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## Coffee Cultivation & Consumption

*Likely begins in Ethiopia – pre-13<sup>th</sup> Century*

*By the mid-1400s, coffee production has begun in Arabia*

*Spread by trade routes, it quickly becomes popular in Egypt, Turkey, Persia, and Syria. Coffee house culture begins in those countries*

*Spreads to Europe and coffee becomes a fixture of the beverage and cultural landscape by the 1600s*

*Travels to the New World in the 17<sup>th</sup> Century*

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## Coffee Overview

*Grown between the tropics in the "bean belt"*

*Main two varieties – Arabica and Robusta*

*Global coffee trade value - \$31B*

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THE BEST COFFEE COMES FROM THE BEST GROWING CLIMATES, KNOWN AS

## THE BEAN BELT

**1 PAPUA NEW GUINEA**  
Shade-grown, high-altitude, organic. Flavor with hints of cherry. Medium body, spicy finish.

**8 ETHIOPIA**  
Both Robusta and Arabica. Citrus and grape flavors. Medium body and clean finish.

**2 BRAZIL**  
Slightly spicy. Rich, aromatic. Full body. Clean finish.

**4 HONDURAS**  
Sweet, robust aroma and flavor. Full body and lingering sweet finish.

**6 GUATEMALA**  
Sweet, soft aroma. Lightly spicy. Full body and clean finish.

**3 SUMATRA**  
Aroma of citrus and nutmeg. Full body. Sweet, smooth finish.

**5 PERU**  
Slightly spicy, aromatic. Full body with a sweet finish.

**7 COLUMBIA**  
Richly aromatic. Clean finish. Medium body and spicy finish.

OTHER COFFEE-GROWING REGIONS FORM A BELT, INCLUDING AFRICA, THE TROPICS OF CENTRAL AND CAROLINA. THESE AREAL COFFEE-ROASTING CONDITIONS FOR GROWING COFFEE BEANS.

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## **Coffee Production**

*Coffee plants develop green cherries that ripen and turn red and yellow*

*Cherries are hand or mechanically harvested*

*Beans are extracted via the wet or dry method, dried, and hulled*

*Finally, the beans are roasted*

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Credit: Patriot Craft Coffee

### ***Wet Method***

*Cherries are washed, removing skin and pulp. The beans are then fermented to remove the mucilage from the bean, before being rinsed a final time. They are then dried and milled. The beans are then ready to roast.*

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Credit: Patriot Craft Coffee

## ***Dry Method***

Harvested cherries are laid out on raised mats. Regular raking and turning occurs to prevent mold or rot. They are washed, removing skin and pulp. Drying can take up to four weeks. Once fully dried, the cherries are milled to remove the pulp and husk. Beans are then ready for roasting.



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## ***Roasting***

Beans are roasted for eight to fifteen minutes at temperatures between 350 F – 500 F. The beans brown, darken, and expand during roasting. Steam escapes the bean resulting in popping, known as "first crack" and possibly "second crack" depending on the desired roast time. The longer, darker roasts will release more natural oils from the beans.



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procupination.com

Light Roasts      Medium Roasts      Dark Roasts

Green (Unroasted)   Cinnamon   New England   American   City   Full City   Vienna   French   Italian

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**Caffè Corretto**  
Italy

*Espresso (or coffee) served or mixed with grappa, sambuca, or brandy*

*Dates back centuries*

*Similar drinks in Spain (caféillo), Portugal (café com cheirinho), France (café-calva), and Scandinavia (kaffekask)*

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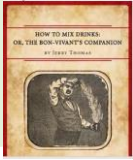
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## 19<sup>th</sup> Century Drinks



*19<sup>th</sup> Century Guides, such as Jerry Thomas, include many recipes for coffee-based drinks*

*Coffee liqueur recipes*

*Cream liqueur recipes*

*Coffee Flips*

*Coffee Nogs*

*Café Royal (coffee with brandy)*

*Café Royal Frappe (with cognac)*

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*Coffee and Alcohol 1900-1980*

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***Style and  
Flavors***

***-Few Ingredients  
-Liqueur Forward  
-Dessert Drinks  
-Sweet Forward***

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***Irish Coffee***



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***Original  
Recipe***

***4 Oz Hot Coffee  
2 Oz Irish Whisky  
1-2 Tsp brown sugar  
Topped with cream***

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***Created in  
1943 by Joe  
Sheridan at  
Foynes Port***



*Cream - Rich as an Irish Brogue  
Coffee - Strong as a Friendly Hand  
Sugar - Sweet as the tongue of a Rogue  
Whiskey - Smooth as the Wit of the Land*

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***In the US***

***Introduced in the U.S. in  
1952, first in San  
Francisco and grew in  
popularity throughout  
the 1950s.***

***Since then, it has  
become a bar staple.***

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***Coffee  
Liqueurs***

***Commercial  
production begins in  
1930s with Kahlua***

***Dozens of brands and  
styles available in the  
U.S.***

***Made from a wide  
variety of base spirits***

***A growth category  
domestically and  
internationally***

***15-25% ABV\****

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## *How they're made*

- 1. Prepared coffee, or a concentrate, are blended with a base spirit*
- 2. Spirit base is often neutral grain, but some brands use tequila, rum, whiskey, or brandy*
- 3. Sugar is added to the mix of coffee and alcohol to enhance flavors and mouthfeel*
- 4. Sometimes flavors, such as caramel or vanilla, are added*
- 5. The blend is then rested and aged, for up to several months*

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## *Some Classics*

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## *Kahlua*

- Created in Veracruz, Mexico in 1936*
- Started by two coffee merchants, a financier, and a chemist*
- First imported into the U.S. in 1940*
- The backbone to most of the mid-20<sup>th</sup> century coffee cocktails*
- The number one selling coffee liqueur brand globally*

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## ***Black Russian***

- Created in 1949 in Brussels by Gustave Tops to honor the American Ambassador
- 2:1 Vodka: Kahlua, poured over ice, stirred, garnished with lemon or a cherry



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## ***White Russian***

- Appears in the 1960s, with one of the earliest known references coming from an insert in the Oakland Tribune in 1965
- Pour 2oz Vodka and 1oz Kahlua over ice, top with 1oz of heavy cream and stir
- Jeff Bridges, as The Dude, drinks a total of 9 in the film **The Big Lebowski**



Credit: Liquor.com/Nusog

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Credit: Liquor.com/NuLog

## **B-52**

- Origin not settled, but begins appearing in the late 1970s
- Named for the band, not the bomber or the hairdo
- 1/3oz each of Gran Marnier, Baileys, and Kahlua, spooned/layered over one other in a shot glass



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## **Mudslide**

- Created in the 1970s, at the Weck Bar on Grand Cayman Island. Riff on White Russian
- Originally shaken and served on the rocks, a frozen variant with ice cream became popular in the 1980s
- 1oz Vodka, 1oz Kahlua, 1oz Baileys, 1.5oz heavy cream, shaken, strained over ice, topped with chocolate syrup



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**Coffee and Alcohol 1980s-  
Today**

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***Style and  
Flavors***

- Craft Ingredients*
- Balanced Flavors*
- More use of coffee as  
an actual ingredient*
- Coffee variations of  
classics cocktails*

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***Modern  
Liqueurs***

- Various coffee methods,  
not just concentrates or  
brewed coffee*
- More coffee forward,  
less sweet*
- Emphasis on  
ingredient quality*

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***Modern Liqueurs***

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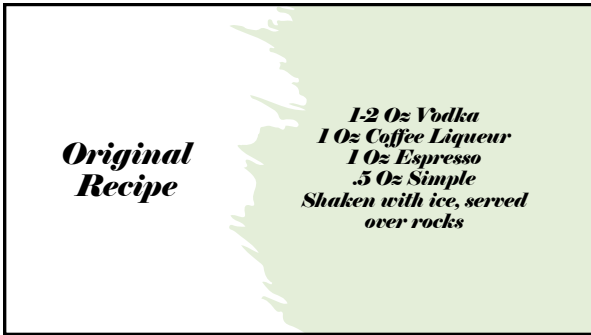
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## Today

*As of 2022, the E.M is one of the top ten ordered cocktails in the United States*

*It has become a true bar standard and foundation for riffing, like the Old Fashioned*

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## The Revolver

• A riff on the Manhattan, created by Joe Santer in the early 200s

• 2oz bourbon, .5oz coffee liqueur, 2 dash orange bitters, stirred over ice, served up



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## Cold Brew Negroni

• A riff on the Negroni, by Pam Wizinizer

• Calls for cold brew-infused Campari, 24 hour infusion

• 1oz CB Campari, 1oz gin, 1oz sweet vermouth, stirred over ice, served on the rocks



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***Oaxacan Tail***

- Created at Esters in Santa Monica, CA
- Herbal and smoke forward, very strong flavors
- 1oz Amaro, .75oz Mezcal, .25oz Blanco Tequila, 2oz cold brew, 15 drops chocolate mole bitters. Stir over ice, serve on rocks



Credit: liquor.com/nuosog

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***Emerald Isle of the Caribbean***

- Tiki inspired play on Irish Coffee, created by Paul McGee
- 1.5oz El Dorado 15-year rum, .5oz cinnamon syrup, .5oz Dons Spices #2, .25oz Falemum, 8oz dark-roast coffee, garnish tiki whip cream



Credit: liquor.com/nuosog

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***Coffee and Alcohol - Tomorrow***

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### Coffee Trends

- Increased environmental sustainability
- Ethical sourcing
- Canned/Bottled Cold Brew
- Cold Foam
- Health Trends



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### Alcohol Trends

- RTD Coffee Cocktails
- Ingredient for cocktail experimentation
- "Hard" Coffees – like seltzer



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***Any  
Questions?***

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***Additional  
Reading  
and  
Sources***  
*(available via email)*

*HBSC Study Guide – Jane Nickles*

*2024 CSS Study Guide – Jane  
Nickles*

*The Oxford Companion to Spirits &  
Cocktails – edited by David  
Wondirch with Noah Rothbaum*

*National Coffee Association -  
<https://www.ncausa.org/>*

*[Bea Bradsell on the real story of the  
Espresso Martini](http://BeaBradsell.com)  
[classbarmaq.com](http://classbarmaq.com)*

*Liquor.com (for many  
recipes/backgrounds)*

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***Thank you for  
attending!***

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