

THE WEEKLY GRIND

A PUBLICATION ON ROASTS, BREWS, AND
OTHER COFFEE NEWS

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WAKE UP!

THE TRUTH ABOUT COFFEE'S CAFFEINE CONTENT

THERE ARE A LOT OF MISCONCEPTIONS ABOUT THE CAFFEINE FOUND IN COFFEE. IF YOU ASK THE AVERAGE JOE WHICH CUP OF JOE WILL GIVE HIM THE BIGGEST CAFFEINE BOOST, HE'LL PROBABLY TELL YOU THAT ESPRESSO OR A FULL, DARK ROAST HAVE THE HIGHEST CAFFEINE LEVELS...AND HE IS DEAD WRONG.

MANY ASSUME THAT A STRONG, RICH FLAVOR INDICATES A HIGHER CAFFEINE CONTENT; HOWEVER, THAT IS NOT THE CASE. CONTRARY TO POPULAR BELIEF, THE LIGHTER THE ROAST, THE HIGHER THE CAFFEINE. BECAUSE THE ROASTING PROCESS EFFECTIVELY BURNS OFF CAFFEINE, THOSE LOOKING FOR A DEEPER BUZZ ARE BETTER OFF REACHING FOR A LIGHT ROAST.

FURTHERMORE, A LOT OF PEOPLE BELIEVE THAT ESPRESSO IS THE MOST EFFECTIVE WAY TO CONSUME CAFFEINE. WHILE ESPRESSO HAS THE HIGHEST CAFFEINE CONCENTRATION BY VOLUME, A SHOT OF ESPRESSO IS NOT PARTICULARLY STRONG. IN FACT, THE AVERAGE 8 OUNCE CUP OF COFFEE HAS MORE THAN TWICE THE CAFFEINE FOUND IN A DOUBLE SHOT!

AND NEVER FORGET: DECAF DOES NOT MEAN CAFFEINE FREE!

CAFFEINE LEVELS IN TYPICAL SERVINGS



THAT FLAVORED FIEND!

THE HIDDEN DANGERS OF FLAVORED COFFEE



WE HAVE BEEN ASKED BY MANY CUSTOMERS WHY WE DON'T OFFER FRESH ROASTED FLAVORED BEANS, AND THE ANSWER IS SIMPLE; WE PREFER TO SERVE OUR CUSTOMERS COFFEE, NOT CHEMICALS.

YOU MAY SMELL AND TASTE A SEASONAL AUTUMN FLAVORED ROAST AND IMAGINE THAT IT WAS CREATED BY ROASTING THE BEANS WITH NUTMEG, CINNAMON STICKS, PERHAPS EVEN CLOVES

AND YOU COULDN'T BE MORE WRONG. THAT TASTY AUTUMN ROAST WAS CREATED BY MIXING PREROASTED (USUALLY LOW QUALITY) BEANS WITH FLAVORED SOLVENT THAT WAS CHEMICALLY ENGINEERED IN A FOOD LAB, ITS PRIMARY CHEMICAL ADDITIVE BEING PROPYLENE GLYCOL. PROPYLENE GLYCOL ACTS AS AN ADHESIVE BETWEEN THE FLAVORING CHEMICALS AND BEANS...AS AN ANTIFREEZE AND PAINT SOLVENT. WHILE THE FDA HAS APPROVED ITS CONSUMPTION IN SMALL AMOUNTS, FLAVORING CONTAINERS WARN THAT IT CAN BE DEATHLY IN LARGE AMOUNTS. THIS IS A RISK WE CHOSE NOT TO TAKE, FOR US AND FOR OUR CUSTOMERS.

FOR THOSE OF YOU STILL LONGING FOR A CUP OF JAVA THAT'S MORE DESSERT THAN COFFEE, WE SUGGEST YOU INTRODUCE YOUR PALATE TO THE SUBTLE, YET NATURAL FLAVOR NOTES OF DIFFERENT COFFEES. DIFFERENT FACTORS FROM SOIL, TO ORIGINATING COUNTRY, TO FRESHNESS CAN AFFECT THE FLAVOR NUANCES OF BEANS, EFFECTIVELY CREATING MORE POSSIBILITIES THAN WINE! FOR YOU BERRY LOVERS, WE WOULD SUGGEST A FRUITY ETHIOPIAN. IF IT'S CHOCOLATE YOU CRAVE, A NATURALLY CHOCOLATY BRAZILIAN BLEND IS JUST THE TICKET. STILL NOT SWEET ENOUGH? WE OFFER A VARIETY OF ALL NATURAL SYRUPS AS WELL AS CLASSIC FLAVORINGS SUCH AS COCOA, HONEY, CINNAMON, SUGAR, AND MAPLE SYRUP. YOUR PALATE AND BODY WILL THANK YOU.

TO POUR OR NOT TO POUR

...THAT IS THE
PROCESS

WHEN IT COMES TO BREWED COFFEE, THE POSSIBILITIES ARE ENDLESS! EACH PROCESS COMES WITH ITS OWN STRENGTHS, WEAKNESSES, AND FLAVOR NUANCES. WE ARE HERE TO MAKE OUR CASE FOR OUR FAVORITE PROCESS, THE POUR OVER.

WHAT IS A POUR OVER?

- THE POUR OVER PROCESS BEGINS BY FILLING A FILTERING PAPER CONE WITH COFFEE GROUNDS; THIS CONE MAY BE HELD BY A VARIETY OF DIFFERENT INSTRUMENTS, EACH OF WHICH CAN ADD A SLIGHT FLAVOR NUANCE. A SLIGHT AMOUNT OF WATER IS THEN SPRINKLED OVER THE GROUNDS. WHEN THE GROUNDS ARE DAMPENED, THEY BEGIN TO BLOOM, OPENING UP AND DEEPENING THEIR FLAVOR. AFTER THE BEANS HAVE BLOOMED SO THAT THEY HAVE A CONSISTENT COLORING THROUGHOUT, WATER IS THEN POURED OVER THE BEANS IN A CIRCULAR MOTION, WORKING OUTWARDS-IN. THIS IS WHERE THE POUR OVER GETS ITS NAME. THE WATER THEN SIFTS THROUGH THE GROUNDS, INTO THE RECIPROCAL BELLOW, AND INTO YOUR CUP.

WHAT MAKES IT BETTER?

- THE TWO BIGGEST ADVANTAGES TO POUR OVERS ARE THE FLAVOR DEPTH AND CONTROL THAT IT GIVES YOU. POUR OVERS PRESERVE THE NATURAL OILS OF THE GROUNDS, LEADING TO A MORE DEVELOPED FLAVOR TO THE FINAL DRINK. WHILE A SUBMERSION TECHNIQUE, SUCH AS A FRENCH PRESS, GIVES A DEEPER FLAVOR, MANY FIND COFFEE BREWED THROUGH SUBMERSION TO BE TOO AGGRESSIVE.
- UNLIKE A TRADITIONAL DRIP COFFEE, YOU HAVE FULL CONTROL OF THE POUR OVER PROCESS. BECAUSE YOU CAN CONTROL HOW LONG THE GROUNDS BLOOM AND HOW LONG THE WATER STEEPS, YOU CONTROL THE DEPTH OF FLAVOR THAT THE COFFEE ACHIEVES. WHILE DRIP COFFEE IS MORE ECONOMICAL, THE SUPERIOR CUP COMES FROM A POUR OVER.

WHO WE ARE



OUR STORY OUR QUEST TO CREATE THE TASTIEST COFFEE STARTED IN 2009 WHEN OUR OWNER AND FOUNDER, JULIANNA DUMAURIER, DECIDED TO FOLLOW HER PASSION AND OPEN HER OWN SHOP. A MUSIC MAJOR AT THE TIME, JULIANNA WORKED AS A BARISTA AT HER COLLEGE TOWN'S LOCAL COFFEE HOUSE; THIS JOB INSPIRED HER LIFELONG LOVE FOR ALL THINGS COFFEE. AFTER GRADUATING AND ENTERING THE PROFESSIONAL WORLD, SHE FOUND HERSELF MISSING HER TIME AS A COFFEE ARTISAN, SO JULIANNA LEFT HER MUSIC CAREER AND BEGAN TAMP.

JULIANNA'S LOVE AND RESPECT FOR COFFEE TRANSLATES TO AN EXCEPTIONAL COFFEE EXPERIENCE. OUR GOAL IS TO CELEBRATE THE FLAVOR AND NUANCES OF COFFEE, NOT HIDE IT. WE AIM TO GIVE OUR CUSTOMERS A PREMIUM EXPERIENCE, FROM THEIR DRINKS TO OUR SHOP ATMOSPHERE.



FOOTAGE USED BY PERMISSION, COURTESY OF JORDAN ROGERS

WHAT'S IN A NAME?

TAMP? WHAT IN CAFFEINE'S NAME IS A TAMP? WHAT SOUNDS LIKE A DIRTY WORD OR INSULT IS ACTUALLY A VITAL TOOL TO THE ESPRESSO MAKING PROCESS. ESPRESSO IS MADE BY FORCING HOT WATER THROUGH FINELY GROUND COFFEE BEANS. BEFORE WATER IS INTRODUCED, A TAMP IS USED TO COMPRESS THOSE FINE GROUNDS, REMOVING AIR AND IMPROVING FLAVOR. CHECK OUT OUR VIDEO ON THE ESPRESSO MAKING PROCESS!