

## THE HEAT IS ON

Roasting can be expressed formulaically as the application of heat over time. More poetically, we're releasing the flavors latent in the bean.

Every coffee demands a unique roast profile that respects the environment in which it was grown and how it was processed. Natural coffees often require cooler roasting temperatures to unlock the fruity flavor notes, whilst washed coffees bear up well under higher temperatures where flavor is added by the roasting process itself.

Most flavor developments occur after first crack—when the bean expands, cracks and releases moisture. We stop the roast anywhere from 1.5 to 4 minutes after first crack. Roasting time and temperature also vary based on the size of the batch. As a small-batch roastery, we can roast as little as 5 or as many as 50 pounds at a time.



## AT LAST, THE CUP

Choose your brew method based on the coffee itself and what you like. Whether you prefer the triple filtering of a Chemex or the rich mouth feel of a french press, you will always get the best results if you grind your coffee right before brewing and use fresh, filtered water.

To learn more about brewing check out our instructions at [newharvestcoffee.com](http://newharvestcoffee.com). You can also register for classes or ask your local New Harvest-supplied café about hosting a workshop. We have an in-house training lab and offer classes on making good coffee to everyone from the professional barista to the coffee novice.

## ABOUT NEW HARVEST

New Harvest Coffee Roasters is a small-batch, specialty coffee roaster in Rhode Island. We are thrilled to supply amazing coffees to your home or favorite shop.

We carefully source our coffees from partners we trust and directly from farmers. Our Source Direct program allows us to personally work with producers to ensure the best outcome for the producer, the roaster, the brewer, and all of our communities. We always pay at least 20% above the Fair Trade minimum for our direct trade coffee and often more than double for direct trade specialty microlots.

For more information on wholesale, retail or anything coffee, visit us online or in person!

[newharvestcoffee.com](http://newharvestcoffee.com)



@newharvestcoffee  
@newharvestpvd  
@ulacafe  
@pizzamonster

**The Roastery**  
Hope Artiste Village  
999 Main St. #108  
Pawtucket RI 02860  
866.438.1999

**New Harvest  
Coffee + Spirits  
and Pizza Monster**  
The Arcade  
130 Westminster St.  
Providence RI 02903  
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**Ula Café**  
284 Amory Street  
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**NEW HARVEST**  
★ COFFEE ROASTERS ★

# SEED TO CUP

Acatenango, Guatemala



## WHAT IS COFFEE?

Coffee is a plant. Originally from Ethiopia, it is now grown around the world along the equatorial band commonly known as the Coffee Belt.



The Coffee Belt

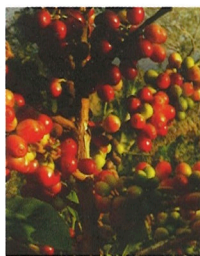
Coffee plants take about four years to mature. They require shade, rain, cool evening temperatures, and rich soil. Thus, coffee farms are typically found in the tropics high on the sides of extinct (and sometimes not-so-extinct) volcanoes.



The plants produce delicate, pale flowers. Once the bees and other insects do their work, coffee cherries develop. Inside most cherries are two seeds—those seeds are what we know as coffee beans.



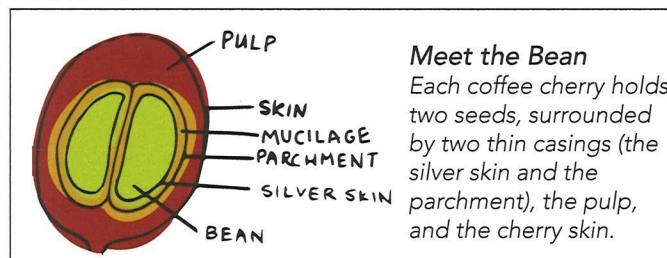
Coffee cherries do not all ripen at the same time. The ripe, red ones must be selectively picked and that means the work must be done by human hands, not machines.



## THE SEED BECOMES A BEAN

Once coffee is harvested, the fruit needs to be removed from the seeds. There are many ways to process coffee, each one affecting flavor differently. Coffee processing exists on a spectrum:

fully-washed at one end and full-natural at the other, with a number of methods that fall in between.



### Fully-Washed

Fully-washed coffee is all about the bean. Using mechanical agitation and water, the coffee cherry is removed completely before the coffee bean is fermented for up to 12 hours submerged in water. A fully-washed coffee often has chocolaty and nutty flavor notes with a crisp acidity reminiscent of apple, pear, grape, or lemon.

### Honey Process

Honey process is often described as the halfway point between washed and natural. While washed coffees remove all of the fruit from the seed, honey coffees remove only the skin and the pulp which leaves a layer of mucilage (the honey) on the beans for fermentation. These coffees tend to have a round acidity and fruity notes.

### Full Natural

Full natural coffees are also known as dry-processed coffees since the fermentation happens inside the cherry itself. Rather than remove the fruit, the cherry dries up around the bean, imbuing it with funky flavors from the fermentation. Natural

coffees are very fruity, often with notes of darker berries. Natural coffees have traditionally been associated with Africa, especially in drier regions, but that is changing as Latin American farmers have begun experimenting with different processing methods.

After processing, beans are dried—usually sun dried on patios or raised beds. Some coffee co-ops have invested in commercial driers. Beans are then bagged and ready for export.

## CHOOSING SPECIALTY COFFEE

There are two main commercial species of coffee, Arabica and Robusta. New Harvest works with 100% specialty grade Arabica

coffee. Specialty grade means

that the coffee scores at 80 or above on the specialty coffee grading rubric.

In order to meet that score, a lot of variables have to go right. Coffee is a seasonal, agricultural product so things can easily go wrong year to year. Specialty coffee quality depends on choices farmers make, the environment, the climate, and processing.

Before purchase every coffee is graded and evaluated. This is accomplished through cupping. Cupping is a standardized method of tasting coffee so that the coffee itself is the only variable—grind size, temperature, water, etc.—are all the same.

