

THE BEAN

MONTHLY NEWSLETTER



FATHER'S DAY

GIFT SETS - \$5 OFF

Remember Father's Day is Sunday June 20th, do not forget about Dad. What better way to celebrate than with fresh roasted coffee? Remember, if you place your order in before June 15th, use "DADS5" for \$5 off any giftset for dad. We can custom build anything you like, just let us know.

GIVE US YOUR THOUGHTS DROP US AN E-MAIL

If there is a topic that you would like to know more about let us know.

How are we doing? Is there anything we can do to improve our product, service, or packaging?

Is there a coffee that you would like to try that we do not have?

Please send us an e-mail with your comments to beanteam@berksbeans.com
We are always looking for feedback...

IT'S GETTING HOT!

BERK'S COLD BREW

Cold brew coffee is growing approximately 25% annually. What better way to cool down than a glass of delicious cold brew coffee. Berk's Cold Brew comes in 4 delicious flavors, House Blend, Cinnamon Stick, Vanilla Bean & Dark Chocolate. It is easy to make and delicious to drink, especially on a hot day.



BEAN OF THE MONTH!

Nicaragua Olomega SHG EP is sourced from family-owned farms organized around Asociación Aldea Global Jinotega (Aldea Global), an organization operating in the department of Jinotega, Nicaragua. Aldea Global has more than 1,000 members and 47 percent are women, the result of investing revenues in gender equality programs focused on healthcare and small business lending. Olomega coffee is produced by descendants of an indigenous group called the Chorotegas who live in the village of Olomega.

TASTING NOTES: Dark Chocolate, Hazelnut, Citrus, Lemon, Pomegranate, rich, smooth & silky

NICARAGUA JINOTEGA OLOMEGA

COFFEE STORAGE

Checkout our new line of amazing coffee storage containers and other coffee products. We are now selling the Airscape line which is in our opinion the best storage container for our coffee. We also have some cool products from BruTrek, one of the best French Presses on the market, as well as travel mugs. Come take a look at our site to see the new items that we are bringing in.

Airscape's double airtight system keeps your coffee and other items the freshest. The look amazing on any countertop.



WHAT'S IN YOUR GRIND?

Are you grinding your coffee correctly? Did you know that the grind of your coffee can change the taste? How you grind can make a big difference. Keeping the beans whole and grinding when you want to brew is the best thing if you are in search of the perfect cup of coffee and want the freshest coffee. Below is some good information about each grind and what you can do to adjust each grind for your next cup of coffee.

Adjusting coffee grind size

While you will want to stay within these general neighborhoods for grind size, most grinders have plenty of wiggle room to make smaller adjustments. Use those adjustments to help brew coffee that is not just delicious, but exactly to your taste.

The lower a percentage of the brown stuff in your coffee grounds extracted into your cup, the more acidic your coffee will be. The higher a percentage, the more bitter. So, if your pour over tastes too bitter, go a little coarser, repeat all the other steps and it should help. If your French press tastes too sour and is missing a bunch of sweetness, grind a smidge finer and it should taste more balanced.

Every coffee is different, so you are not going to get a dark-roasted Brazil to taste super-bright just by grinding coarse, and you are not going to get a flowery washed Ethiopia to taste like a dark chocolate bar by grinding fine. But in highlighting rich, chocolaty Brazilian notes and that Ethiopian's floral flavor, it is a vital adjustment to understand.

When exploring the world of coffee, it is always fun to try different things, from different roast types to different grind types, as well as the process itself (i.e. Pour-Over, French Press, Drip, etc....) Each combination will produce a different result and the good news is there is no wrong way, just many ways to experience the wonderful world of coffee. What is your favorite way?

**“Coffee is a language in itself.” -
Jackie Chan**

COFFEE STATISTICS & FACTS

- Coffee, as a world commodity, is second only to oil.
- Thomas Jefferson declared coffee ‘The favorite drink of the civilized world’.
- The coffee import/export industry is worth over \$100bn worldwide.
- coffee is loved by bees! It's a favorite plant of our buzzing, pollinating friends, so drink more coffee, and you're basically helping to save them!
- The US coffee industry is worth a cool \$96 billion according to Statista.
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