.
- The tasting sheets are a great way to share and compare what everyone can taste in their coffees. Encourage people to talk about their tasting experience for each coffee and circle the words that they agree with on the sheet.
- There are no right answers so be creative and add more words if you like!

### STEP 5: AFTER THE TASTING

- Don't throw away the grounds without first trying them out in the garden. Old coffee grounds make excellent compost - not only do they increase the acidity of your soil, but they also act as a natural fertiliser. They are also said to repel snails and slugs as well as adding nutrients to the soil.
- Pass out the coupons so that everyone can save money next time they buy Cafédirect in stores.
- Joining **Friends of Cafédirect** is a great way of keeping up-to-date with news from grower partners, events and special offers. It's free to join and any anyone who signs-up at your event will be entered into a prize draw to win a year's supply of their favourite Cafédirect coffee!
- Don't forget to send back the sign-up sheet to: Coffee kits, Cafédirect, Unit F, Zetland House, 5-25 Scrutton Street, London, EC2A 4HJ
- We'd love to hear your feedback on Kilimanjaro, Machu Picchu and Rich Roast, so please also send us the tasting sheets from your session. We would also love to see any photos that you have taken at your session and will put a selection on our blog! You can send them to:  
[campaigns@cafedirect.co.uk](mailto:campaigns@cafedirect.co.uk)
- There's a factsheet overleaf at the end of the guide to help you answer any questions about Cafédirect. You could also be creative and create your own quiz from the facts to entertain people after the tasting.





# WE ARE THE GROWERS AND YOU CAN TASTE IT

Cafédirect's coffee, tea and drinking chocolate taste better because of the way we do business. Our crops are hand-cultivated by almost a quarter of a million specialist smallholder farmers around the world. It's a bit like a global allotment company, and we all know that home grown tastes the best.

## DID YOU KNOW?

- All of our products are 100% Fairtrade. We are the UK's largest Fairtrade hot beverages brand and were the first to carry the logo on our coffee in the UK
- We partner with smallholder farmers in 13 developing countries – almost a quarter of a million of them to be precise
- Over the years, we have won a raft of Gold Great Taste Awards for our coffee, tea and hot chocolate.
- We truly are ethical pioneers - we began ethical trading three years before the Fairtrade mark was introduced in the UK and continue to push the boundaries via our Gold Standard
- Growers are at the heart of our business, have shares in the company, sit on our Board and therefore are part of the decision making

## WE SUPPORT THE GROWERS BY...

- Ploughing over 50% of our profits back into the growers small businesses to help with infrastructure, training programmes, quality control and environmental initiatives
- Working with grower organisations for several years before buying from them to assist them in achieving Fairtrade certification and improving the quality of their crops so that they can trade with us and others besides
- Doing more than just the minimum. We frequently pay more than the Fairtrade minimum price, along with the social premium, and also reinvest profits into growers' businesses
- Investing a total of £10.5 million in the last five years alone through all of the measures above



[WWW.CAFEDIRECT.CO.UK](http://WWW.CAFEDIRECT.CO.UK)



# TASTING SHEET



## KILIMANJARO

- |              |                |        |                |
|--------------|----------------|--------|----------------|
| BLACKCURRANT | CARAMEL        | CITRUS | DARK CHOCOLATE |
| EARTHY       | FRAGRANT       | FRUITY | HONEY          |
| MELLOW       | MILK CHOCOLATE | NUTTY  | PIQUANT        |
| SPICY        | SWEET          | WINEY  | VANILLA        |

OTHER FLAVOURS/AROMAS:



## MACHU PICCHU

- |              |                |        |                |
|--------------|----------------|--------|----------------|
| BLACKCURRANT | CARAMEL        | CITRUS | DARK CHOCOLATE |
| EARTHY       | FRAGRANT       | FRUITY | HONEY          |
| MELLOW       | MILK CHOCOLATE | NUTTY  | PIQUANT        |
| SPICY        | SWEET          | WINEY  | VANILLA        |

OTHER FLAVOURS/AROMAS:



## RICH ROAST

- |              |                |        |                |
|--------------|----------------|--------|----------------|
| BLACKCURRANT | CARAMEL        | CITRUS | DARK CHOCOLATE |
| EARTHY       | FRAGRANT       | FRUITY | HONEY          |
| MELLOW       | MILK CHOCOLATE | NUTTY  | PIQUANT        |
| SPICY        | SWEET          | WINEY  | VANILLA        |

OTHER FLAVOURS/AROMAS:

WE ARE THE GROWERS  AND YOU CAN TASTE IT



# TASTING NOTES



## KILIMANJARO FRESH GROUND COFFEE

GROWN BY THE KNCU CO-OPERATIVE IN RICH, VOLCANIC SOIL ON THE SLOPES OF MOUNT KILIMANJARO, TANZANIA.

**COLOUR** – grounds are similar colour to pecan nut shells  
**AROMA** – praline, malty milk chocolate  
**TASTES** – citrus, hints of blackcurrant, and maybe liquorice

Kilimanjaro's lively and unique taste is perfect for breakfast

### DID YOU KNOW?

- Kilimanjaro fresh ground coffee is a Great Taste Award winner.
- KNCU celebrated their 75th anniversary in 2008, making them the oldest co-operative in Africa.
- KNCU run an eco-tourism project, 'Kahawa Shamba' which gives people a chance to visit coffee farms and pick coffee.

## MACHU PICCHU ORGANIC FRESH GROUND COFFEE

GROWN BY THE COCLA CO-OPERATIVE IN THE LUSH LAND AROUND MACHU PICCHU, PERU.

**COLOUR** – grounds are deep dark nutty colour  
**AROMA** – nuts, chocolate and an earthiness too  
**TASTES** – dark chocolate and honey

Machu Picchu's full bodied, chocolatey taste makes a perfect after dinner coffee.

### DID YOU KNOW?

- As well as winning a Great Taste Award each, Machu Picchu fresh ground and wholebean coffees have also won Soil Association Organic Food Awards.
- Machu Picchu coffee beans are grown in high, remote valleys at altitudes of over 2,200 metres.
- We have just launched Machu Picchu premium instant coffee, now available in Waitrose stores and Ocado online.

## RICH ROAST FRESH GROUND COFFEE

EXPERT BLEND OF THE FINEST COFFEE BEANS FROM GROWERS IN MEXICO, NICARAGUA, PERU AND TANZANIA.

**COLOUR** – grounds are deep and dark colour  
**AROMA** – spicy, smoky, rich earthiness  
**TASTES** – full bodied, subtle hints of toffee, spiciness, long-lasting flavour

This coffee is for those you like their coffee with a dark intensity. Dark and intense with a perfect spicy finish, the complex balance of flavours comes from two beans: Arabica, for a rounded flavour with a sweet toffee aroma and Robusta for its full-bodied finish.



[WWW.CAFEDIRECT.CO.UK](http://WWW.CAFEDIRECT.CO.UK)

