



**KNOW YOUR
COFFEE**

Coffee 101

HOW TO SPEAK THE COFFEE TALK.



TYPES OF COFFEE

Nearly all coffee comes from 2 types of coffee beans: Arabica and Robusta.

ARABICA

Arabica beans are grown at higher elevations in the Americas and Africa. These beans are larger and typically yield a more preferred cup of coffee than Robusta beans, making them more expensive.

ROBUSTA

Robusta beans are found at lower elevations in the Americas and Africa, but the majority of Robusta production is in Southeast Asia. Robusta beans are smaller and more caffeinated, and yield a more bitter cup of coffee.



ORIGIN VS. BLEND

Roasted coffee is usually classified as an origin coffee or a blend.

ORIGIN COFFEE

An origin coffee will be made entirely of one type of coffee bean sourced from one country and is almost always made of 100% Arabica beans. Origins are usually more premium coffees. The most common example of an origin coffee is 100% Colombian coffee.

BLEND COFFEE

Blends contain beans from multiple countries, and can be either 100% Arabica or a blend of Arabica and Robusta beans. Blends containing Robusta beans are usually less expensive, but can still brew a good cup of coffee. Some of the best-selling coffees in America contain Robusta beans.



TASTE ATTRIBUTES OF COFFEE

Want to talk about coffee like a pro? While coffee experts will rate coffees on dozens or even hundreds of taste attributes, there are several key ones that are helpful to know and useful to use when talking about the taste of a coffee.

BODY

The physical mouth feel and texture of a coffee. Full bodied coffees have a strong, creamy and pleasant mouth feel. A coffee's body (light, medium, or full) is its thickness due to the amount of dissolved and suspended solids and oils extracted from the coffee grounds, and may range from thin and watery to thick and creamy.

ACIDITY

Used as a coffee term, it refers to bright, tangy, fruity, or wine-like flavor characteristics found in many high-grown Arabica coffees. Acidity is typically tasted on the sides of your tongue.

ROUNDED

A taste characteristic of balanced coffee without any pronounced tastes or aftertastes. In a perfectly smooth cup of coffee, no particular attribute of the coffee, such as acidity or bitterness, will stick out above the other attributes. Also known as smooth or balanced.





Rainforest Alliance Certified™

Coffee, one of the world's most traded commodities, is the economic backbone of countries throughout Latin America, Asia and Africa. Yet smallholder farmers in these coffee-growing regions face many challenges, including poverty, commodity price fluctuations and increasingly erratic rainfall patterns caused by climate change. Since 1995, the Rainforest Alliance has strengthened the position of coffee farmers by training them in methods that boost yields and safeguard the health of the land for future generations. All of this is part of our global strategy to ensure the long-term well-being of farm communities, as well as the forests and wildlife on which we all depend.



What Is Fair Trade?

Fair Trade ensures that farmers and workers get a fair deal for their hard work: better prices and wages, safe working conditions, environmental protection and community-development premiums to invest in education, healthcare and clean water.

WHY IS FAIR TRADE COFFEE SO IMPORTANT?

- Fair Trade empowers farmers and workers to address many challenges (poverty, vulnerability to climate change, volatile market prices, unregulated working conditions, exposure to harmful chemicals, and more), and build strong businesses and thriving communities in these ways:
 - Setting a minimum price to protect farmers when the coffee market price dips too low
 - Providing access to finance and agricultural loans
 - Helping farmers earn additional community-development premiums, which are invested in quality, productivity and much-needed community projects
 - Fostering long-term relationships with buyers
 - Ensuring health and safety on the farm

WHO BENEFITS FROM FAIR TRADE?

- Farmers, who receive protection of fundamental human rights, safe working conditions, money for community development, ability to improve product quality and capacity, and access to markets
- Companies, through resilient, transparent supply chains, a simple way to achieve sustainability and responsible sourcing goals, and a way to support producer communities across the globe
- Consumers, who can shop values and vote with dollars for a better world

LOOK FOR THE FAIR TRADE CERTIFIED™ LABEL ON THE PACKAGE AND FOR THE WORDS: FAIR TRADE CERTIFIED.



Taste Attributes

NOW THAT YOU KNOW WHAT THE TERMS MEAN, USE THIS CHEAT SHEET TO IDENTIFY WHICH BLEND IS RIGHT FOR YOU.



| Rykoft Sexton® Blends | Description | Blend Type | Roast Color | Acidity | Body |
|---|--|--------------|-------------|---------|--------|
| Café Venezia | This blend's aroma is light, bright, mild and sweet. 100% Arabica beans deliver a delicious and satisfying flavor | 100% Arabica | Light | Medium | Medium |
| Cali Café 100% Colombian | Our Cali Café Dark Roast uses only 100% Arabica beans sourced only from Colombia. This coffee delivers a rich, robust flavor. It is deep, bold and full bodied | 100% Arabica | Dark | High | Full |
| Cali Café 100% Colombian Decaf Swiss Water | The same flavor profile as the regular Cali Café, but without the caffeine | 100% Arabica | Dark | Low | Full |
| Colombian Supreme Gold | Our 100% Colombian Supreme coffee consists of the finest hand-picked beans and exhibits a floral bouquet and a deep, bold flavor | 100% Arabica | Dark | High | Full |
| Costa Rican | The dense, mountainous tropical forests of Costa Rica produce some of the most celebrated coffees in the world. 100% Arabica beans from fertile high-grown volcanic soils create a well-balanced cup with caramel undertones and a toasty finish | 100% Arabica | Dark | Low | Medium |
| 100% Peruvian Fair Trade Organic | This is a 100% single-origin Peruvian Fair Trade Organic premium roast. It has a toasty, smooth, medium body with low acidity and a touch of sweetness | 100% Arabica | Medium/Dark | Low | Medium |
| 100% Peruvian Fair Trade Organic Decaf Swiss Water | The same flavor profile as the regular 100% Peruvian Fair Trade Organic, but without the caffeine | 100% Arabica | Medium/Dark | Low | Medium |
| Guatemalan | Centuries of cultivation in the shaded regions near the active Fuego volcano of Antigua have created a rich terrain for coffee growing. This 100% Arabica medium roasted coffee has a cocoa powder texture and soft, spicy flavor and aroma | 100% Arabica | Medium/Dark | High | Medium |
| Kona Blend | Blended using only the most premium beans from the Kona growing region on the big island of Hawaii, this coffee creates a full flavored, smooth, balanced cup | 100% Arabica | Medium | Medium | Light |
| Sumatra Blend | This 100% Arabica coffee features beans grown in the abundant jungles of Indonesia's large island of Sumatra. These beans produce a rare coffee with a unique syrupy, heavy bodied experience | 100% Arabica | Dark | High | Medium |

| Rituals® Blends | Description | Blend Type | Roast Color | Acidity | Body |
|--|---|-----------------------|---------------|---------|--------|
| 100% Colombian | The coffee that made Colombia famous. A smooth, well-balanced full bodied profile with a rich, sweet aroma | 100% Arabica | Medium/Dark | High | Full |
| 100% Colombian Decaf | The same flavor profile as the regular 100% Colombian, but without the caffeine | 100% Arabica | Medium | Low | Medium |
| Breakfast Blend | This blend of lightly roasted coffee delivers a mild bodied, smooth taste that is the perfect start to any morning | Arabica/Robusta Blend | Light/ Medium | Medium | Light |
| Café Milano | This popular European style blend is rich and satisfying. The prolonged roasting of this 100% Arabica coffee develops a rich, sweet, dark chocolate character | 100% Arabica | Dark | Medium | Full |
| Donut House Blend | We start with 100% Arabica beans carefully roasted for a light bodied coffee that will transform any occasion into a special occasion | 100% Arabica | Light | High | Light |
| Donut House Dark Blend | This dark roast starts with 100% Arabica beans carefully roasted for a medium bodied coffee | 100% Arabica | Medium | Medium | Medium |
| Espresso Roast | This traditionally dark roasted coffee is a blend of luxurious 100% Arabica Latin American beans. Our espresso roast is full bodied, offers deep, complex flavors and a spicy aroma | 100% Arabica | Dark | Medium | Full |
| French Roast | A blend of 100% Arabica beans from Central and South America, this coffee provides a robust and intense smoky flavor with a luscious, velvety finish | 100% Arabica | Dark | Medium | Full |
| French Roast Decaf | The same flavor profile as the regular French Roast, but without the caffeine | 100% Arabica | Dark | Medium | Full |
| House Blend | Our exclusive House Blend features the finest South & Central American mountain grown beans to deliver a smooth and medium bodied cup of coffee | Arabica/Robusta Blend | Medium | Medium | Medium |
| House Blend Decaf | The same flavor profile as the regular House Blend, but without the caffeine | Arabica/Robusta Blend | Medium | Low | Medium |
| House Blend Dark | A darker roasted version of our regular House Blend that delivers a rich, full bodied cup | Arabica/Robusta Blend | Medium/Dark | Medium | Full |
| House Blend Dark Decaf | The same flavor profile as the regular House Blend Dark, but without the caffeine | Arabica/Robusta Blend | Medium | Low | Medium |
| South American Select | This light bodied blend takes its character from the high-grown beans selected from the finest growing areas to deliver a superbly aromatic coffee | Arabica/Robusta Blend | Light | Low | Light |
| South American Select Decaf | The same flavor profile as the regular South American Select, but without the caffeine | Arabica/Robusta Blend | Medium | Low | Medium |
| South American Select Extra Yield | A high yield version of the South American Select, this blend delivers a lighter bodied cup with the same delightful aromatics | Arabica/Robusta Blend | Light | Low | Light |
| South American Select Special Roast | A variation of our original South American Select, this blend delivers a sweet acidity that any coffee lover can enjoy | 100% Arabica | Light | Medium | Light |

| Harvest Value® Blends | Description | Blend Type | Roast Color | Acidity | Body |
|-----------------------|--|-----------------------|-------------|---------|------|
| Classic Roast | A perfect blend of high quality Robusta and Arabica beans lightly roasted to create a clean, full bodied cup of coffee | Arabica/Robusta Blend | Light | Low | Full |

Product availability varies by distribution center. Check with your US Foods® representative for more details.

Coffee Brewers

WHICH ONE IS RIGHT FOR ME?



SINGLE DECANTER WITH POUR-OVER

120 volt
10 lbs./wk.
64 oz. decanter



MULTI DECANTER

Dual volt
18 lbs./wk.
64 oz. decanter
Total capacity 192 oz.



AIRPOT

Dual volt
18 lbs./wk.
74 oz. airpot



DUAL AIRPOT

120/208 volt
20 lbs./wk.
74 oz. airpot
Total capacity 148 oz.



LARGE VOLUME BREWER

120/208 volt
30 lbs./wk.
1.5 gallon server capacity
Total capacity 3 gallons

How to Calculate Cup Cost

A QUICK LESSON ON HOW TO CALCULATE COST PER CUP.

Always talk about price per cup or ounce when selling coffee, not price per pound or case. This helps with upselling because while jumping from a \$37/cs. coffee to a \$47/cs. coffee sounds like a lot of money, it is actually just pennies per cup of coffee.

You'll need to know the following:

- Pack size (ounces of coffee used for each brew)
- Case count (packs per case)
- Brew volume (typical carafe brewer such as this one yields about 60 oz.)
- Cup fill (ounces of coffee per cup)
- Coffee case cost



Once you have this information, you can calculate the cup cost in 4 easy steps:



Step 1: Determine the ounces per case:
 $\text{Ounces per case} = \text{Case count} \times \text{ounces per pack} \div 16 \text{ (oz. per pound)}$



Step 2: Determine the brews per case:
 $\text{Brews per case} = \text{Ounces per case (from Step 1)} \div \text{pack size}$



Step 3: Determine the cups per case:
 $\text{Cups per case} = \text{Brews per case (from Step 2)} \times \text{brew volume} \div \text{cup fill}$



Step 4: Calculate your cup cost:
 $\text{Cup cost} = \text{Case cost} \div \text{cups per case (from Step 3)}$



Coffee 101 Glossary

USE THIS GLOSSARY FOR A BIT OF COFFEE 101 AND SELL OUR BRANDS WITH CONFIDENCE.

GROWING AND HARVESTING TERMS

BEANS – HARD

A grade of coffee that is grown at very high altitudes. The higher altitude and lower temperature produces a slower maturing fruit and a harder, less porous bean. Also referred to as high-grown beans.

BEANS – SOFT

Coffees that grow at relatively low altitudes (under 3,000 feet) are often described as soft bean. These soft bean coffees are faster maturing and more porous than the hard bean coffees due to the lower altitude and warmer temperatures.

BLACK BEANS

Dead coffee beans that have dropped from the trees before harvesting. Used as the basic unit for counting imperfections in grading coffee. It has a detrimental effect on coffee taste.

COFFEE ARABICA

One of the two major species of coffee – Coffee Arabica is grown at higher elevations and contains half the caffeine content of Robusta. It is considered the more premium variety – nearly all specialty and gourmet coffee is made from Arabica beans. Arabica beans are very aromatic and highly flavorful.

COFFEE BEAN

A coffee cherry consists of four layers which are removed sequentially. The coffee bean is the seed of the coffee cherry and is covered with silver skin, parchment, pulp and then an outer skin layer. The method of removing these layers dramatically alters the flavor.

COFFEE ROBUSTA

One of the two major species of coffee – Coffee Robusta is grown at lower elevations and has a higher yield (and greater pest resistance) of coffee per plant than Arabica. Robusta is considered a poorer quality variety of coffee, compared to Arabica. Robusta coffee is rarely sold on its own due to its medicinal taste. It is mainly sold as inexpensive canned and instant coffee, but when added to blends of Arabica coffee, it improves crema and body. Robusta coffees are high in caffeine (twice as much caffeine as Arabica coffee) and rather bitter. They are also generally less acidic and aromatic than Arabica coffee. Also slightly woody in taste.

COFFEE BELT

The areas of the world where coffee is grown. The belt falls between the Tropic of Cancer and the Tropic of Capricorn.

COFFEE FRUIT

The coffee fruit is similar to a cherry, with a skin, pulp and a (double) pit. The skin and pulp have to be removed and the seeds dried so they can be shipped and roasted.

FAIR TRADE/RAINFOREST ALLIANCE/UTZ

These are programs that give assurance of responsible production and sourcing based on three factors: social, economic and environmental. Certification shows that farmers who grow the coffee are doing so under humane conditions. They have received a guaranteed fair price for their coffee crop and are growing and harvesting the crop in a way that is not detrimental to the environment.

GRADE

Quality designation for coffee beans. The criteria for determining grade includes size, density, altitude and number of defects (twigs, stones, bugs, under or over ripe beans) per pound.

GREEN BEANS

Raw coffee beans that have not been roasted.

ORGANIC COFFEE

Coffee grown without the use of synthetic chemical fertilizers, pesticides or herbicides. They must also be processed in organically certified mills and roasting plants. An organically grown coffee must be certified by an agency. The lower yields and the considerable cost of the certification process account for the higher prices demanded for organic coffees.

PEABERRY

The typical coffee fruit (cherry) has two beans in it, but sometimes the cherries form with only a single bean. This is called peaberry coffee and is considered a higher quality coffee.

SHADE GROWN

Coffees that are grown and cultivated under the protection of shade trees. Shade grown coffees tend to be less bitter.

SUSTAINABILITY

A commitment to producing products without harm to people and the environment. Sustainable practices will meet the needs of today without depleting the resources for future crops.

TRACEABILITY

A method by which the finished product can be traced back to its original crop. A good sign of quality control.

VARIETAL

Coffee grown in different geographical regions. Though all coffee comes from the same species of plant, the climate and soils in different parts of the world can alter the taste of the coffee grown there.

PROCESSING TERMS

CAFFEINE

The alkaloid chemical present in both coffee and tea that stimulates the nervous system. Caffeine is addictive and there can be side effects when too much is consumed.

COFFEE OIL

The volatile coffee essence developed in the bean during roasting. The oil is visible on a freshly opened bag of coffee beans.

DECAFFEINATION

The process by which caffeine is removed from the green coffee bean. Coffee beans are naturally hard and dense so all methods of decaffeination must begin by soaking the bean in warm water. Coffee with 97% or more of its naturally occurring caffeine removed is classified as decaffeinated. There are many methods for decaffeination.

DECAFFEINATION – CHEMICAL PROCESS

Once the coffee beans are sufficiently soft, a solvent called methylene chloride is added to the mass of wet coffee beans. The caffeine molecules attach themselves to the solvent, leaving the bulk of the coffee's flavor intact. The caffeine is separated and sold, and the methylene chloride is recovered and used again.

DECAFFEINATION – SWISS WATER METHOD

The warm water in which the green coffee is soaked is removed from the mass of wet green coffee and passed through an activated carbon filter. This filter captures the caffeine.

INSTANT COFFEE

Through various manufacturing processes the coffee is dehydrated into the form of either powder or granules which are then rehydrated using hot or boiling water to provide a drink that most people are happy to accept as 'coffee'. The advantages of instant coffee are speed of preparation (no time is required for infusing the coffee – it is ready as soon as the hot water is added) and long shelf life (natural coffee, especially in ground form, loses flavor as its essential oils evaporate over time.) The disadvantages are that instant coffee spoils easily if not kept dry and its taste, especially with cheaper brands, is often far from the real thing.

PROCESSING – DRY PROCESSED OR NATURAL

A coffee processing method that involves removing the husk or fruit after the coffee berries have been dried. The skin and pulp are allowed to dry over a week or so; they are then easily peeled off. This creates a heavier bodied, sweeter, more subdued coffee.

PROCESSING – SEMI-WASHED OR PULPED DRY PROCESS

The skin is washed off, but the pulp is allowed to dry on the bean over 24 to 48 hours. This creates an intermediate between dry and wet processed coffee.

PROCESSING – WET PROCESSED OR WASHED

Coffee prepared by removing the pulp and skin from the beans while the coffee berry is still moist. The skin and pulp are removed by fermenting them quickly and washing them off. This creates brighter, cleaner and lighter bodied coffees. Most of the world's coffees are wet processed.





BREWING AND CUPPING TERMS

PULPING

The first step in preparing coffee using the wet method. It consists of removing the outer skin. Machines rub away the pulp without crushing the beans.

ROAST – DARK

A general term describing any roast of coffee darker than American roast (medium roast). Italian and French roasts are dark roasts.

ROAST – MEDIUM

Coffee beans roasted to the American norm. Lightly roasted - not too intense, with a slight sweetness and medium acidity.

ROASTING

The process of applying heat to coffee beans to change the chemistry and physical characteristics of the green coffee bean. The aromatics, acids, and other flavor components are either created, balanced, or altered in a way that should augment the flavor, acidity, aftertaste and body of the coffee as desired by the roaster. The beans shrink about 20% by weight and acquire the deep dark hue and aroma of coffee.

ROAST SPECTRUM

The degree to which the coffee bean is roasted ranging from light to dark or mild to bold. Most companies have their own roast curves and name each coffee based on their specific roast definition.

SUN OR PATIO DRYING

After being depulped, the beans are dried on patios or platforms by the sun. This is considered preferable to kiln drying. Kiln drying is used when an overly humid climate can rot beans left to dry in the sun.

WHOLE BEAN

Coffee that has been roasted but not yet ground.

ACIDITY

The tanginess of a coffee on the tongue, along with its tart fruit flavors. Sourness – as opposed to a tart or tart/sweet taste – is objectionable.

AROMA – BEANY

Specific aroma of an insufficiently roasted coffee that has not been able to develop its full aroma.

AROMA – DRY

The aroma of the ground coffee.

AROMA – WET

The aroma of the brewed coffee.

BALANCE/SWEETNESS

Another criterion for judging aroma, taste and finish. The degree to which the bitter and sour flavorings in the coffee are balanced by sweetness.

BARISTA

Technically, someone who has been professionally trained and excels in the art of espresso preparation.

BREAKING THE CRUST

Breaking apart the cap of coarse grounds on the top of a cup – after the coffee has brewed – to begin the tasting.

BODY

The feel or texture of the coffee as it coats the tongue; it describes its heft, and whether it feels oily, watery or grainy.

CAFÉ AMERICANO

Literally, American coffee – espresso diluted with an equal amount of hot water.

CAFÉ AU LAIT

A French coffee drink prepared by mixing coffee and steamed milk. It is similar to Italian latte, but with coffee instead of espresso.

CAFÉ LATTE

One or more shots of espresso topped with steamed milk and foam.

CAFÉ MACCHIATO

Hot milk froth with a shot of espresso slowly poured into it to create a swirl of dark in the glass.

CAFÉ MOCHA

Made with espresso, chocolate, milk and froth.

CAPPUCCINO

An Italian beverage prepared with espresso and milk. A cappuccino has less milk and more foam than a café latte.

COMPLEXITY

The final criterion for judging aroma, taste and finish. The multiplicity of flavors.

CREMA

The thick, rich foam that sits on top of a freshly pulled shot of espresso. It helps to retain the coffee's intensity.

CUPPING

A term used by coffee professionals to describe the activity of sipping brewed coffees to assess their qualities.

CUPPING SPOON

A spoon about the size of a soup spoon, but perfectly round, used to sample coffee during a cupping session.

DRIP BREWING

A method for brewing coffee which involves pouring water over coffee contained in a paper filter. Water seeps through the coffee, absorbing its oils and essences solely under gravity, then passes through the bottom of the filter. The used coffee grounds are retained in the filter with the liquid falling (dripping) into a collecting vessel such as a carafe or pot. Drip brewing is the most popular method of coffee brewing, owing to the overwhelming popularity of the automatic drip brewing coffee machine.

ESPRESSO

A one-ounce shot of strong, flavorful, intense, rich black coffee made by forcing hot water through finely ground coffee beans. Espresso differs from brewed coffee in its thick, concentrated consistency and intense robust flavor.

FINISH/AFTERTASTE

The flavors and intensity that contribute to the final impression of the cup.

FLAVOR

The basic taste (sweet, sour, bitter and salty) of the coffee along with its aromatic impression as it is tasted.

FRENCH PRESS

The best way to control the brewing time and temperature of coffee. The French press offers the best flavor due to perfect extraction time and delivery of the volatile oils that are often trapped in filters. A French press is also the least expensive brewer available.

RANCID

Spoilage of roasted coffee due to the oxidation of the fats.

SLURP AND SPIT

The term for slurping the coffee from the spoon, tasting it, and then spitting it out. This is done when too many coffees are cupped to drink them all.

TRANSPARENCY/CLEANLINESS

A criterion for judging aroma, taste and finish. The degree to which the flavors are clear, well defined and not masked by dull bitterness. A clean flavor is without off-flavors.

TRIANGLE CUPPING

Used when one wants to make certain that two coffee samples are different. One tastes three cups of each; but with one cup from one group mixed with two from the other. The tasters have to pick out the odd samples.




RYKOFF SEXTON®



HARVEST
VALUE™

US.
FOODS®
KEEPING KITCHENS COOKING.™