

NOT ALL BEANS ARE CREATED EQUAL

Firstly, coffee beans aren't actually beans, but the seeds of any one of more than 3,000 varieties of the *Coffea* genus of plants. You might be familiar with Arabica and Robusta, but there are many more types of coffee plants that are grown and harvested for their different characteristics.

Arabica is the staple for Specialty Coffee, for the wide selection of good quality beans available from all kinds of countries and geographies. For producers and roasters, Arabica offers broad choices for flavour and the ability to select just the right bean for the desired results.

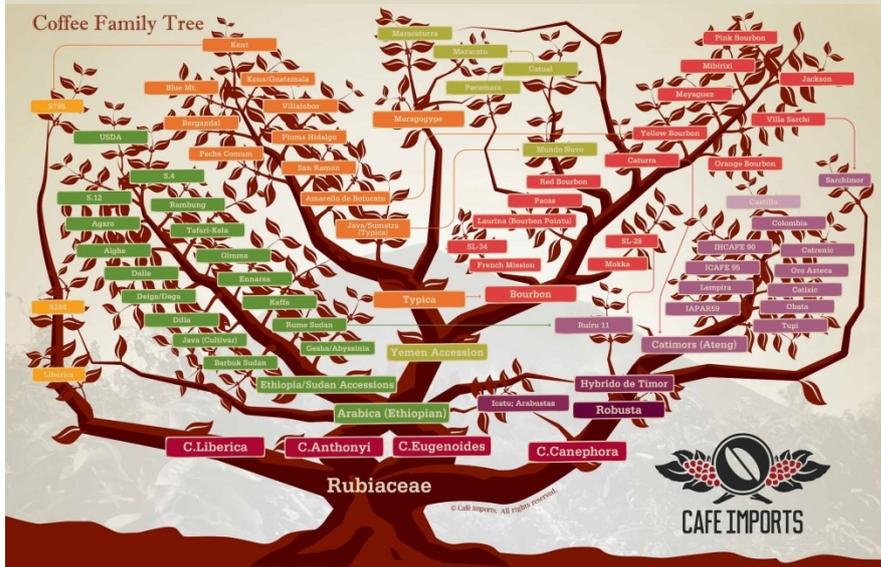
Some coffee trees grow up to 10m tall, others are more shrub-like. They can all differ in leaf size, shape and colour. Some have deep, vivid red fruit or "cherries" when ripe, some can be purple, orange, golden-yellow or even pink.

Varieties of coffee trees are selected to cater to the specific requirements and location of the farm. Most of the world's coffee is grown close to the Equator (between the Tropic of Capricorn & Tropic of Cancer) and in high-altitude locations, ideally with consistent rainfall and milder climates.

Selection or breeding of a coffee to grow is influenced by factors such as soil type, acreage, rainfall, altitude, bean yield, time-to-maturity, and resistance to pests and drought. Some varieties are proprietary plants that have been developed by specific farmers and co-ops, meaning they are a copyrighted cultivar that can only be grown with permission.

Learn more about coffee processing & harvesting at www.cafeimports.com

Image Source: <http://www.cafeimports.com/coffee-varieties>



PIONEER COFFEE ROASTERY

SMALL BATCH SPECIALTY COFFEE

MONTHLY NEWSLETTER
ISSUE 002 APRIL 2017

FREE BREWING & ROASTING DEMONSTRATIONS

Every Wednesday

10:30-11:30am

Book online at:

www.pioneercoffee.com.au



COFFEE RECIPE "ESTONIAN MOCHA"

A deliciously naughty drink, perfect for Easter!

1. In a glass, pour 1 tbsp of chocolate sauce and 1 shot (30ml) of vanilla rum liqueur or substitute with vanilla syrup.
2. Steam milk; pour enough to fill the glass nearly to the top, leaving room for a double shot espresso.
3. Brew your double espresso and carefully pour over the milk – looks awesome.
4. Sprinkle cinnamon on top and serve!

Recipe from "Coffee Obsession" by Anette Moldvaer.



HAPPY EASTER!

Our famous Easter Blend makes a return in 2017. Featuring three delicious beans, this blend is full-bodied, with rich milk chocolate flavours and a juicy texture. Tastes great as an espresso, in a plunger, or any filter.

GUESS HOW MANY EGGS ARE IN THE JAR

Come into Pioneer and have a guess at how many chocolate Easter eggs are in the jar on display for a chance to win them all!

Results are drawn Easter Saturday 15th April. Closest guess wins.

\$1 per entry – winner contacted by phone



COLOMBIA - BRAZIL - PANAMA