

## Aroma

*The vapors released from freshly brewed coffee.*

Aroma may be delicate, moderate, strong, fragrant, fruity, woody, earthy, etc. Smell is the first sense to encounter the experience of coffee. Aficionados believe the fresh aroma of coffee evokes positive thoughts: solace for an early morning; a reward for hard work during the business day; an exceptional highlight to a pleasant evening.

**Body** *The tactile sensation of weight, texture, and "mouthfeel".*

Materials suspended in brewed coffee create the body or "mouthfeel". Descriptions range from watery or thin to heavy in body. Texture is also referred to as buttery, oily, rich, smooth or chewy.

**Flavor** *The total impression of aroma, acidity and body*

Flavor is frequently referred to as an impression of strong, fine, pleasant, or flavorful. Detected by the different taste sensations of the tongue, the back of the tongue notes bitterness or acidity; the sides, staleness; and the tip, specific flavors. Use the four basic tastes when "cupping" coffee: sweet, sour, salty and bitter. Taste for specific spices, chocolate, nuts or fruit.

**SWISS WATER Decaffeinated** *We offer a selection of genuine SWISS WATER Decaffeinated coffees.*

Only SWISS WATER coffees are decaffeinated using the patented flavor protection process which removes the caffeine while maintaining the full flavor of each bean. SWISS WATER is Kosher certified and organically certified by the OCIA.

**Fair Trade** *Fair Trade certification guarantees...*

that growers are receiving at least a minimum price for their efforts. The price is derived by formula, and the Specialty Coffee Association of America has embraced this fair compensation program.

**Organic** *All natural*

There are opportunities for using fertilizers, pesticides and herbicides throughout the growing, harvesting and transportation phases of coffee bean production. Organic certification ensures that each phase was conducted without using any synthetic chemicals.

**Sustainable**

A generic term, "sustainable" can apply to environmental, economic and social concerns. Sustainable growing methods ensure that future generations can be supported by coffee production.

