

THE BEAN

MONTHLY NEWSLETTER



WHAT AM I TASTING?

TASTING NOTES

We have added a section on our website to give you our tasting notes for each coffee we offer. So, if you are looking for something specific or want to try something different take a look. If you have anything you taste that you want us to add, just drop us a note.

SINGLE ORIGIN

OUR INVENTORY

We have over 20 different single origin beans available for you to taste. We will continue to add to our inventory over time. This is something you can't get at Starbucks or Peet's only at Berk's. Tell us what your favorite bean is or if there is one you want to try we don't have just ask and we will work on adding it.

ALL IN A NAME

BERKAMEISTER "BERKIE"

So, congratulations to Vanessa Petsuch for naming our new roaster. There were so many fun and creative names, we listed them all and the group voted and we decided on Berkameister, we added "Berkie" for short. It was a fun contest with more to come....



BEAN OF THE MONTH!

We have so many amazing options, but this month we want to highlight Bali Organic Blue Moon. This is one amazing high quality bean from such a beautiful region. Very smooth, somewhat syrupy in your mouth. Has hints of anise, spice, dark chocolate and vanilla bean. It is a tad sweet and very complex. If you haven't tried it you must, if you like Kona Coffee then you will love Blue Moon.

BALI ORGANIC BLUE MOON

COLD BREW IS HERE

We are now offering a line of cold brew that you can make at home. This is not a concentrate like some, this is fresh coffee ready to be brewed for you to enjoy at any time. Our Cold Brew, comes with 12 individual pouches that you can brew to the strength you want. We provide our recommendations on each bag. Currently we are offering 4 flavors of cold brew. House Blend, Cinnamon Stick, Dark Chocolate & Vanilla Bean. Place 2 bags in 32oz of cold water, place in the refrigerator over night (12-24 hours), remove the coffee bags, fill with a little more water and enjoy over ice, with a little sweetener or cream to enhance the flavor.



HOW SHOULD YOU STORE COFFEE?

We get this question all the time, so here is our answer. Keep beans airtight and cool. Air, moisture, heat, and light are your beans greatest enemies.

To preserve your beans' fresh roasted flavor as long as possible, store them in an air-tight container at room temperature. Coffee beans can be beautiful but avoid clear canisters which will allow light to compromise the taste of your coffee. Keep your beans in a dark and cool location.

Buy the right amount - Coffee beans begins to lose freshness almost immediately after roasting. Try to buy smaller batches of freshly roasted coffee more frequently - enough for one or two weeks.

This is especially important when buying pre-ground coffee, because of the increased exposure to oxygen. If you buy whole beans, grind the amount you need immediately before brewing.

Freshness is critical to a quality cup of coffee and should be consumed as quickly as possible after it is roasted (best is within 7-10 days from roasting).

To freeze your beans or not to freeze your beans, that is the question?

There are different views on whether or not coffee should be frozen or refrigerated, the main consideration is that coffee absorbs moisture and odors, and tastes from the air around it, since it is hygroscopic.

Most home storage containers still let in small amounts of oxygen, which is why food stored a long time in the freezer can suffer freezer burn. Therefore, if you do refrigerate or freeze your beans, be sure to use a truly airtight container.

If you choose to freeze your coffee, quickly remove as much as you need for no more than a week at a time, and return the rest to the freezer before any condensation forms on the frozen coffee.

“If it wasn't for coffee, I'd have no discernible personality at all....” – David Letterman

COFFEE STATISTICS & FACTS

- Coffee (63%) is 2nd most popular beverage in the US, behind bottled water (66%).
- Cold Brew coffee has tripled in size since 2017 and is expected to almost triple again by 2025.
- Around 2.25 billion cups of coffee are consumed each day worldwide.
- South America is the largest producer of coffee at approx. 10.8 billion pounds of coffee per year.
- Did you know that President Teddy Roosevelt drank a gallon of coffee a day?