

What's Brewing™
News Release From The Hampton Coffee Company

For Immediate Release

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Contact: Jason Belkin - (631) 726-2633



Play Specialty Coffee Month Trivia !

1. An espresso has more caffeine than a regular cup of coffee.
FALSE! Generally, a serving of drip coffee has more caffeine than a shot of espresso. In fact, in the espresso brewing method, water is in contact with the grounds for only 20-25 seconds and therefore extracts less caffeine than methods in which the water is in contact with the grounds for several minutes.
2. Strong tasting coffee has more caffeine than weak tasting coffee.
FALSE! Caffeine contributes no flavor to coffee. Caffeine content is primarily a product of the type of coffee beans used, the water to coffee ratio, and the method of brewing.
3. Coffee originated in Colombia or Brazil.
FALSE! Coffee originated in Ethiopia.
4. The term specialty coffee refers to espresso-based drinks such as cappuccinos, lattes, and mochas.
FALSE! The term specialty coffee refers to the highest quality green coffee beans roasted to their greatest flavor potential by true craftspeople and then properly brewed to well established standards. When green, true specialty coffee will have ZERO defects (such as sour beans, black beans, foreign matter, or anything else that will not undergo the correct chemical transformation during the roasting process) in a 350 gram sample. Some poor quality coffee can have over 600 defects in a sample. Specialty coffee is not defined by a brewing method, such as the use of an espresso machine.
5. Properly stored, ground coffee can remain fresh for several weeks or even months.
FALSE! Once a roasted coffee bean is ground, oxidation quickly damages the aromatics and most of the flavor is lost rapidly. Roasted coffee should only be ground immediately before brewing.
6. The term specialty coffee refers to flavored coffee.
FALSE! Though flavored coffee is one of the many options available to coffee drinkers, the truly great specialty coffees of the world have very distinct and satisfying flavor profiles and do not require additives.
7. Specialty coffee is expensive.
FALSE! Even highly prized single-origin estate grown specialty coffees may sell for only \$10.99 a pound. Brewed correctly (2 tablespoons or 9 to 11 grams of coffee per 6 ounces of water) you will still get 50 cups from that pound, making the cost of each cup just 24 cents cheaper than bottled water! ***In fact, Hampton Coffee Company offers more than a dozen freshly roasted estate grown coffees for only \$10.99 per pound.***
8. There is no specialty coffee in my area.
FALSE! Hampton Coffee Company is the exclusive Specialty Coffee Month sponsor for all of New York State.
You can visit your local coffee experts at:
869 Montauk Highway in Water Mill (next to The Green Thumb Farmstand)
or on the internet at www.hamptoncoffeecompany.com.
Or call them at (631) 726-COFE.