

# COFFEE

## FACTS & FIGURES

### Brewing Perfection

(NAPSA)—What makes a particular cup of coffee perfect for you? Is it the memorable taste of your morning brew, or is it the coffee's richness that enhances an indulgent dessert? The perfect cup of coffee is determined by both the high quality of the beans and your own taste preferences specifically relating to four key tasting terms—aroma, body, acidity and flavor.

“How you react to these four characteristics will ultimately define what coffee ‘taste’ appeals to you,” explains Master Taster Willy Pettersson for Gevalia® Kaffe, a European coffee company which offers a gourmet blend for virtually every palate. “As a great sommelier might test the uniform taste and body of a fine wine, I do the same for Gevalia’s coffees, weighing these four characteristics until the perfect balance is achieved.”

So what exactly does each tasting term mean to you and how you describe your favorite coffee blend?

- **Aroma** refers to three distinct smelling sensations: **Fragrance**—how the ground beans smell before brewing; **Cup Aroma**—how the vapors smell from the freshly brewed pot; and **Nose**—how the brew smells when it wafts to your nose.

- **Body** describes the feel of the coffee on your palate. It relates primarily to the perceived “mouth feel” of the coffee—is it thick, watery or smooth?

- **Acidity** refers to the enjoyable tartness of the coffee. Frequently misunderstood, this describes the coffee’s lively palate cleansing quality, using terms such as bright, vibrant or dry.

- **Flavor** refers to a combination of the aroma, body and acidity. Words such as richness (refers to the body); complexity (refers to how the different flavors intermingle); and balance (refers to how all the tasting characteristics work together) help you to capture



**Like wine, coffee has its own vocabulary to describe the sensational flavors of your coffee—common terms include fruity, buttery, sharp, bright, dry, nutty and mellow.**

the coffee’s flavor.

Achieving the perfect cup can be accomplished easily by finding your personal preferred brewing preferences, and using the right equipment. Begin with a rich, gourmet blend, such as Gevalia’s Espresso Roast, to ensure a high quality and superior tasting coffee. A good starting point for measuring is one scoop of coffee for every six-ounce cup of fresh water—from there you can adjust the measure to suit your taste. Always use a clean, automatic drip coffeemaker. With your new expertise, the next time you brew the “perfect” pot of coffee, appreciate its quality and let others share the experience.

For a free guide with more tips to help you brew the perfect pot of coffee, send a self-addressed stamped envelope to “Gevalia Appreciation Guide,” c/o Ketchum, 711 Third Avenue, New York, N.Y. 10017. You can find additional information about Gevalia and its more than 40 coffee and tea varieties at [www.gevalia.com](http://www.gevalia.com).