

PIONEER COFFEE ROASTERY

SMALL BATCH SPECIALTY COFFEE

MONTHLY NEWSLETTER
ISSUE 001 MARCH 2017

FREE BREWING & ROASTING DEMONSTRATIONS

Every Wednesday
10:30-11:30

Book online at:

www.pioneercoffee.com.au



LOCAL BUSINESS PROFILE

This month, we spoke to Leah & Fiona from **Buderim Floral Art** about what makes them tick. The girls are self-professed vintage freaks, fans of all things girly and have a true passion for what they do.

What is your most memorable coffee experience?

Fiona: The one that sat in the group head for what felt like hours that I was actually expected to pay for.

Leah: That first triple shot 8oz latte in Syd. Airport after holidaying in the States.....ah, that's the stuff!

What is the most interesting customer request you've had?

Fi: I was once asked for strawberries????

Leah: Half strength decaf soy latte on hot water with caramel....poor woman.

What flower best describes you?

Fi: Death Lily!

Leah: Peony...born in November and expensive as hell 😊

If you could choose a superpower, what would you have?

Fi: Speed!

Leah: Hands down I would have to be Wonder Woman.

After a long day at work you love to...?

Fi: Sit with my chickens and ducks.

Leah: Sink into a deep bath with a wine glass big enough to hold a whole bottle of Tahbilk Cab Sauv.

Thanks Fiona & Leah! Check out www.floralart.net.au for more.



DOES LATTE ART MAKE COFFEE TASTE DIFFERENT?

Latte Art is, for some, considered to be the final step in preparing specialty coffee. Most would agree that a tulip, heart, rosetta or swan puts the proverbial cherry on top; a testament to the skill and dedication of the barista.

But what if Latte Art actually detracted from flavour?

Matt at **Barista Hustle** ran an experiment to see just how important latte art is to the flavour of coffee. He stresses that his results are purely subjective and personal, but reveal something interesting about how each individual enjoys their coffee, and how such a seemingly superfluous thing as latte art can affect the experience.

It involves a blind taste test of two identical coffees, one with latte art and one without. We encourage you to come in to see which you prefer.

See the full instructions and article at:

<https://baristahustle.com/blogs/barista-hustle/does-latte-art-make-coffee-taste-worse>



FEATURED PRODUCT: SUMATRA KOKOWAGAYO

From the World's First All-Women Coffee Cooperative,
in celebration of International Women's Day 8th March 2017

The Koperasi Kopi Wanita Gayo (KKWG/Kokowagayo) was established in 2014 by women in the Aceh region of Sumatra. Its Chair, Rizkani Ahmad, had felt a need to organise the women in her community so that their voices would be heard and their concerns freely expressed. Now, the group has achieved Fairtrade Certification, and has a membership of 470 women, who all say that becoming part of the cooperative has changed their lives.



International
Women's Day

Article & Images courtesy of Fairtrade Asia Pacific www.fairtradenapp.org/