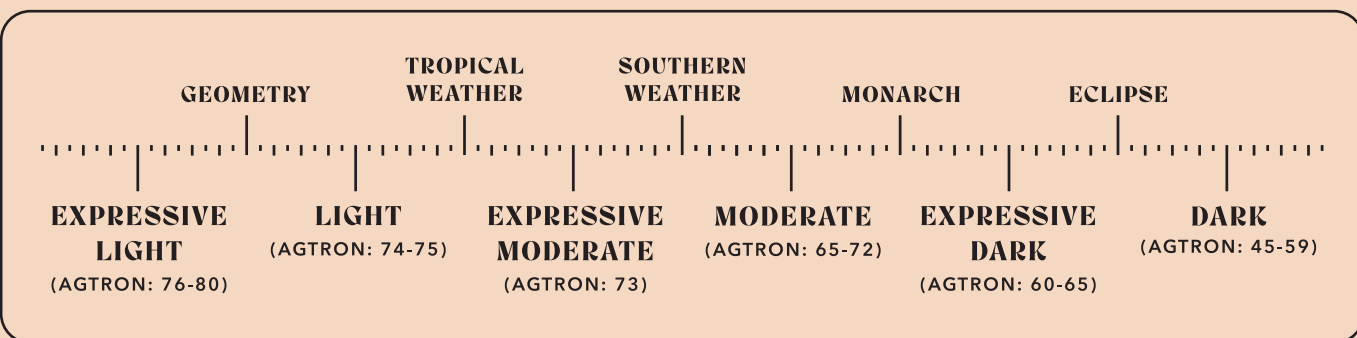


MEASURING AND DESCRIBING ROAST PROFILE

WHILE ROAST LEVEL DOESN'T TELL YOU EVERYTHING ABOUT A COFFEE, WE'VE BEEN WORKING HARD TO COLLECT ROAST INFORMATION ON EACH COFFEE THAT PASSES THROUGH OUR ROASTERY. WE ARE PRIMARILY GATHERING OUR ROAST COLOR DATA FROM AN AGTRON M BASIC III, AN ABRIDGED SPECTROPHOTOMETER MEASURING THE WAVELENGTH TRANSMITTANCE OF OUR ROASTED COFFEE. ALL PUBLISHED NUMBERS ARE IN THE PROPRIETARY AGTRON GOURMET SCALE, WHICH WE HAVE ADAPTED TO CREATE OUR OWN REFERENCE SYSTEM FOR ROAST LEVEL ACCORDING TO COLOR. EACH NUMBER PUBLISHED IS OF ONE ROAST, UNLESS IT'S PUBLISHED AS AN AVERAGE. WE CALIBRATE OUR AGTRON STRINGENTLY EVERY HOUR TO ENSURE WE ARE REFERENCING AND PUBLISHING SOLID DATA. AND WHILE SAYING ABRIDGED SPECTROPHOTOMETER MAKES US SOUND SMART, THESE READINGS AREN'T SUPER HELPFUL TO PEOPLE MAKING POUR-OVERS. WITH THE HELP OF OUR ON-STAFF CUPPERS, WE'VE DEVELOPED TERMS THAT WE FIND HELPFUL WHILE REFERENCING ROAST LEVEL FOR OUR COFFEES.

ROAST DEVELOPMENT

ALL OF OUR ROAST CATEGORY NAMES REFER TO THE AMOUNT OF DEVELOPMENT WE APPLY IN A ROAST. THERE ARE MANY WAYS (INFINITE) TO HEAT A COFFEE, AND OUR GENERAL APPROACH TO ROASTING OUR COFFEES IS TO BALANCE BRIGHT ACIDITY AND SWEETNESS. THIS APPROACH SEES US OFTEN ADJUSTING ROASTS BY HALF A DEGREE OR SECONDS. AS WE TALK ABOUT DEVELOPMENT, WE TALK ABOUT IT IN TWO MAIN WAYS: TEMPERATURE AND TIME. IT'S POSSIBLE TO ACHIEVE A 'DARKER' ROAST BY ADDING TIME TO A ROAST WHILE KEEPING THE DROP TEMPERATURE STATIC. WHILE WE WERE CREATING A TOOL TO TRACK AND MAP OUR OFFERINGS, REFERRING TO ROAST LEVEL BY TALKING ABOUT DEVELOPMENT HELPED BRIDGE THE GAP WHILE RETAINING THE UNDERSTANDING THAT WHILE ROAST CAN IMPART FLAVOR, IT OFTEN WILL BE MINIMAL IN OUR ENDEAVOR TO STRIKE A BALANCE BETWEEN PERCEIVED ACIDITY AND SWEETNESS.



EXPRESSIVE LIGHT (AGTRON 76-80)

NORDIC-STYLE ROASTING IS A MONIKER APPLIED TO THE VERY LIGHT ROASTING STYLE THAT MANY EMPLOY IN NORTHERN EUROPE. WE'VE OPTED TO REFER TO THIS AS EXPRESSIVE LIGHT. SELDOMLY DO WE APPLY SUCH LITTLE DEVELOPMENT; HOWEVER, IF A COFFEE FALLS WITHIN THIS CATEGORY, YOU CAN EXPECT A BRIGHT ACIDITY THAT DOMINATES THE CUP, AS WELL AS A SILKY BUT TEA-LIKE TACTILE AND A SWEETNESS THAT IS LIGHT AND SHORT.

LIGHT (AGTRON 74-75)

LIGHT ROAST COFFEES ARE STRAIGHTFORWARD. IF ROASTING IS LIKE LOOKING AT COFFEE THROUGH A WINDOW, LIGHT ROASTS WOULD BE THE CLEANEST, CLEAREST WINDOW OF WHICH YOU COULD VIEW THE ENTIRETY OF YOUR COFFEE. THE VAST MAJORITY OF OUR SINGLE-ORIGIN COFFEES ARE IN THIS CATEGORY, AND THE CUP PROFILE EXHIBITED HERE RUNS THE GAMBIT FROM FLORAL, FRUITY TO CITRIC. WITHIN THIS ROAST LEVEL, NEXT TO NO ROAST CHARACTERISTICS ARE DETECTED, MAKING SPACE FOR THE FULL PROFILE OF VARIETY, PROCESSING, AND ORIGIN TO SHINE.

EXPRESSIVE MODERATE (AGTRON 73)

THIS NICHE CATEGORY IS RESERVED FOR FEW COFFEES WITHIN OUR BAND OF OFFERINGS. COFFEES THAT MOST OFTEN FALL WITHIN THIS CATEGORY ARE CENTRAL-AMERICAN GROWN SINGLE ORIGINS, WHERE WE HAVE DEVELOPED JUST PAST LIGHT BUT WITHIN THE REALM OF BEING CONSIDERED LIVELY. THESE COFFEES HAVE LESS SUGAR-BROWNING AND ROAST CHARACTERISTICS THAN THE MODERATELY DEVELOPED CATEGORY, WITH MARKED ACIDITY AND ORIGIN/ PROCESSING HEAVILY INFLUENCING THE CUP PROFILE.

MODERATE (AGRTON 65-72)

MODERATE IS OUR BROADEST CATEGORY, CONTAINING THE MOST EXTENSIVE RANGE OF BLENDS AND SINGLE ORIGINS. REFERRING TO MEDIUM AS MODERATE IS AN INTENTIONAL CHOICE TO HIGHLIGHT THE ROASTING PROCESS, ALSO REFERRED TO AS DEVELOPMENT. (READ MORE IN ROAST DEVELOPMENT SECTION.) COFFEES WITHIN THE MODERATE RANGE EXHIBIT NOTES IN LINE WITH TERROIR, WITH A HINT OF SUGAR-BROWNING. THESE CHARACTERISTICS ARE BACKED BY A MEDIUM TO HIGH PERCEIVED ACIDITY WITH A BALANCED TACTILE AND SWEETNESS, AND THEY ADAPT EASILY FROM ESPRESSO TO FILTER PREPARATION.

EXPRESSIVE DARK (AGTRON: 60-65)

OFFERINGS THAT FALL WITHIN OUR DARK CATEGORY ARE HEAVILY DEVELOPED, BUT THE TERROIR AND ORIGIN CHARACTERISTICS ARE NOT LOST IN THE CUP. OUR SENSORY NOTES WE FIND COMMON FOR THIS ROAST CATEGORY ARE DARK CHOCOLATE AND COCOA, MOLASSES OR BROWN SUGAR, WITH MORE CLEAR FRUIT CHARACTERISTICS IF THEY'RE PRESENT IN THE INTRINSIC TASTE PROFILE OF THE COFFEE. COFFEES WITHIN THIS DEVELOPMENT RANGE EXHIBIT ACIDITY AND CLEAR SWEETNESS, GARNERING THE ADJECTIVE OF EXPRESSIVE.

DARK (AGTRON: 45-59)

THIS IS THE DARKEST WE WILL ROAST A COFFEE. IF A COFFEE FALLS WITHIN THIS CATEGORY, THE SENSORY NOTES MOST ATTRIBUTED TO THIS ROAST LEVEL ARE BURNT SUGAR, HEAVY SMOKED FRUITS, AND DARK CHOCOLATE. ALMOST ALL TERROIR IS MASKED BY A PUNGENT ROAST CHARACTER, ACCOMPANIED BY A HEAVY TACTILE..



THE ROASTING CURVE

