

The
ESSENTIAL
GUIDE
to COFFEE
SELECTION



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William Reed 
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Spilling the beans

Perhaps the first thing to reveal is the purpose of this booklet, produced by *Restaurant* magazine in partnership with Cafédirect. Over the coming pages our principal aim is to provide a resource to help restaurants better understand the coffee market and make informed buying choices.

Offering good quality, expertly prepared coffee is key to the restaurant business. Coffee is the last thing a customer orders after an evening meal. If it is not of a high quality or properly made, your customer will (quite literally) leave your establishment with a bad taste in their mouth. In addition, coffee is also a strategic and important means for restaurants to boost profits and increase footfall.

Offering good coffee in the 'shoulder periods' (the morning and mid to late afternoon) allows restaurants to tap into a new revenue stream. It can also increase lunchtime and evening trade as coffee can draw new customers into an establishment – if they like what they see, they're likely to return for a full meal.

In the guide, we'll also examine taste profiles, the key coffee regions and the startling amount of variables that go into producing a perfect cup. Advanced serves, unusual techniques and coffee-and-food matching will also be covered, so whether you're a seasoned barista or an instant-swilling novice they'll be something here for you and your business.



Coffee was likely discovered in 900AD by Ethiopian goat herders when they noticed their charges becoming frisky after eating coffee berries.



Coffee is the second most traded commodity on earth after oil.



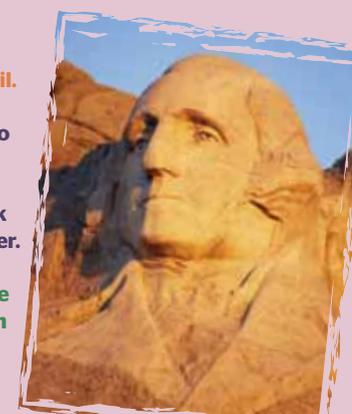
The term Americano comes from World War 2 when American GIs serving in Europe would ask for espresso with extra water.



All the world's coffee is grown in the 'Bean Belt' – between the Tropics of Cancer and Capricorn.



The invention of instant coffee is often miscredited to US president George Washington. It was in



fact created by a Belgian chemist called George Constant Louis Washington.



The direct effect

FORMED FROM THREE CO-OPERATIVES IN THE '80S, CAFÉDIRECT WAS THE FIRST COFFEE TO CARRY THE FAIRTRADE LABEL

In 1989 there was an international coffee crisis; coffee prices plummeted, putting the livelihoods of smallholder growers and their communities at risk. With little to lose, three co-ops from Peru, Costa Rica and Mexico each loaned a container of coffee to the UK where it was sold through church halls and community groups.

The profits were sent back to the growers and Cafédirect was born.

Today the company partners exclusively with smallholder growers across coffee, tea and cocoa. That's approximately 280,000



High standards: growers in Peru

growers from 38 co-operatives in 13 countries, which ensures a vibrant range of products with character and depth.

Cafédirect not only pioneered Fairtrade in the UK, it continues to innovate by trading directly and having personal, longterm relationships with their growing partners. Trading directly also gives consumers the reassurance that growers are getting the full benefit of the value of their crop, rather than a middleman.

A MINUTE ON THE CLOCK WITH **ALVARO GÓMEZ FERRETO**

General manager of the COOCAFE coffee co-operative in Costa Rica and board director of Cafédirect



What are the benefits for producers of having a direct relationship with buyers?

It gives producers stability in doing business and allows us to negotiate fairer prices for our coffee.

Do you have direct relationships with all your buyers? If not, what normally happens?

No we don't. The problem is that when there are no direct relationships we don't know who is buying our coffee in the end and we can't negotiate the price. There is no relationship for the long term, it's just a business transaction for one harvest period; these buyers don't know the needs of the growers, they don't visit the producers, they are purely commercial relationships.

What is the importance of Cafédirect having producers on its board?

We know the business inside out. And it gives the producers a voice on the board so, together, we can improve and strengthen the business. We can express our concerns, needs and problems and propose projects to undertake, so that - overall - producers can be part of Cafédirect's success.

What are currently the biggest challenges for smallholder producers?

Just to survive is the major challenge. High market-price volatility last year for coffee, fluctuating between \$3 and \$1.50 per lb, has created huge uncertainty, and challenges producers to stay in business. The support from Cafédirect helps coffee producers to do just that.



Above: chef James Golding, of The Pig in Brockenhurst, Hampshire, puts sustainability at the heart of his menu

Good for the planet, good for business

MANY RESTAURANTS ARE ENGAGING WITH SUSTAINABILITY ISSUES, REDUCING COSTS AND INCREASING CUSTOMERS' PERCEPTION OF QUALITY

Many restaurants are now highlighting the fact that they source local ingredients that are fresh, seasonal and sustainable. It's a savvy move, with consumers increasingly conscious of where their food comes from and how it has been produced. Restaurants that are responding, such as The Pig in Brockenhurst, Hampshire, crowned Sustainable Restaurant of the Year at the National Restaurant Awards last year, are gaining a real commercial advantage with customers seeing sustainable practices as a sign of quality, reassurance and attention to detail.

It's a welcome move that goes beyond sourcing. The restaurant and foodservice industry is responsible for a staggering 3 million tonnes of food waste annually. Restaurants throw out 600,000 tonnes of glass bottles a year and use 391 million cubic metres of water per year - enough to fill 104,000 Olympic-sized swimming pools.

Deep concerns: restaurants use as much water per year as you would find in 104,000 Olympic-sized swimming pools



Service/consumption is by far the biggest part of the carbon footprint for hot drinks. At 73%,

it's a figure that dwarfs the impact from growing or transportation.

Cafédirect is one of the founding members of Think.Eat.Drink, an organisation set up to drive new initiatives in the food and drink sector



that will lead to fundamental industry change. For Cafédirect, investing in the industry is as important as investing in grower partners. It

recently developed a free online 'Eco Toolkit', which offers advice and tools to reduce environmental footprints. Restaurants are able to generate a tailored report split across energy, waste, water and procurement showing what they are doing well and providing advice and tools for the areas in which they could improve.

Think.Eat.Drink CEO Jamie Grainger-Smith certainly isn't waiting around. "We believe all businesses can be vibrant and commercially successful without sacrificing taste, quality or their commitment to the environment and sustainability. The time is now for companies to show their commitment to sustainability and the planet." www.cafedirect.co.uk/ecotoolkit



Understanding the bean scene

HOW TO TASTE COFFEE AND WHAT TO LOOK FOR IN A DO-IT-ALL RESTAURANT BLEND

First impressions certainly count, but in the restaurant industry last impressions can often count for more. Poor coffee at the end of the meal leaves a bad taste in the mouth, both figuratively and literally. While a bad serve can turn impeccably sourced coffee into the stuff of nightmares, the beginning of the journey towards the perfect cup must start with the sourcing.

It's understandable that some restaurateurs simply plump for a recognisable brand and hope for the best, but those that give it a little more thought will be rewarded with a product range that's a good fit for their business and - crucially - the ability to offer customers a cup of coffee that's memorable for the right reasons. The checklist that follows is designed to make the process of selecting the right coffee (or indeed coffees) a streamlined and stress-free experience.



Cupping your game: coffee's answer to wine tasting

WHAT COFFEE IS APPROPRIATE FOR YOUR BUSINESS?

The size and style of eating establishment you run should inform your choice of coffee or coffees. A small à la carte restaurant will likely only require a couple of options whereas a large, all-day dining restaurant might want to experiment with a more varied and interesting coffee offering. In addition, consider if your choice of supplier fits with your business ethos - do they source directly? Are they Fairtrade?

DO YOU HAVE THE RIGHT KIT?

An espresso machine and a coffee grinder is the basis for most coffee served in the restaurant sector. Capable of producing a complete range of basic drinks - including lattes, cappuccinos and, obviously, espresso itself - espresso machines are comparatively expensive, but nevertheless are a standard piece of restaurant kit. A simpler option is a bean-to-cup system, which requires less staff training.

HOW MANY VARIETIES DO YOU NEED TO OFFER YOUR CUSTOMERS?

Understanding what your customers want - and what will make money for your business - is key. Taking the previous two steps into account, decide how many coffees you need. Typically the minimum a restaurant can get away with is an espresso blend and a decaf option. Cafédirect Decaf is available in handy pre-portioned and ground 60g sachets. Most that go down the



The Verona by San Remo: An espresso machine is now standard restaurant kit

simple route need to choose a do-it-all-blend with a relatively straightforward and balanced taste profile. This will almost always be a blend (rather than a single-origin coffee, which are more distinctive because they are sourced from a specific area). While far from being a boring option, blends bring beans from all over the world together and aim to provide a consistent and well-balanced taste profile.

Some larger and more specialist operators might want to differentiate their business with a range of coffees. Buying some coffees in pre-ground makes it much easier to offer multiple varieties as - typically at least - another hopper or grinder will be required for every additional freshly ground coffee offered, which can have big space and cost implications. Most of Cafédirect's Single Origin range is available pre-ground and offers operators a very simple way of serving an exciting range of coffees.

HOW WILL YOU COMMUNICATE YOUR COFFEE OFFER?

Will it be verbally as the drinks are ordered, or will the information be on the menu or written up on a blackboard? Also consider price points: a premium can be charged for specialist varieties, particularly if the serves are interesting.

GET TASTING!

Get samples in and start testing. The pro's preferred method is 'cupping', which is coffee's answer to wine tasting. Tasters use spoons to slurp the brew, noting their impressions of taste, acidity, aftertaste and body.

Cafédirect Foodservice business development manager Matt Lord recommends a blind tasting: "It's the best way to ensure you're not influenced by branding, origin and organic certification. It's easy to get overwhelmed, so limit your tasting to three coffees, four at a push."

The aroma gives a great first impression of character. Swirl it around your mouth so it reaches all areas of your tongue and palate. When tasting the coffees, compare the body (mouth feel) - is it light or does it have heavier weight of flavours? You will taste the acidity on the side of your tongue - do you prefer bright and zesty or a coffee that is smooth and rich?

Look for flavours that dominate, such as chocolate, caramel or lemon - could your staff recommend one of these coffees to match one of your desserts? Try the coffees black and with milk - the taste profile can change dramatically when you add a drop of milk. The aftertaste is important; blends with Robusta have a more intense finish, while 100% Arabica coffees have a cleaner aftertaste.

"Coffee is subjective and will usually divide a room, so try to choose a coffee that is right for your customers... one that will make them think, get excited and come back for more," says Lord.

Coffee hotspots

CAFÉDIRECT SHARES SOME OF THE WORLD'S BEST-KEPT COFFEE SOURCING SECRETS

MEXICO

Coffee was first planted in Mexico in the late 1700s and since then farmers have continued to develop their techniques with organic farming becoming increasingly popular. Cafédirect works with 6,000 smallholder growers in Mexico. Many of the best Mexican coffees are grown in the Southern part of the country in the states of Oaxaca and Chiapas, where Cafédirect's Mayan Palenque coffee is from.

NICARAGUA

Cafédirect works with nearly 5,000 farmers from two co-operatives in Nicaragua; Prodecoop and Cecocafen. Nicaraguan coffee is renowned for its unique flavours because of the very high altitudes and volcanic soil in which the beans grow. Nicaraguan coffees are fragrant and complex with good acidity and body, and in the case of Cafédirect's Cloud Forest coffee, a hint of grapefruit.

COSTA RICA

6,200 smallholder coffee growers at the Coo cafe co-operative in Costa Rica supply Cafédirect. Tarrazu and Tres Rios are two of the best-known growing regions and have ideal climates for producing superb quality coffee. Costa Rican coffee is consistently smooth and fragrant with pronounced sweet fruit notes. Watch out for the new Costa Rican single origin launch in Summer 2013.

PERU

Cafédirect works with nearly 25,000 smallholder growers from nine grower organisations in Peru. You can taste the chocolatey flavours from Peruvian coffee in several of Cafédirect's products including the award-winning Machu Picchu Organic gourmet coffee. Typical Peruvian coffee taste profiles will exhibit sweetness and acidity, with a bright sparkle in the cup. Peru produces well balanced-coffee that has it all; body, brightness and good depth in the flavours, coupled with dark chocolate notes.

HAITI

Cafédirect works with 6,500 coffee smallholder growers at the Recocarno co-operative in Haiti. The coffee beans are well adapted to the Haitian climate and soils as they thrive at high elevations in a cooler, drier climate. Washed coffee from Haiti is usually less acidic with delicate, nutty notes.

DOMINICAN REPUBLIC

Cafédirect works with more than 16,000 cocoa and coffee smallholder growers from two organisations in the Dominican Republic, Conacado and Fedecares. These coffees are classified by region, but the ones from Baharona and Juncalito are considered to be the best. Overall the coffee is mild and soft, with less acidity and a velvety body.

UGANDA

In Uganda Cafédirect works with over 23,300 tea and coffee smallholder growers from six grower organisations. The fertile soil, tropical weather and high altitude all contribute to the great tasting tea and coffee they produce. Grown on the slopes of Mount Elgon, this coffee has a delicate flavour with hints of spicy fruitiness in the cup.

RWANDA

The lush mountains of Rwanda are the perfect place to grow coffee and tea and Cafédirect works with both tea and coffee growers there. High grade Arabica coffee from Rwanda has some floral notes, a citrus taste and bright acidity which is typical of quality coffee from the central east African country.

CAMEROON

Cafédirect works with smallholder coffee grower organisations in Cameroon called Macecoop, located in Mamfe. The Robustas from Cameroon tend to have a full body and an earthy-woody dimension. The finish has a suggestion of aromatic wood.

TANZANIA

In Tanzania Cafédirect works with five coffee and tea grower organisations, from the fertile volcanic soils on the slopes of Kilimanjaro to the moist soils of Lake Victoria. The high grade Arabica coffees from this East African country used for Cafédirect's Kilimanjaro have a bright acidity and deep berry notes.



Advanced serves

MORE AND MORE RESTAURANTS ARE DISCOVERING THE JOYS OF ALTERNATIVE COFFEE SERVES

The high-end espresso machine may dominate, but a new breed of highly accessible coffee-making systems is filtering into the wider restaurant arena. In fact, if restaurateurs look to the bleeding edge of the coffee scene for inspiration they'll probably note an almost Luddite-like rejection of some of the more expensive and complex kit.

While espresso remains a fantastic and versatile medium for the creation of a wide range of coffees, heavy milk-based options can sometimes shift the emphasis away from the raw ingredient.

If you're looking to serve Cafédirect's Single Origin coffees - with their more characterful taste profiles and exclusivity - it's certainly worth considering low-tech brewing systems such as filter, cafetière, AeroPress and Chemex.

FILTER COFFEE

Despite being synonymous with terrible out-of-home coffee experiences, filter coffee can be exceptional if made with care, attention - and good coffee. A far more gentle extraction method than espresso makes for a delicate brew that's very good at reflecting the subtleties of premium and distinctive coffee varieties.



CAFETIÈRE

Although often found in a domestic setting, the cafetière is a great way to serve coffee in restaurants. Letting customers plunge their own adds theatre and the results are impressive. If you're grinding your own beans, be aware that cafetières require a coarser grind than filter or the finer grounds will seep through the press filter, making for a grainy cup.

AEROPRESS

It might look cheap but the AeroPress is the preferred method of extraction at many a trendy brewbar. The procedure is simple. Wet the filter, add finely ground coffee and pour over the water. Mix, leave to steep, and push the plunger down, thus creating a vacuum that forces the water through the coffee. The result is a strong, clean-tasting coffee.



CHEMEX

Perhaps the simplest method of the lot, this is best thought of as a manual filter coffee machine: the user controls the temperature of the water and gradually adds water to the coffee, mimicking the action of the much-maligned auto-drip brewer. A glass jug is lined with a special Chemex paper filter that's shaped into a cone and the coffee is added and gently patted down. Water at a specific temperature is then poured in gradually - the aim is to maintain a consistent brewing temperature. It's a fairly laborious process but results in a mellow cup with great clarity of flavour.



Cafédirect's trade specific range

CAFÉDIRECT ESPRESSO BEANS

A dark and intense espresso blend that mixes the boldness and intensity of the African robusta with the sweetness of the Latin American Arabic. Delivers a superb crema.

Tasting notes: Full bodied with intense flavours, velvety mouthfeel and a dark chocolate finish
Pack format: 4X1kg



CAFÉDIRECT ARABICA ESPRESSO BEANS

A signature blend of pure Arabica beans, carefully selected according to the season to create a creamy and indulgent espresso. With characteristic nutty and caramel notes mixed with bright acidity.

Tasting notes: Pure, sweet and smooth, with a floral acidity
Pack format: 4X1kg



CAFÉDIRECT ORGANIC ESPRESSO BEANS

A blend of 100% organic coffee beans with a high Arabica content grown on small organic farms in Latin America and Africa. Lively and full bodied, it blends Tanzanian, Mexican and Peruvian coffee.

Tasting notes: Deep, intense flavours with a velvety mouthfeel and smooth finish
Pack format: 4X1kg



CAFÉDIRECT MACHU PICCHU BULK BREW

A single origin, pure Arabica coffee organically grown by smallholder farmers in the high, fertile lands of the Machu Picchu region. Grown on some of the steepest slopes in the Andes.

Tasting notes: A rich, smooth coffee with fine, dark chocolate notes
Pack format: 25X180g/15X300g



CAFÉDIRECT MEDIUM ROAST AND GROUND BULK BREW

Our original and still most popular coffee. A rounded and easy-drinking coffee created by blending sweet and chocolatey beans from South America with balanced Central American beans.

Tasting notes: Smooth and balanced.
Pack format: 25X170g/15 x 275g



CAFÉDIRECT DECAF ESPRESSO ROAST AND GROUND SACHETS

A smooth, rounded coffee made with 100% Latin American Arabica beans. An expert blend of high grown, fragrant coffee from Nicaragua balanced with the nut aroma and body of Peru, and uplifting acidity of Mexico.

Tasting notes: Smooth and clean taste, sweet acidity and creamy finish
Pack format: 100X7g





Coffee with Caines

MICHAEL CAINES, THE TWO-MICHELIN-STARRED CHEF BEHIND DEVON'S GIDLEIGH PARK AND HOTEL GROUP ABODE, DISCUSSES ETHICAL BUSINESS, THE IMPORTANCE OF TASTE, AND AN EYE-OPENING TRIP TO THE COFFEE PLANTATIONS OF PERU

I'm certainly a sustainably minded chef. The key thing at Gidleigh Park [Caines' two-Michelin-starred hotel-restaurant in Chagford, Devon] is that we source the majority of our produce locally. There's a significant drive to reduce our food miles, and it's relatively easy to achieve because we're in the countryside close to some fantastic producers and have the space to grow our own veg. We also have our own water treatment plant on site and seek to reduce wastage through initiatives including recycling and sensor switches for lights and ventilation

WHAT ABOUT ABODE?

In a national group, green policies are complicated by district councils having different services. For example, not all authorities will collect food waste. To get round this we have 'green teams' at each site to make sure we do the best job we

can. We also look to source ingredients locally and reduce waste, just as we do at Gidleigh Park. It's critical that bigger groups engage with ethical issues and make sure they're doing the right thing. One needs only to look at the problems Starbucks is having at the moment.

IS IT EASY TO GET STAFF INTERESTED IN SUSTAINABILITY?

On the whole, yes, so long as the systems are in place - that's the key. Young people make up the core of hospitality businesses and tend to have a more conscientious mindset regarding the environment. They're used to recycling and generally reducing wastage.

HOW DO YOU COMMUNICATE YOUR SUSTAINABILITY INITIATIVES TO CUSTOMERS?

It's not something we bang on about, but

Far left: Machu Picchu, Peru

Below: Gidleigh Park, Devon



Above: Caines works closely with Cafédirect on coffee selection

Above right: Machu Picchu is made from organic Arabica

we do display the various green accolades we've been awarded and the Fairtrade coffee is labelled as such on the menu. I suppose it's simply in our nature to be environmentally aware. At this level it pays dividends as a lot of green practices boost quality anyway. Buying locally and in season is the most obvious example.

CLEARLY, SOURCING LOCALLY GROWN COFFEE IS NOT AN OPTION. HOW DID YOU GO ABOUT SELECTING YOUR COFFEE FOR GIDLEIGH PARK AND ABODE?

In the early 2000s we did a blind tasting and Cafédirect's [Fairtrade] Machu Picchu won. It's been served at Gidleigh Park and



Abode ever since. Restaurants are paying more and more attention to the sourcing of coffee but also tea, sugar and hot chocolate - both in terms of quality and provenance. All businesses have a responsibility to ensure the products they offer are as ethical as possible. It's generational - some older people don't care but it's dangerous to alienate future customers by not effectively engaging with green issues. Prior to Cafédirect we didn't actually offer Fairtrade coffee because we could not find the quality. Unfortunately, ethical credentials do not always mean a good-quality product.

WHEN DID YOU START WORKING WITH CAFÉDIRECT?

I first became involved with Cafédirect in 2004. Shortly afterwards, I went to Machu Picchu in Peru to see the organic farming process and the difference that Cafédirect had made to people's lives. Going to see where coffee comes from and the work that goes into producing it puts it all into context. I was particularly pleased to see that all the children were at school in the communities I visited, rather than working in the plantations, as is often the case. I'm very happy to be a Cafédirect customer because I know it pays a fair price and contributes to community projects.

Mix and match

COFFEE AND FOOD PAIRING PROVIDES A GREAT OPPORTUNITY TO ENGAGE WITH DINERS - AND INCREASE SALES IN THE PROCESS

You don't have to be Gerard Basset to know that a glass of red wine goes well with a beef stew, but when it comes to pairing foods with coffees most don't have a clue - except perhaps that a cappuccino partners nicely with a croissant. Coffee is often an automatic accompaniment to bland carbs and desserts, but it pays to dig a little deeper. Just as particular types of wine work with certain foods, some coffee taste profiles are a better match with certain sweets.

To kick off, Cafédirect has profiled four of its award-winning single-origin coffees. Consider each dessert plate's core attributes: is it sweet and creamy, or sharp and zesty? Maybe it's big on chocolate and spice. As previously outlined, the best way to offer multiple varieties of coffee for most restaurants is to go down the pre-ground route and experiment with more unusual serves: cafetières, filter and other non-espresso brewing methods. Not adding milk or sugar will also allow the customer to appreciate the characteristics of the match more fully. Coffee matches can be indicated on dessert menus or suggested by front-of-house teams.

As with wine and beer, coffees need to complement, contrast or 'cut'. For example, Cafédirect Kilimanjaro is lively with berry and citrus notes, so will complement desserts with a prominent citrus flavour and cut through heavy and sweeter offerings. Start tasting and get matching. You could even do a taste test with staff and find out their preferred combos.

BRIGHT AND CITRUS CAFÉDIRECT KILIMANJARO ROAST & GROUND COFFEE

Kilimanjaro can be considered the white wine of the coffee world and it has distinctive berry and citrus characteristics, resulting in a bright and lively combination. This coffee would be a great accompaniment to any dessert with a prominent citrus flavour - lemons, oranges, blueberries, rhubarb, and even kiwis.

Match this with: Try pairing aromatic, citrus coffees with lemon meringue pie, orange sorbet, Key lime pie, lemon parfait, rhubarb crumble, fruit salads, lemon velvet cream pie, candied orange cake, orange torte, lemon chiffon cake, lemon and poppyseed muffins and blueberry pancakes.



Offering different coffees for different times of day

More restaurants now offer different coffees at different times of the day: a zesty, lively blend with a wake up kick in the morning and a more feisty and darkly roasted coffee in the evening.

The evening is the perfect time to experiment with offering filter coffees and unusual serves, so consider mentioning alternative options on the dessert menu.



DARK CHOCOLATE AND NUTTY CAFÉDIRECT MACHU PICCHU ROAST & GROUND COFFEE

This single-origin coffee is produced at altitudes of 1,500m to 2,000m, in the Valle de la Convención, deep within the hidden Inca heartland of the Peruvian Andes, close to the sacred city of Machu Picchu. The beans are grown on the steepest slopes in the Andes, where the unique microclimate gives the beans a rich flavour. The coffee is hand-picked to ensure only the ripest, ruby red berries are selected, resulting in a rich, smooth-tasting coffee with overtones of fine dark chocolate and nut. If Kilimanjaro is the equivalent of white wine, Machu Picchu is definitely red. It is delicious with uncomplicated, chocolate flavours or nut-based dishes to bring out the walnut undertones of the coffee.

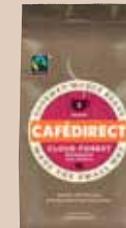
Match this with: Any combination of nuts and chocolate will go especially well with this coffee. Try with chocolate mousse, chocolate and nut sundae, bitter chocolate ganache, chocolate fondants, chocolate and orange mascarpone pie, pecan pie, chocolate pots, chocolate cheesecake, chocolate panna cotta, truffles and tortes.



DELICATE AND FLORAL CAFÉDIRECT CLOUD FOREST WHOLE BEANS

These 100% Arabica beans are hand-picked in the cloud forests of Nicaragua, hence the evocative name. Medium roasted for a velvety smooth character, these beans have a sweet floral acidity with a twist of grapefruit. This coffee variety tends to work best with sweet and fruity puddings.

Match this with: Pair delicate, floral coffees with spiced, fruit-based desserts such as Christmas pudding, mince pies, fruit cake, cinnamon twists, raisin whirls, stuffed baked apples, caramelised oranges, grapefruit granita, oatmeal and raisin cookies, rum and raisin cheesecake, poached pears, raisin flapjacks and prune ice cream.



VANILLA AND HONEY CAFÉDIRECT MAYAN PALENQUE ROAST & GROUND COFFEE

Mayan Palenque beans are grown in the fertile highlands of southern Mexico, close to the Guatemalan border. The lush area of Palenque is perfect coffee-growing country, resulting in a rounded Arabica blend with a velvety smooth texture. This smooth coffee has delicate overtones of vanilla, with a hint of honey. Mayan Palenque is perfect with anything sweet, creamy and soft, especially caramelised or with vanilla essence. Be careful not to match with citrus flavours as this will clash with the soft tones of the coffee.

Match this with: Match this coffee with creamy, vanilla desserts such as tiramisu, crème caramel, crème brûlée, rice pudding, vanilla panna cotta, bread and butter pudding, caramel éclairs, vanilla fudge, toffee and pecan pie, caramel shortbread and waffles.





BRAND NEW LOOK, BEST EVER TASTE

(AND ALWAYS MADE THE SMALL WAY)

Cafédirect only work with small farms, sourcing directly and building longterm relationships. Why? Because the big thing that small farmers have is care and passion.

And you can taste the big difference that makes.

To find out more about our award-winning range visit cafedirect.co.uk or contact Matt at mlord@cafedirect.co.uk

