



CONSUMER INSIGHTS

COFFEE CUPPING



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A NEW WAY OF TASTING COFFEE

POR SIL ALMADA



In Belleville, Paris, Sunday mornings are for coffee cupping.

The new method of Coffee Cupping (coffee tasting) allows to evaluate the different characteristics of a grain of coffee in particular. From the body, the texture, the sweetness or its acidity, to the taste of the different types of coffee.

Since coffee beans embody revealing flavors of the region in which they were cultivated, to learn the complexity of each, is an attractive experience that connects with its origins.

It creates an interesting vision of how coffee originates from its seed and finally ends in our cups.

Currently, Coffee Cupping is growing in Paris. In Belleville's coffee shop they are doing everything they can to make sure this move really gets inserted in society, instead of being a mere trend. The professional methods of Coffee Cupping have been expanded to the public, inviteing everyone to participate in this experience, those who want to feel and live the coffee with all their senses.

"All the answers are correct with coffee. If you feel it has a different taste, then it is so " – Thomas Lehoux.

STEPS FOR COFFEE CUPPING:

- 1 | Smell the coffee in its pure state.
- 2 | Pour hot water. Let stand for four minutes and smell the coffee again.
- 3 | Taste the coffee and enjoy the lingering taste that remains in the mouth.



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