



## QUESTIONS ABOUT COFFEE



### What is coffee?

Coffee is a beverage brewed from the roasted and ground seeds of the tropical evergreen coffee plant. Coffee is one of the three most popular beverages in the world (alongside water and tea), and it is one of the most profitable international commodities.

**Where did coffee originate?** Wild coffee plants, probably from Kefa (Kaffa), Ethiopia, were taken to southern Arabia and placed under cultivation in the 15th century. For Muslims, coffee was consumed as a substitute for alcohol, though both drinks were declared prohibited by the Qur'an. Despite that, the popularity of coffee in the Arab world led to the creation of the coffeehouse, first in Mecca and then in Constantinople in the 15th and 16th centuries, respectively, and the broader consumption of coffee there.

### Where is coffee grown?

Latin America, eastern Africa, Asia, and Arabia are leading producers of Arabica coffee. The Arabica bean requires a cool subtropical climate. It grows at higher elevations and requires a lot of moisture, sun, and shade. Western and Central Africa, Southeast Asia, and Brazil are major producers of Robusta coffee. The Robusta bean can grow at lower elevations.

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# The History of Coffee

What is the history of coffee? How and when did we start drinking this liquid gold?

Today, Coffee is considered by many to be the essential fuel for a good and productive day. The history of coffee begins with a goat farmer in Ethiopia. Coffee has spread around the world to become one of the most consumed drinks in the world. But coffee itself has been through a few trials and tribulations since its magical energy giving properties were discovered centuries ago.

How did we come to turn a small, bright red coffee cherry into a drink consumed over 2 billion times every day? Here we're going to follow coffee on its journey, from its humble, yet still mythical, beginnings in Ethiopia to how it became a beverage of the world, grown in over 70 countries, and drunk in every single country on the planet.



## Why does coffee make you poop?

The acidity of coffee causes a person's stomach to secrete a heightened level of gastric acid. Coffee contains chlorogenic acid, which causes the stomach to dump its content more quickly into the intestines. Coffee also increases the levels of gastrin in the body. Gastrin activates peristalsis, which pushes waste toward the rectum.



## The Expansion of Coffee

The first green or unroasted coffee beans to be smuggled away from their homeland, and the monopoly held on them by the Arabs, were smuggled out by a man called Sufi Baba Budan.

He is revered by both the Muslim and Hindu traditions for this singular act of smuggler (I think that is a word), and is often depicted with seven green coffee beans strapped to his chest; although some accounts of the story tell us that he hid them in his beard.

Sufi took these beans and planted them in his native India, in Mysore to be precise. It is from here that coffee is said to have spread to Europe before being taken by colonizers to their colonies and spread further afield.

## The Origin of the Word: Coffee

We've discussed the origins of coffee but where did the English language word coffee originate? The word coffee has its own variant in most languages around the world, and these are almost all along the lines of coffee or cafe, and all sound very similar to how we pronounce them in English.

The English version arose from the Dutch koffie, which, in turn, came from the Turkish kahve, whilst the Turkish word was born from the Arabic qahwah. All these words have been Romanized but you can see how our term coffee, and its translations around the world, evolved along the lineage noted above.

But why, coffee? Or, we might be better asking, why qahwah? This Arabic term originally defined a wine, specifically a wine which was an appetite suppressant; much like coffee is. This is the most widely accepted version as to why qahwah came to mean the drink that was produced from roasted and ground coffee beans.



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## The specificity of the coffee plant

Though generally referred to as a coffee tree due to the huge dimensions it can get to, the coffee plant is an evergreen specific to the warm subtropical areas all over the world. Though there are quite many species varieties, there are only two types of coffee plant that global economy exploits on a large scale: they are Arabica and Robusta, the two coffee kinds on which international commerce depends.

Though these two varieties of the coffee plant are used, Arabica leads beyond any trace of a doubt as it is responsible for 75% of the world coffee production, whereas Robusta only gives 20%. This huge difference comes from the coffee plant specificity of each of these subspecies. The beans produced by Robusta coffee plant are inferior in what the quality is concerned due to the higher level of caffeine that also influences taste.

Thus, Robusta coffee is a little bitter than Arabica and darker too; nevertheless, certain communities also depend on this coffee variety for economic survival. To make harvesting pretty easy or comfortable, the height of the coffee plant is kept under control on plantations, and it doesn't get to grow as high as ten meters as it would normally do, if left wild.

Another major difference between Arabica and Robusta coffee plant lies in pollination specificity: Arabica for instance is self fertilizing whereas Robusta depends on cross pollination. The full development of the coffee fruit, the delicious bean we depend on for our morning coffee, takes about thirty to thirty-five weeks after which it's time to harvest. As for the growth period of the coffee plant until it becomes fertile it ranges between four and five years.

For proper development, the coffee plant depends on a pretty high level of rainfall every year; it is sensitive to cold, however, it will not die because of accidentally cooler weather. The dependence on warm temperature makes it impossible to cultivate the coffee plant in Europe or in other similar parts of the world, where a temperate climate provides incompatible environments.

One great surprise came when a naturally decaffeinated type of coffee plant was discovered in Brazil, with a lot better flavor than the no-caffeine coffee brands manufactured at present. Flavor is usually lost because caffeine is extracted with the help of solvents, while if it be completely absent from the chemical composition of the plant, the flavor would remain untouched. Cultivating this type of coffee plant would mean a true revolution in the business, and things are not far from moving in that direction.



## The Beginning of Coffee

According to legend -and this is the most commonly cited story of coffee's origin- the energizing effects of the coffee bean were first noticed by a goat herder called Kaldi, who lived on the Ethiopian plateau way back during the 9th century.

One day Kaldi noticed that after some of his heard had grazed on the bright red cherry of the coffee plant they seemed to possess boundless energy, certainly more than the rest of his animals. As the story goes, this left them too energized to fall asleep at night, as their bundles of energy had them bounding all over the place.

From here, Kaldi tried the beans himself and found that they really were very invigorating. He chose to share his new discovery with the local monastery, who disregarded his anecdotes and threw the beans in the fire. A delectable aroma quickly began rising from the fire, and the beans were scrapped out for further investigation.

The monks then chose to crush the beans and add them to water. To their surprise, and joy, they found that the beverage gave them the same energy and vigor that it gave Kaldi and his goats, allowing them to stay awake and alert for evening mass. These monks passed their findings on to other monks and monasteries and so began the journey of coffee!

The earliest copy we have of any text containing this story comes from 1671 -seven hundred years after the fact- and that's why it's often cited as legend or myth. But it's a beginning all the same!

## The Original Coffee Drinkers

The first evidence that we have of people drinking coffee is through the practices of the residences of the Sufi monasteries - Sufi is defined as "Islamic mysticism" - to help keep them awake for evening mass. From here coffee spread towards Mecca, although its use was not limited to monasteries.

Coffee houses began popping up in the region, and they were places where men would meet to drink coffee, discuss the issues of the day, and smoke hookah. Coffee was also served in homes as a ceremonial act of kindness and hospitality, welcoming someone else into ones home.

As coffee made its way over to Europe it began life, as every new foreign import did, as a luxury item exclusively for the rich and noble people on the continent.

However, coffee spread quickly throughout society and public coffee houses emerged in many cities after a trade of coffee had been established. In these coffee houses, especially in Europe, anyone could come in and get a cup of coffee, so long as they could afford it.

We're getting a step ahead of ourselves here though, so before we begin to discuss the effects the coffeehouse had on society let's check out how coffee actually arrived in Europe, and how the Europeans spread it to the rest of the world.



## The Rise in the Popularity of Coffee

From Ethiopia and the Arabian peninsula coffee spread to northern Africa, Turkey and from there it made its way to Europe, its first port of call being Venice; a port which conducted a huge amount of trade with North Africa and the Middle East.

Merchants arriving there brought it to the wealthy Venetians, and they enjoyed it. From here, as imports increased, prices fell and availability grew.

Coffee was first judged as a "Muslim drink" and the Christians of Italy often warned against consuming it. However, it was widely welcomed into society once it was tasted and deemed a "Christian beverage" by Pope Clement VII; before this there were many petitions in Italy to outright ban coffee.

It is worth noting here that back in the early 1500's -about 100 years before coffee reached European shores- coffee was banned on two occasions across the Arabian peninsula because of its stimulating effects.

Although coffee expanded and worked its way into the wealthiest houses in Europe it wouldn't take off as a worldwide beverage until the Europeans first began exporting it from their colonies in India to their home countries.



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## Large Scale Coffee Exportation

Having colonized large parts of India the Dutch, followed by the British, began importing large quantities of coffee back to their homeland. Prior to this, countries on the Arabian Peninsula had pretty much had a monopoly on the coffee trade and charged very high prices for their product. The new imports now arriving in northern Europe helped lower prices and increase the availability of this exotic drink.

Once supply had increased and more wealthy Europeans and their monarchs had gotten a taste of this beautifully stimulating beverage, demand increased and the search for the coffee tree began.

The Dutch won the race for the coffee tree and in the early 1600's they had some growing in the Amsterdam Botanical Gardens. By the mid 1600's the trees were thriving and some were taken out to be planted in their colonies in southern India and Ceylon, today's Sri Lanka.

These sights were soon abandoned and the Dutch moved their plantations to their outposts in Indonesia and Suriname, and within a few years these colonies were the major supplier of coffee to Europe.

The Dutch, being the sole possessors of the coffee tree in Europe, gave a clipping from one of their bushes to the French King as a gift when signing a treaty.

A while later, a Frenchman Gabriel de Clieu convinced the gardener of the King's garden to give him a clipping of this plant, which he transported over to a French territory in the Caribbean. In Gabriel's own words we find an account which tells us that water was rationed for a period of this trip and he shared his portion with his precious cargo.

He also tells how he had to thwart at least one attempt to sabotage the plant. The coffee tree thrived in the Caribbean, so much so that it is from this clipping that most of the coffee plants found in South America, Central America, and Mexico originate.



## Coffee and the Americas

Coffee has had a huge effect on the countries of the Americas and, to this day, is considered one of the most important crops in the region. It is also that, worldwide, roughly 600 million people rely on the coffee industry for their survival; that's around 10% of the world's population. But we digress.

The production of coffee in the Americas relied heavily upon the work of African slaves and conquered native peoples. It is this use of slave labor that is attributed to France's success in the Caribbean and coffee's abundance through the whole tropical region of the Americas.

Brazil is now the world's top coffee producing country, by a substantial margin. However coffee wasn't planted in Brazil until the early 1700's, and, although a popular plant, it really didn't gain traction until after Brazil achieved its independence in the early 1800.

Then, the new rulers of Brazil cleared huge swaths of land for the cultivation of coffee. It is because of this that, by 1852, Brazil became the largest producer of coffee in the world. A title it has held since then.

In 1774, and resulting from the events of the Boston Tea Party in 1773, John Adams, one of the founding fathers of the USA, said that tea should be "universally renounced" and many Americans turned to drinking coffee, agreeing that drinking tea was now very unpatriotic.

## Coffee and the Rest of The World

Coffee was introduced to large parts of Asia by the Dutch and they led exportation and cultivation there in India, Indonesia and Japan. Notably, it was a Spanish Monk who took coffee to the Philippines where coffee cultivation and exportation thrived until a bout of coffee rust, coupled with an insect infestation, destroyed many of its crops in the late 1880's.

Following this huge dip production Philippine coffee business was gobbled up by the coffee giant that is Brazil.

Coffee might have began its story in Ethiopia but it has never really taken off in the region. True, coffee now accounts for around 25% of total exports, but before the last century it was not widely cultivated in the original home of the world's third most popular beverage.



## The coffee market explained

Since coffee is by far the most popular drinks of our times, without any known rival so far, it goes without saying that the coffee market itself is a very competitive sector. With the huge number of coffee brands, companies have to come up not with just good prices, but with quality guarantees to prove that their coffee is well-flavored and tasty. Statistics show that there is only one commerce domain more active than coffee market and it is that of oil; consequently one can hardly imagine the extent of the transactions and the number of figures for the profits that result from the coffee market.

From time to time, crisis periods appear on the coffee market, related to poor bean quality, the creation of stocks or oversupplies, not to mention

the very low coffee prices. All these elements threaten to affect the lives of those who depend on coffee cultivation for a living, the coffee farmers or producers. Furthermore, pollution has a heavy word to say in the evolution of the coffee-growing areas where entire ecosystems could be endangered; while the coffee consumer is actually unaware of the strife that is going on behind the morning coffee he or she prepares.

In global economy, the coffee market is among the fewest domains where small producers dominate trade commodities; statistics show that more than 75% of the world's coffee production comes from little farms that are entirely independent in terms of harvesting and supplying. Every time, coffee prices drop, there are farmers who come to abandon their coffee fields, moving to different sectors of activity. Such changes on the coffee market leads to instability within many communities as well as to shifts in the evolution of national economies since a part of the investments in the sector are lost.

Though the demand on the coffee market usually remains stable, there are times when fluctuations occur here as well. However, even during the times when the coffee prices drop, there is no relevant price reduction for the coffee products on the market due to the same little fluctuation in the demand. If people need just as much coffee as before, why would anyone try to make it cheaper; businesses profit from this constancy in the field and have profit changes unaffected by such fluctuations. Such transactions profitable only for some parts of the trading process are not suspected by the small farmers who have no idea about the coffee price in London or Sydney.

## Steps from Seed to Cup

Between the time they're planted, picked and purchased, coffee beans go through a typical series of steps to bring out their best.

1. **Planting:** A coffee bean is actually a seed. When dried, roasted and ground, it's used to brew coffee. If the seed isn't processed, it can be planted and grow into a coffee tree.

Coffee seeds are generally planted in large beds in shaded nurseries. The seedlings will be watered frequently and shaded from bright sunlight until they are hearty enough to be permanently planted. Planting often takes place during the wet season, so that the soil remains moist while the roots become firmly established.

### Harvesting the Cherries

Coffee cherries on the tree Depending on the variety, it will take approximately 3 to 4 years for the newly planted coffee trees to bear fruit. The fruit, called the coffee cherry, turns a bright, deep red when it is ripe and ready to be harvested.

There is typically one major harvest a year. In countries like Colombia, where there are two flowerings annually, there is a main and secondary crop.

In most countries, the crop is picked by hand in a labor-intensive and difficult process, though in places like Brazil where the landscape is relatively flat and the coffee fields immense, the process has been mechanized. Whether by hand or by machine, all coffee is harvested in one of two ways:

**Strip Picked:** All of the cherries are stripped off of the branch at one time, either by machine or by hand.

**Selectively Picked:** Only the ripe cherries are harvested, and they are picked individually by hand. Pickers rotate among the trees every eight to 10 days, choosing only the cherries which are at the peak of ripeness. Because this kind of harvest is labor intensive and more costly, it is used primarily to harvest the finer Arabica beans.

A good picker averages approximately 100 to 200 pounds of coffee cherries a day, which will produce 20 to 40 pounds of coffee beans. Each worker's daily haul is carefully weighed, and each picker is paid on the merit of his or her work. The day's harvest is then transported to the processing plant.





## Processing the Cherries

Processing cherries. Once the coffee has been picked, processing must begin as quickly as possible to prevent fruit spoilage. Depending on location and local resources, coffee is processed in one of two ways:

The Dry Method is the age-old method of processing coffee, and still used in many countries where water resources are limited. The freshly picked cherries are simply spread out on huge surfaces to dry in the sun. In order to prevent the cherries from spoiling, they are raked and turned throughout the day, then covered at night or during rain to prevent them from getting wet. Depending on the weather, this process might continue for several weeks for each batch of coffee until the moisture content of the cherries drops to 11%.

The Wet Method removes the pulp from the coffee cherry after harvesting so the bean is dried with only the parchment skin left on. First, the freshly harvested cherries are passed through a pulping machine to separate the skin and pulp from the bean.

Then the beans are separated by weight as they pass through water channels. The lighter beans float to the top, while the heavier ripe beans sink to the bottom. They are passed through a series of rotating drums which separate them by size.

After separation, the beans are transported to large, water-filled fermentation tanks. Depending on a combination of factors – such as the condition of the beans, the climate and the altitude – they will remain in these tanks for anywhere from 12 to 48 hours to remove the slick layer of mucilage (called the parenchyma) that is still attached to the parchment. While resting in the tanks, naturally occurring enzymes will cause this layer to dissolve.

When fermentation is complete, the beans feel rough to the touch. The beans are rinsed by going through additional water channels, and are ready for drying.



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## Milling the Beans

### Processing coffee beans

Before being exported, parchment coffee is processed in the following manner: Hulling machinery removes the parchment layer (endocarp) from wet processed coffee. Hulling dry processed coffee refers to removing the entire dried husk — the exocarp, mesocarp and endocarp — of the dried cherries.

Polishing is an optional process where any silver skin that remains on the beans after hulling is removed by machine. While polished beans are considered superior to unpolished ones, in reality, there is little difference between the two.

Grading and Sorting is done by size and weight, and beans are also reviewed for color flaws or other imperfections.

Beans are sized by being passed through a series of screens. They are also sorted pneumatically by using an air jet to separate heavy from light beans.

Typically, the bean size is represented on a scale of 10 to 20. The number represents the size of a round hole's diameter in terms of 1/64's of an inch. A number 10 bean would be the approximate size of a hole in a diameter of 10/64 of an inch, and a number 15 bean, 15/64 of an inch.

Finally, defective beans are removed either by hand or by machinery. Beans that are unsatisfactory due to deficiencies (unacceptable size or color, over-fermented beans, insect-damaged, unhulled) are removed. In many countries, this process is done both by machine and by hand, ensuring that only the finest quality coffee beans are exported.



## Exporting the Beans

Exporting beans. The milled beans, now referred to as green coffee, are loaded onto ships in either jute or sisal bags loaded in shipping containers, or bulk-shipped inside plastic-lined containers.

World coffee production for 2015/16 is forecast to be 152.7 million 60-kg bags, per data from the USDA Foreign Agriculture Service.

## Tasting the Coffee

Cupping coffee at origin Coffee is repeatedly tested for quality and taste. This process is referred to as cupping and usually takes place in a room specifically designed to facilitate the process.

First, the taster — usually called the cupper — evaluates the beans for their overall visual quality. The beans are then roasted in a small laboratory roaster, immediately ground and infused in boiling water with carefully-controlled temperature. The cupper noses the brew to experience its aroma, an essential step in judging the coffee's quality.

After letting the coffee rest for several minutes, the cupper breaks the crust by pushing aside the grounds at the top of the cup. Again, the coffee is nosed before the tasting begins.

To taste the coffee, the cupper slurps a spoonful with a quick inhalation. The objective is to spray the coffee evenly over the cupper's taste buds, and then weigh it on the tongue before spitting it out.

Samples from a variety of batches and different beans are tasted daily. Coffees are not only analyzed to determine their characteristics and flaws, but also for the purpose of blending different beans or creating the proper roast. An expert cupper can taste hundreds of samples of coffee a day and still taste the subtle differences between them.



## Roasting the Coffee

**Batch coffee roasting**Roasting transforms green coffee into the aromatic brown beans that we purchase in our favorite stores or cafés. Most roasting machines maintain a temperature of about 550 degrees Fahrenheit. The beans are kept moving throughout the entire process to keep them from burning. When they reach an internal temperature of about 400 degrees Fahrenheit, they begin to turn brown and the caffeine, a fragrant oil locked inside the beans, begins to emerge. This process called pyrolysis is at the heart of roasting — it produces the flavor and aroma of the coffee we drink. After roasting, the beans are immediately cooled either by air or water. Roasting is generally performed in the importing countries because freshly roasted beans must reach the consumer as quickly as possible.

## Grinding Coffee

**coffee grounds**The objective of a proper grind is to get the most flavor in a cup of coffee. How coarse or fine the coffee is ground depends on the brewing method. The length of time the grounds will be in contact with water determines the ideal grade of grind. Generally, the finer the grind, the more quickly the coffee should be prepared. That's why coffee ground for an espresso machine is much finer than coffee brewed in a drip system. Espresso machines use 132 pounds per square inch of pressure to extract coffee. We recommend taking a moment to examine the beans and smell their aroma — in fact, the scent of coffee alone has been shown to have energizing effects on the brain.



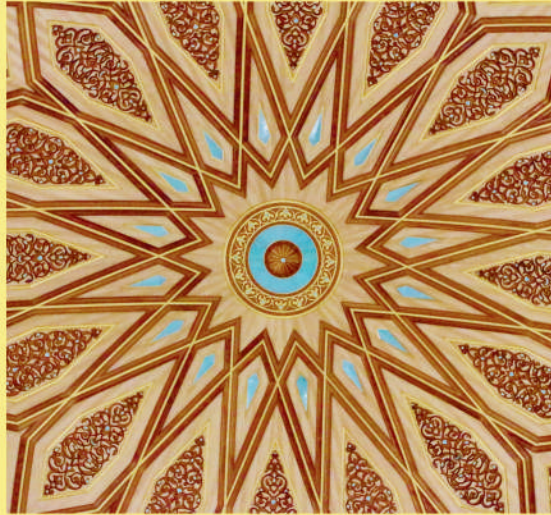


## Brewing Coffee

Brew coffee. To master how to brew coffee, use our guide for tips and methods on how to make the perfect cup for any preference. Enjoy!



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## The First Steps of Coffee Harvesting

It is important to state that there are other stories of the origin of coffee and all of them, like the above, take place on the Ethiopian plateau. Modern technology and advancements in genealogy have allowed us to trace the origins of the coffee plant back to Africa, and it is most likely, although not certain, that coffee originated from Ethiopia, and this is a, mostly undisputed, general consensus.

No one is certain at which point people started roasting and brewing coffee beans like we do today; although the story above states it, such a quick journey from coffee cherry to roasted cup of coffee is deemed pretty unlikely.

Either way, the drink of coffee began spreading across the Arabian peninsula and the Muslim world, with Yemen usually believed to being coffee's first destination after leaving Ethiopia. By the end of the 16th century it was spread through the rest of the Middle East, Persia, and Turkey.

The Arabs kept a monopoly on coffee production by either boiling, roasting, or baking the beans before they left the region in order to ensure that they would not germinate if planted. So how did coffee, now planted in over 70 countries, escape the monopoly held upon it by the Arabs?

## How much caffeine is in decaf coffee?

Decaffeination removes about 97% or more of the caffeine in coffee beans. A typical cup of decaf coffee has about 2 mg of caffeine, compared to a typical cup of regular coffee, which has about 95 mg of caffeine.

Is decaf coffee bad for you?

Like all coffee, decaffeinated coffee is safe for consumption and can be part of a healthy diet.

If you are wondering whether the decaffeination process itself is safe, the answer is yes. All four methods are safe, and once the caffeine is removed (well, at least 97% of it), the beans are washed, steamed, and roasted at temperatures that evaporate the liquids used in decaffeination.

The U.S. Food and Drug Administration has set a rigorous standard to ensure that any minute traces of solvents used to decaffeinate coffee are safe. FDA measures these traces in "parts per million." After decaffeination, coffee can contain no more than 10 parts per million of, for example, methylene chloride – that's one one-thousandth of a percent.



# DECAF COFFEE

## The benefits of using decaffeinated coffee

For anyone who loves coffee flavor, yet cannot stand the physical effects of caffeine, decaffeinated coffee is probably the best viable solution. How is decaffeinated coffee actually produced? There are all sorts of solvents used to eliminate this chemical responsible for adverse reactions such as increased blood pressure, arrhythmias and tachycardia; the result is a substance that preserves the tasty and flavor of real coffee without its potential side effects. Nevertheless, mention needs to be made that there is no 100% decaffeinated coffee on the market, and studies on various coffee brands have reflected the truthfulness of such a statement.

Does decaffeinated coffee taste the same as regular coffee? The answer is definitely yes, though the flavor parameters are slightly lower. By its very nature, coffee is very easily subject to chemical transformation. The flavor loss actually begins the moment roasted coffee beans are ground; this is why most packages are vacuumed to reduce the contact between coffee and the environment to the minimum. Decaffeinated coffee in its turn undergoes a double process: one common with that of regular coffee, and a second one that leads to the elimination of the nervous stimulus known as caffeine.

The competition for decaffeinated coffee is represented by chicory coffee, a substitute substance that is produced in a variety of flavors. Though it does not enjoy the same popularity as decaffeinated coffee, it is nevertheless an alternative almost just as tasty, particularly in its instant-preparation form. Furthermore, another issue worth to be tackled with here is that of partly decaffeinated coffee: as the name definitely suggests, this coffee variety is weaker than regular coffee. Hence, you should not try to make an espresso out of it, as you'll definitely be disappointed. Partly decaffeinated coffee is recommended to people who suffer from heart problems and need to limit the risk of getting hypertension.

One of the most outstanding discoveries was connected to the appearance of a coffee variety that is naturally decaffeinated. This species grows in Brazil and represents a great potential for a market that depends on diversity. Though it is in the project phase, the cultivation of naturally decaffeinated coffee is a great step towards combining the authenticity of flavor with the safety of the use. Basically, without the caffeine extraction processes, all natural savor of the coffee beans would remain unchanged; thus, in the coming years, we could actually be the witness of a true revolution in coffee manufacturing.



## Special coffee drinks

With coffee being one of the most popular drinks all over the world, there's no wonder that there are a great deal of combinations that use it together with other flavors for some of the most delicious results. Just as coffee has become an important ingredient in many types of desserts, the same observation can be made about the large number of coffee drinks that are served in bars, restaurants or in the coziness of your home. Here are a few suggestions about how to make some excellent coffee drinks to spoil you with or to impress family and friends at parties. One of the most frequent coffee drinks relies on the combined effect of caffeine and alcohol, with the impact of the latter drastically reduced. Some great beverages are based on coffee and rum or cream liqueur, vanilla and chocolate also works great in the combination, particularly the dark kind, with at least 85% cocoa content. All you need to do is prepare some fresh coffee and add the rum or liqueur as well as the hot chocolate and mix them. The best way to serve it is warm, and you may also feel like adding a little cream for both the aesthetic effect and the taste it gives to such coffee drinks.

Among the large number of coffee drinks that are served in pubs and restaurants, we also need to mention a sugarcaramel latte that also works great for home making. The best type of sugar to be used for the matter is cane brown sugar; add it in some milk while stirring with a whisk, then pour coffee and caramel sauce continuing to mix the combination. From the coffee drinks you may have tried, this one really works great either served cold or warm, not to mention that it is both tasty and easy to prepare.

Amaretto is one more of the many coffee drinks worth mentioning here; it mainly relies on the flavor and properties of very strong coffee, served hot in combination with whipped cream, or milk froth. You may add sugar depending on the taste, but the sweeter you make it, the more likely it is that the coffee flavor should fade. The latest trend in bars is to serve this kind of coffee drinks in wine glasses, preferably with a straw, otherwise you may enjoy drinking it with a mustache and have fun with your friends.



## The unique flavor of coffee beans

### Green Coffee Beans make excellent coffee drinks

If you'd go to a restaurant and you'd be shown some green coffee beans that would have to make you a tasty coffee, you'd surely make a very serious and distrustful face. Save any comments for the moment you'll taste the coffee, and then you're completely entitled to complain, if you still feel like! Many people who have drunk coffee made from freshly roasted green coffee beans have often declared that these strange looking beans make the best drink they've ever tasted. Where's the secret here? There is none actually. The problem with roasted and pre-packed coffee is that it starts losing its flavor immediately after being prepared.

There are coffee drinkers who'd never use processed coffee; many actually improvise and roast the green coffee beans in popcorn machines, then grind and prepare them. However, though with greater flavor qualities, green coffee is almost half cheaper than regular roasted coffee you find in supermarkets; the only problem here would be the availability of the green coffee beans. Normally, they are to be found in special shops, or larger amounts could be ordered on the Internet. Besides offering regular commercial services online, web sites often provide very valuable tips on how to store and prepare green coffee beans.

If you don't have a popcorn popper, a pan would also do for roasting the green coffee beans; yet, true enthusiasts would rather buy special roasters, which though a bit more expensive allow a great control over the roasting level, not to mention that there is much less smoke. In case you don't have time enough to roast and grind the green coffee beans at home, you could simply purchase small amounts of coffee from special shops that grind daily, so as to still enjoy the fresh coffee flavor.

How do you know when the green coffee beans are properly roasted? Under the heat action, the water inside the beans evaporates and causes the appearance of some cracks on the surface of the former green coffee beans. As the aroma spreads all around the house, it will seem like the beans are shrinking; during the entire roasting process, green coffee beans are actually losing almost 15% of their initial weight. There are two stages to recognize in the roasting process: during the first one, the beans have a light brown color, and when ground they resemble cinnamon. On the other hand, the last roasting stage is complete when a full dark color has been resumed and you can almost feel the taste of an exquisite drink.

# How much caffeine is too much?

Regulators and health authorities in the United States and around the world have concluded moderate caffeine intake can be part of healthy diets for most adults -- generally up to 400mg per day, or about 4-5 cups of coffee. Guidelines may vary for people with certain medical conditions.

As you think about caffeine intake, be mindful that caffeine is found not just in coffee but also in other foods and beverages, so consider all potential sources. Everybody is different, so everyone should check health recommendations from recognized authorities, listen to how your body responds to caffeine, and consult your personal physician if you have any questions.



## Coffee grinders

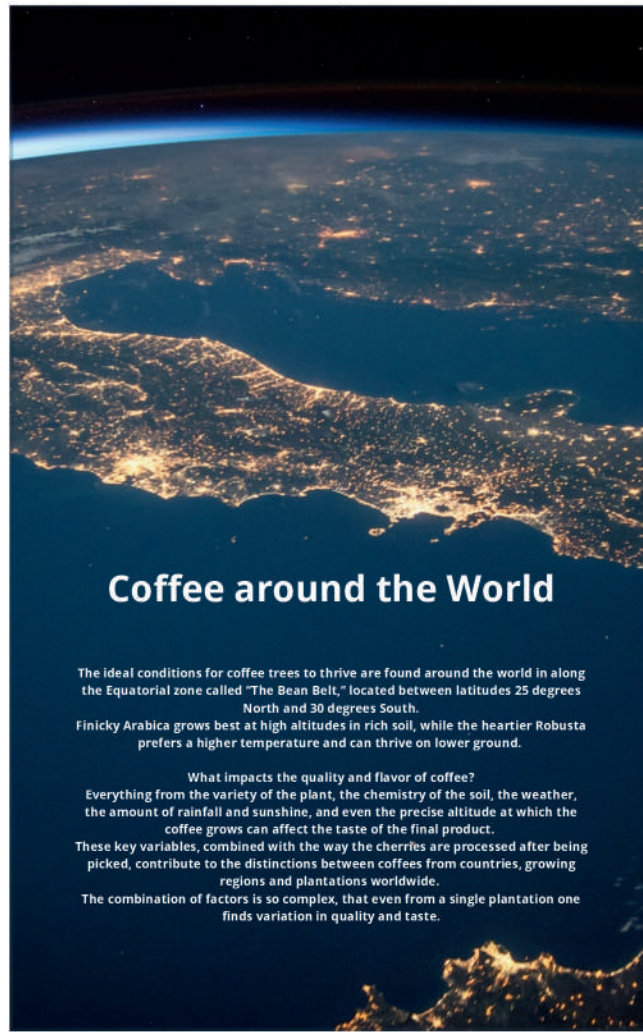
Preparing fresh coffee can mean lots of things for different people: you can either buy it ground or prepare it at home just as fine or as coarse as it pleases you. Coffee grinders are very often the choice of people who are truly in love with coffee and want to make sure that flavor and the aroma are unique, authentic and the most intense one they can get. The problem with pre-ground coffee is that it loses the flavor within days after the manufacturing process, not that it would become tasteless, but you don't discover the same intensity of the original in it.

On the other hand, those who choose to buy whole coffee beans and prepare them with the help of coffee grinders at home know that the freshness and the strength of the taste will remain present for weeks on end. However, there is one other advantage of using coffee grinders beside that of flavor preservation: I'm talking about the possibility to control the strength of the coffee depending on the way you choose to grind it. For instance, largely ground coffee works excellent for after dinner occasions when you don't need to make the coffee drinks too strong; on the other hand, in the morning, one may definitely need a super fine grind to prepare an espresso and get the maximum of caffeine out of it.

There are many types of coffee grinders on the market, how can one know which to choose? Some of these special machines are created to grind large amounts of coffee that are used in cafés for instance; but this is not the case for a regular person who needs a lower capacity to use at home. When buying coffee grinders, people should ask themselves several questions to make sure that it is worth making the investment. First of all, what is your budget? How often do you need to grind coffee? Who else drinks coffee in your house?

Usually, there are two types of coffee grinders to choose from: blade grinders and burr grinders. Blade coffee grinders are less expensive and fit very well in any kitchen due to their reduced dimensions; yet they cannot grind coffee the super fine way that is necessary for a Turkish coffee for example. Furthermore, they are quite difficult to clean, but that is not an operation you'll do too often. On the other hand, burr coffee grinders are the choice for true coffee lovers; the aroma of the coffee is thoroughly preserved, and though they are more expensive, users claim they are definitely worth the money.





## Coffee around the World

The ideal conditions for coffee trees to thrive are found around the world in along the Equatorial zone called "The Bean Belt," located between latitudes 25 degrees North and 30 degrees South.

Finicky Arabica grows best at high altitudes in rich soil, while the heartier Robusta prefers a higher temperature and can thrive on lower ground.

What impacts the quality and flavor of coffee?

Everything from the variety of the plant, the chemistry of the soil, the weather, the amount of rainfall and sunshine, and even the precise altitude at which the coffee grows can affect the taste of the final product.

These key variables, combined with the way the cherries are processed after being picked, contribute to the distinctions between coffees from countries, growing regions and plantations worldwide.

The combination of factors is so complex, that even from a single plantation one finds variation in quality and taste.





Coffee is grown in more than 50 countries around the world, including:

#### North America & The Caribbean United States - Hawaii

Though coffee farms are found throughout the Hawaiian islands, it is Kona coffee, from the large island of Hawaii, that is best known and always in high demand. Here, nature provides just the right environment for the coffee trees on the slopes of the active Mauna Loa volcano. Young trees are planted in black, volcanic soil so new that it often seems the farmers are growing seedlings in rock. Afternoon shade from tropical clouds forms a natural canopy over the trees to protect them from intense sun, and frequent island showers give the plants just right amount of rain. Kona coffee is carefully processed to create a deliciously rich, aromatic cup of medium body.

#### Mexico

Small Mexican coffee farms are more common than large plantations, but with over 100,000 coffee farmers, Mexico ranks as one of the largest coffee producing countries in the world. Most farms are in the southern states of Veracruz, Oaxaca and Chiapas. A cup of Mexican coffee generally offers a wonderful aroma and depth of flavor, often with a pronounced sharpness. It is an excellent bean for dark roasts and is often used in blends. A Mexican coffee designated Altura means that it was grown at high altitudes.

#### Puerto Rico

Coffee was brought to Puerto Rico from Martinique in 1736, and by the late 19th century, the island was the sixth leading exporter of coffee in the world. However, major hurricanes and competition from other coffee producing countries forced the island to seek other means for economic survival. Today, the coffee industry is being revived with carefully cultivated coffee from quality Arabica varieties that are produced to the highest standards. There are two major growing regions on the Caribbean island: Grand Lares in the south central region, and Yauco Selecto in the southwest. Both regions are noted for their beans' balanced body and acidity, as well as a fruity aroma.

#### Central America Guatemala

While perhaps not as well-known as some of its Central and South American neighbors, Guatemala's coffee has a distinctive taste quality favored by many for its rich flavor. There are three main growing regions — Antigua, Coban and Huehuetanango — each with a breathtakingly rugged landscape and rich volcanic soil. Microclimates strongly influence the quality and flavor of the "strictly hard beans" (grown at altitudes 4500 feet/1370 meters or higher). This medium-to-full bodied coffee has a depth and complexity of taste that is almost spicy or chocolaty.



#### Costa Rica

Costa Rica produces only wet-processed Arabicas. With its medium body and sharp acidity, it's often described as having perfect balance. Costa Rican coffee is grown on predominantly small farms, or fincas. After harvest, the cherries are immediately taken to state-of-the-art processing facilities, known as beneficios, where wet method processing begins. The careful attention to quality processing and conscientious growing methods have built Costa Rica's reputation for fine coffee.

#### South America Colombia

Colombia is probably the world's best-known coffee producer and ranks second worldwide in yearly production. A high standard of excellence is maintained with great pride and careful growing on thousands of small family farms across the country. Such care and attention results in consistently good, mild coffees, with a well-balanced acidity. The rugged Colombian landscape provides the perfect natural environment for growing, but the terrain makes it difficult to transport the harvested coffee beans to production and shipment centers. Even today, this is often done by mule or jeep. Colombian Supremo, the highest grade, has a delicate, aromatic sweetness while Buena Vista Grade is softer and slightly more acidic.

#### Brazil

Brazil is the biggest coffee producing country in the world, with seemingly endless expanses available for its production. Coffee plantations in Brazil often cover immense areas of land, needing hundreds of people to manage and operate them to produce huge quantities of coffee. Both Arabica and Robusta are grown, and the climate, soil quality and altitude determine which variety will grow best in which region. A fine cup of Brazilian is clear, sweet, medium-bodied, and low-acid.

#### East Africa Ethiopia

Coffee legend tells of the discovery of the first coffee trees in Ethiopia – it's not hard to believe that coffee originated where wild coffee tree forests are still the primary harvesting source. Generally wet processed, coffee from Ethiopia comes from one of three main growing regions — Sidamo, Harrar, Kaffa — and often bears one of those names. In the cup, an Ethiopian coffee tends to offer a remarkable and bold statement: full flavored, a bit down-to-earth and full bodied.

#### Kenya

Kenyan coffee is well-known and well-liked, both in the United States and Europe.

The beans produce a sharp, fruity acidity, combined with full body and rich fragrance. Coffee is grown on the foothills of Mount Kenya, often by small farmers.

Kenyan producers place an emphasis on quality and as a result, processing and drying procedures are carefully controlled and monitored. Kenya has its own unique grading system. Kenyan AA is the largest bean in a 10-size grading system, and AA+ means that it was estate grown.

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#### West Africa Ivory Coast

The Ivory Coast is one of the world's largest producers of Robusta coffee, which is strongly aromatic with a light body and acidity. This variety is ideally suited for a darker roast, so they're often used in espresso blends.

#### The Arabian Peninsula Yemen

In the country where coffee was first commercially cultivated, coffee is still grown in the age-old, century-proven manner. Within the small, terraced gardens of family farms, you can almost always find a few coffee trees. Since water is scarce in this arid land, coffee beans grown here tend to be smaller, and more irregular in size and shape. Lack of water also means that the coffee cherries will be dry-processed after harvest. The result is that Yemeni coffee has a distinctive taste that is deep, rich and like no other.

In ancient times, when coffee was shipped from the island of Yemen to the port of Mocha, to destinations all over the world, the word Mocha became synonymous with Arabian coffee. The Dutch combined Arabian coffee with coffee grown on the island of Java to make the first coffee blend — and one that is still well-known today —

Mocha Java.

#### Asia Indonesia

Indonesia, one of the world's largest countries, is composed of thousands of islands. Several of the larger islands — Sumatra, Java, and Sulawesi — are known throughout the world for fine quality coffee. The coffee plant was introduced to Indonesia by

Dutch colonists in the 17th century, and the country soon led the world's production. Today, small coffee farms of 1-2 acres predominate and most of it's dry processed. Indonesian coffees are noted for a pronounced rich, full body and mild acidity.

Indonesia is also known for its fine aged coffees, which were held over a period of time by farmers who wanted to sell them at higher prices. Warehousing gently ages the coffee in Indonesia's warm, damp climate and results in a coffee prized for even deeper body and less acidity. This process cannot be matched — even with today's technology.

#### Vietnam

Coffee originally came to Vietnam in the mid-nineteenth century when French missionaries brought Arabica trees from the island of Bourbon and planted them around Tonkin. More recently, coffee has been re-introduced and the coffee industry is growing so rapidly that Vietnam is rapidly becoming one of the world's largest producers. Today, small plantations, located in the southern half of the country, produce mostly Robusta coffee. With light acidity and mild body with good balance, Vietnamese coffee is frequently used for blending.

## Curious coffee facts

Coffee is part of our daily lives and we definitely love it, but were things always like that? How popular was coffee during its first days in the Western world? Among the first coffee facts that have been preserved over the centuries it is impressive to know how it was banned from the Christian world as the devil's drink.

Coffee actually reached Europe as a result of the flourishing commerce the Venetians had with the Eastern countries, and they brought it from Constantinople where it was kept very high in esteem as being an incredibly tasty drink. Christian priests at the time argued against any positive coffee facts that it was a drink given to the infidels by Satan as a substitute for wine which had been forbidden to them. Historic coffee facts indicate that it wasn't until the 16th century that this now so popular drink was blessed by the pope and commerce started to develop. At the end of the 1500s, Europe actually saw the creation of the first coffee houses, and the former banishing of this drink remained in the past and the subject of popular anecdotes.



Coffee facts show that presently this drink has gained such a great prominence that people are actually celebrating a special coffee day; moreover in terms of commercial importance we need to say that coffee is the second most traded product after oil. Among the many curious coffee facts we need to mention that there are hundreds of coffee varieties growing all over the world, nevertheless, only two are largely cultivated for economic purposes: Arabica and Robusta.

A fully-grown coffee tree will remain in production for up to forty years once it starts to produce coffee beans, not to mention that it only takes five years to become fertile. Though, Brazil is the largest coffee producer in the world, there are plenty other geographical areas suitable for the cultivation of this very important tree: Java, Mexico, some Caribbean islands, India, Thailand, Indonesia, Tanzania, Kenya or Cameroon.

Among the most surprising coffee facts we should mention here, one is related to the increased flavor of the coffee beans that results from the roasting process. The secret behind the exquisite taste lies in the presence of sugar within the internal structure of coffee beans; during the roasting process, this sugar gets caramelized which intensifies the overall flavor and delights every coffee lover.



# Organic-Certified Coffee in the U.S.

Coffee lovers are more interested in organic coffee than ever before – NCA's National Coffee Data Trends survey reports that 44% of coffee drinkers are more likely, or much more likely, to buy coffee that is certified as organic.

USDA Organic Certification Seal

And it isn't just coffee drinkers who are going organic: overall demand for organic foods continues to grow, reaching \$55.1 U.S. billion in 2019 (OTA). This, of course, creates opportunities for coffee companies, and coffee farmers, to supply this growing demand.

If you are a coffee drinker, considering where your coffee comes from could be helpful when deciding whether organic coffee is right for you. Every cup of coffee starts with a coffee tree. The fruit of that tree – small, round berries, called “coffee cherries” – eventually ripens, and are picked when mature. The outside, fleshy part of the fruit is discarded, and the innermost seed eventually becomes the coffee bean. Coffee beans are then heated at very high temperatures, over 300°F, a roasting process which not only imparts flavor, but helps purify the beans.

What qualifies as “organic coffee”?

Coffee drinkers who prefer organic coffee should look for an organic certification seal on food product packaging. The organic certification provides confirmation that the coffee product has followed a rigorous organic supply chain management process and quality controls from tree to cup, intended to safeguard the organic standards, under the oversight of the U.S. Department of Agriculture's (USDA) Agricultural Marketing Service, which manages the National Organic Program, or “NOP.”

Standards for organic coffee

The USDA NOP program oversees standards established for organically produced agricultural products intended for sale in the U.S. The standards impact anything from the health of the soil and nutrients it contains, the types of plants grown (e.g. no GMO crops are used in production), management of pests and weeds, and impacts benefiting the surrounding environment such as carbon sequestration and improvement in biodiversity (USDA).

The USDA organic standards also require strict manufacturing and supply chain controls for roasting, manufacturing, and auditing practices. Companies following the National Organic Program also work closely with certifying agencies who uphold the organic standards.

Learn More about becoming certified as an organic business, finding an organic certifier, and new requirements proposed by the USDA in 2020 for strengthening organic standards.





## Coffee Shop in Asia

As mentioned before coffee and the popularity of the coffeehouse spread across Europe, as supply followed suit. Both coffee and coffee shop culture began in the Middle East, and it seems that wherever coffee was drunk -but not where it was cultivated- coffeehouses quickly followed in its wake.

These coffee houses began to play an important role in society and were not only places to go to drink coffee but also places where people could go to socialize, discuss the news of the day, watch live music, and play games. Across Europe and the Middle East coffeehouses gained nicknames, such as "penny universities" in England -where it was said one could get educated for the value of a penny, which equaled the price of a cup of coffee- or in the Middle East where they were referred to as "schools of the wise".

During the enlightenment period of the late 1600's coffeehouses were the epicenters of, advancements in science, and changing thought in England and France, allowing people a free meeting place to discuss and organize their progressive thoughts and ideas

The change in religious sentiment and the modern ideals coming out of the meetings taking place in coffee houses during this period were so disruptive to the general norm and way of thinking that King Charles II of England made an attempt to shutter them in 1675; this, thankfully, failed.

Coffeehouses are relatively new phenomena across the United States, not having become mainstream meeting places until around 60 years ago. Their popularity was increased by some musicians but mainly by churches and groups as informal locations where they could hold meetings.



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## Coffee and Today's World

Since coffee's inception as a beverage coffeehouses have existed and they have provide people, of all classes and levels of education. A space to comfortably meet and hangout in, where everyone was on a level footing, and where there was none of the unruly nature found in bars and pubs; alcohol was actually banned to prevent such troubles.

Even today coffeehouses, around the world, are seen as comfortable settings for first dates, meeting friends you haven't seen in a long time, working, and studying. Whereas people used to work with each other in coffeehouses they now use the internet to work with other around the globe; maybe in coffeehouses also.

Coffee is considered a breakfast drink and this is because of it's well known stimulating properties. Many claim that they "are not awake" until they've had their cup of morning coffee.

Coffee can be found and drunk in all the far corners of the world, on boats, on planes, and even in space. Coffee is constantly battling beer for the place of "the world's third popular beverage" with both of these lining up behind water and tea.

Coffee's story began in Ethiopia, and its growth is tightly woven with the expansion of Europe's colonial powers. Having survived bans, oppression's, a trip in a beard, and a water rationed transatlantic trip coffee is now one of the worlds biggest exports, and around 10% of the worlds population can count themselves as part of the worldwide coffee industry.

All from some cherries that energized some goats on the Ethiopian plateau over 1100 years ago.

## What to buy from coffee shops?

Also frequently known as coffeehouses, coffee shops are the cozy locals where you go to have a good cup of coffee either with some friends or on your own, so as to quietly read a newspaper. Coffee shops differ from restaurants and cafés, since they predominantly offer a variety of coffee and tea, without serving anything else out of this range. Coffee shops are to be found anywhere on the globe, from the Western world to the Muslim and the extreme East, as they reflect more than just a consumer mentality, they actually function as social life centers, where people talk, write, or pass their spare time in the most appealing of environments.

Coffee shops are great places where people underage can gather and have fun listening to live or recorded music, the way they wouldn't be able to do in some bar; the atmosphere is absolutely great and most coffee shops feel like cozy places where everybody is at home. The specificity of a regular coffee shops differs from one part of the world to another: alcohol is served in some such establishments, not to mention that Amsterdam coffee shops are also pretty comfortable with cannabis free use.

Going to coffee shops for a birthday party or a funny evening with your friends could be a great idea. As paradoxical as it may seem, though caffeine is said to cause insomnia, most people who attend such establishments order all sorts of strong coffees particularly in the evening; 9 o'clock in the evening is the right time to gather for a flavored drink and some good live music. Whether it is jazz or blues, music and coffee go very well together; some locals even have an Arabian specific in both decorations and the type of music they play which adds up to the exoticism of the house.

One thing to be tried in coffee shops is Turkish coffee, which is one of the specialties, actually some coffee experts claim that you can label a coffee house after the quality of Turkish coffee they serve. Furthermore, ultra modern facilities combine the coffee shop destination with the wi-fi interest of young generations: this combination actually resulted in the appearance of the hybrid coffee shops that also function as Internet cafés. The phenomenon has spread to such an extent that presently, all respectable coffee shops also provide Internet access to the interested customers.





## Do coffee brands tell us about coffee quality?

What is it that interests us so much in the variety of coffee brands? How do they manage to enter the market and satisfy customers' needs? The true battle between different coffee brands is fought at the level of business history, special flavors, manufacturing techniques and the relationship price-quality. In time, ever since the introduction of coffee to the Western world, the richness of coffee brands was indisputable, but at the moment, a company needs an incredibly solid name to survive in the business and to gain recognition at the international level.

For instance, one of the most famous coffee brands in the 30s was Eight O'Clock Coffee, but now it faces most serious competition from Nestle for instance. Is the name the only element that differs among coffee brands? Market studies show that there is even a significant caffeine level difference between the products we purchase; right within the same company, two production lines may differ.

Furthermore, laboratory analyses performed for some coffee brands show that even decaffeinated products contain a low level of caffeine in their composition, since a high degree of purity is very difficult to achieve. If some people only use certain coffee brands because they are pleased with the level of quality, there are plenty others who haven't made up their minds yet, and keep changing coffee types.

Little do people know that the very drink that wakes them up in the morning has made a huge journey sometimes twice around the world before getting in their cup. Though we usually associate flavors with coffee brands and the finite product, it would be quite interesting to know that it takes four thousand manually harvested coffee beans to produce one single pound of coffee.

Throughout an entire season, a coffee tree can only give enough beans to make two pounds of roasted coffee; this should tell us something about the complexity of the processes that make coffee brands fight for supremacy on the market.

From the cheapest to the most refined and expensive coffee brands, most companies use primary matter supplied by Brazil, which is the largest coffee producer of the world. The manufacturing processes vary from case to case, however, the most common coffee type made in Brazil uses beans that have been dried in the fruit; moreover the coffee varieties produced here are much sweeter and less acidic than other kinds of coffee cultivated in Africa or Asia.





## Why Folgers coffee?

From the many companies in the coffee business, not many can boast with the history and the tradition Folgers coffee has not just in North America, but worldwide. With its origins going back to the 19th century, Folgers coffee saw the making of one of the biggest concerns in American history. Presently there are eight types of coffee available under the Folgers brand, almost all of them enjoying a decaf version too; here we could mention Coffeehouse Series, Classic Roast, Instant Coffees, Flavored Coffee and so on. All varieties have their fans, so that it is impossible to say which of them is the most popular, not to mention that there are also all sorts of additional drinks made of Folgers coffee as well.

Receiving incredible boosts from advertising campaigns both online and on TV, Folgers coffee ad creators make slogans that actually stick to your mind. The best one that comes to the coffee drinker's mind is that with the happy mornings Folgers coffee triggers; they are cheerful and lively, so that you can almost feel the energy a strong coffee can stimulate in your body. However, Folgers coffee does not rely uniquely on promotion campaigns to remain on top, as quality standards are closely monitored to make sure that the best kind of coffee gets to the user.

The official Folgers site helps visitors make up their mind which Folgers coffee best suits them; a special tool such as the roast meter is used to find out the coffee intensity that best suits you. For instance, anyone who'd like a strongly flavored, well-roasted drink should choose Gourmet Supreme Folgers coffee. On the other hand, if your taste goes more towards a mellow roast, then the Breakfast Blend should work for you. Furthermore, on the Folgers site you can find all sorts of recipes to prepare special coffee drinks as well as tips for great coffee making. As for the Folgers coffee flavors, there are four varieties to choose from: vanilla, hazelnut, chocolate and cinnamon.

They all offer a different experience of what it means to combine the taste of well-roasted coffee beans and sweet flavors; other drinks can be prepared by using such Folgers coffee varieties in association with milk, cream or a little rum too. The good part is that you can be just as creative as you like, serving innovative coffee drinks at day or in the evening. Enjoy every sip!





## Gevalia coffee

From the European companies that managed to get a name on the coffee market, Gevalia is one of the most well-known. Served mainly in the Scandinavian area, Gevalia coffee is part of a flourishing commerce with America, where the company found a very good market to exploit. Gevalia coffee line is the property of Kraft Foods and it has a tradition that goes back to the mid-nineteenth century when it was merely a family business. It made a century of history in the field before being purchased by the large Kraft concern, and though in Europe, it is considered a regular brand, Gevalia coffee enjoys a premium status in the United States.

Why is Gevalia coffee so praised for? Well, the main feature of this type of coffee lies in the balanced flavor for which the high quality Arabica beans are responsible. This brand uses no less than six types of Arabica, imported from several parts of the world: Colombia, Costa Rica, Guatemala, Kenya and Brazil.

The combination prevents the prevalence of a too acidic type of beans, but also ensures a truly exquisite flavor. Presently, besides the Gevalia coffee types, there are all sorts of tea blends that are being sold under the same brand, also enjoying immense popularity.

For spring, Gevalia offers Pecan Torte, summer is defined by the Blueberry Crème, autumn comes with Pumpkin Spice and winter is touched by the sweetness of German Chocolate Cake. These unique Gevalia coffee flavors can be shipped to you according to specifications, and you will benefit from a 10% discount from the catalog price and various promotional gifts. A nice and original thing about Gevalia coffee is the use of seasonal flavors as part of very well advertised campaigns in both Europe and across the Atlantic, on the house.

Besides Gevalia coffee and tea varieties, the company has a well promoted department of gifts for various occasions: they are cataloged under the name of gift baskets, and they include chocolate bars, bezels, cookies and all sorts of coffee packs, one more special than the other. Some such baskets are especially designed for comfortable cozy breakfasts served at home, making you feel spoiled and appreciated. Besides the regular Gevalia coffee, you'll also find tea varieties and breakfast goodies such as biscotti, muffins or edible flowers. Some of these surprise gifts are particularly designed for the winter holidays when they bring a smile on the faces of both children and grown ups.

## The advantages of using coffee pods

In a world where speed and efficiency are everything, even coffee making is considered time consuming under certain circumstances. For those coffee drinkers who are too in a hurry to spare some time to make a regular coffee, manufacturers in the business found a viable solution: coffee pods. Coffee pre-packaged in a filter is introduced in the coffee machine and while you take the morning shower, you'll get a steaming mug of coffee waiting for you. All sorts of coffee brands are available under the form of coffee pods; they are usually sold in twenty-piece packages and they are pretty easy to use at home or at the office as well.

Most coffee pods are designed according to standard sizes, so there is no problem about them not fitting your machine. For anyone interested in gardening, it is good to mention that the left overs in the coffee pods can be used as an excellent fertilizer for your plants; not to mention that there is hardly any mess whatsoever. Coffee pods are considered one of the best ways of preparing good espressos since the same quantity of ingredients are used every time; this was actually a great solution that made working in a café a lot easier than ever before.

Espresso is considered by many people the most difficult type of coffee to make right: lots of elements contribute to its incredible taste, water pressure, temperature, roast level and freshness. With coffee pods, one doesn't have to be experienced in making espressos since the system works every time; whether guests or clients require cream, exquisite flavor or strength, the coffee will have them all. Presently, there are dozens of coffee pods producers, among which the most famous are Philips Senseo, Melitta One, Black & Decker Home Cafe and so on.

There are not only coffee pods that can be purchased from super-markets, as the system applies very well to tea manufacturing as well. Lots of flavors to choose from and great prices are offered by almost all producers as this type of coffee packing is gaining preeminence; after all, our society tends to evolve towards the oversimplification of many processes required by normal households. Consequently, there comes a moment when using coffee pods is a lot more easier than traditional coffee making, particularly since there doesn't seem to be any difference in taste and quality.



## Home use of coffee pots

Coffee pots are the best help one can get when serving coffee to guests or numerous family members. Presently, there are all sorts of items that even preserve the coffee warm for several hours; thus such coffee pots are ideal to be used both at home or at work. They come in various models and designs from the very classical, porcelain made ones to the most sophisticated thermo-resistant types. The most popular kinds of coffee pots are called percolators and they are usually made of metal; such vessels can be kept directly on the stove, and due to a very practical mechanism, fresh coffee is brewed and kept warm.

However, we need to make the distinction between the coffee pots used for brewing coffee and those in which it can be served. If the former needs to be made of metal only, the latter also allows the use of plastic, porcelain or glass as well. Though plastic may be cheaper, the recommendation would definitely go for coffee pots made of porcelain or glass since they are the most likely to preserve the purity of taste and flavor, not to mention that they are completely neutral materials. The perfect coffee pots can sometimes be difficult to find given the large variety of coffee makers, brewers and cappuccino machines; after all, what is it that truly makes a good cup of coffee? Until the moment you pour coffee in the coffee pots, there is a long way of flavor building, and it often starts with the quality of the water one uses. Bottled or spring water could be the right choice to use in brewing coffee pots, as the level of purity is 99% in such cases. Two tablespoonfuls of coffee make the correct amount to use for every six ounces of water you add in the coffee pot; thus the coffee will be neither too weak or too strong.

In the absence of coffee pots that keep the coffee warm, it is not advisable to reheat the remaining coffee, since the flavor is susceptible to rapid deterioration. For instance, some people re-heat their coffee in the microwave, but there will be very little left to savor. As a general rule, no matter how special coffee pots you may use, within approximately thirty minutes after it's made, coffee already starts to lose the great taste you expect from this popular drink.



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## Easy ways of removing coffee stains

Maybe, twenty years ago, coffee stains were labeled among the most difficult to clean type of dirt from all sorts of clothes; fortunately, due to the large number of modern detergents, stain removing has become both efficient and effortless. However, despite the existence of advanced chemical substances that eliminate dirt almost instantly, most traditional methods to remove coffee stains have been preserved. Here are a few things you can try when you have to improvise or find an immediate solution to fresh coffee stains, particularly when you have to take into consideration the nature of the fabric.

The only problem with chemical removers used to clean coffee stains is that after treating the affected area, you need to launder right away. However, this is not possible all the time due to a whole range of conditions and elements that depend on the situation. This is when a traditional solution may be applied: use some white vinegar combined with fresh cold water and apply the solution on the stain preferably with a sponge. The procedure should not be more complex than wiping the surface clean actually. Afterwards, you may do the laundry together with the rest of your clothes.

Two other ideas for removing coffee stains come from the same culinary field: this time we're talking about baking soda and egg yolk solution. First of all, baking soda triggers a chemical reaction that favors the elimination of stains by actually dissolving the coffee compounds from within the fabric. Moreover, the use of egg yolk in combination with a little alcohol and two spoonfuls of warm water, may also be a viable solution against superficial coffee stains. The only problem you may notice when using such domestic stain removing tips is that dirt not be eliminated completely from the clothes.


It goes without saying that the best way to make sure that all coffee stains are eliminated completely is by using a special remover available in stores. However, a tip is worth mentioning here as well, don't ever allow a coffee stain to set since it becomes a lot more difficult to remove under such circumstances. Even if you don't do the laundry right away, you should still try to get the item in fresh water so that the coffee stain may soak and be more easy to remove. Powder, spray or liquid stain removers all work well under such circumstances, allowing a complete laundry making after application.



## Coffee tables: style and elegance

Coffee tables are those small furniture items that look so great in your living or dining room, where you can receive guests or enjoy your cup of coffee reading a newspaper, a book or a magazine. The design and type of coffee tables should definitely match the rest of the interior features; therefore, furniture manufacturers provide such a wide range of designs that anyone would feel at a loss about which to choose. If you're just decorating your house, it's best to have a look at some online catalogs with all sorts of coffee tables: do you need a classic or an ultra modern design? What material would you pick: glass, wood, ecological or metal?

When choosing coffee tables it is important that you have all the dimensions of the room clear; sometimes even the rest of the items of furniture are important for the matter. For instance, coffee tables are usually placed near sofas and armchairs. If you don't buy such elements together, you'll have to consider the way they match in the eventuality of a combination. Not just the material is important but color has a great word to say too; beware too daring colors! They may look innovative and modern, but how well do such coffee tables match with the rest of the objects in the room?



Placing coffee tables directly on the floor or on the carpet may be another element to consider. Transparent glass tables usually work great with wood polished floors as they leave an amazing impression of spatiality. Moreover, when using some kind of decorative items on such coffee tables the aesthetic effect will be double; all these contribute to an overall feeling of coziness and warmth that should characterize any home after all. If you are not convinced by the coffee tables offers available in catalogs, you may definitely have a model made on special order. There are plenty of companies that design unique coffee tables according to the client's requirements; the scores vary from medium to very high, considering the types of materials used in the production as well as the complexity of the design. Any such service supplier will first create a computer simulation or plan of the coffee tables described by the customer, and only the moment you give the green light that everything is according to your expectations, will the actual manufacturing process begin.





## Chocolate covered coffee beans

Given the great taste match between coffee and chocolate, no wonder there is a whole variety of sweets combining the two: chocolate candies with coffee filling, chocolate covered coffee beans, chocolate and coffee cakes and so on. You really don't have to be a chef to prepare some of the most delicious of desserts: for instance chocolate covered coffee beans are easy to make at home.

All you need is quality coffee beans and some chocolate chips to melt. What you have to do is drop the coffee beans in liquid chocolate, take them out and let the hot chocolate cool on a waxed surface. It is usually advisable to let them harden for at least six or eight hours before serving them or even more simply than that: use the freezer!

For even more delicious flavors you may add vanilla or hazelnut powder to the liquid chocolate or you may roll the chocolate covered coffee beans through such a mix while the composition is still hot. This kind of dessert makes an excellent choice for a party treat, and you can be 100% sure the guests will appreciate it.

Chocolate covered coffee beans that you make at home could be even more special if white chocolate is used for the dripping. Chips usually come in a variety of flavors: there is dark or semi-sweet chocolate that preserves the taste of roasted coffee beans unchanged. One thing you should be careful about is that the coffee beans be high quality; buy something you are familiar with or go for the grocer's recommendation.

Several highly effective tricks can be made when preparing chocolate covered coffee beans: first of all, there is no restriction about using two different types of chocolate for the coating. However, make sure there are no contrasting flavors used; for instance, white milk chocolate and hazelnut dark chocolate could be the perfect combination.

If you want to give the chocolate covered coffee beans a more intense cocoa flavor, you can use some extra cocoa powder to pass the candies through when they are not cool yet. Or another trick here relies on the use of mint candy powder to make the chocolate covered coffee beans a bit spicy.

Regardless of the choice of ingredients, the home making of this dessert requires a lot of care concerning the temperature of the melting chocolate in which you drip the coffee beans; sometimes a steam bath is more adequate to use once the chocolate has reached the boiling point.



## Coffee and Health

Independent research by scientists worldwide continues to link both regular and decaffeinated coffee to significant (and surprising) healthful properties.

Get the facts on decaf

What you need to know about caffeine

Check out the highlights of scientific research and evidence of coffee's unique health benefits related to:

Longevity Cancer Diabetes Cardiovascular disease StrokeLiver and kidney health Mental health



## Coffee & Longevity

**SCIENCE:** In a review of 21 prospective studies totaling over 10 million participants, drinking one cup of coffee (whether decaf or with caffeine) per day was associated with a 3% reduced risk of death, and drinking 3 cups of coffee was associated with a 13% reduced risk of death.

**SOURCE:** Caffeinated and decaffeinated coffee consumption and risk of all-cause mortality: a dose-response meta-analysis of cohort studies by Li et al., *Journal of Human Nutrition and Dietetics*

**SCIENCE:** A study from the International Agency for Research on Cancer (IARC) looked at over 500,000 people, and found that drinking coffee, whether decaf or with caffeine, was associated with reduced risk for death from various causes.

**SOURCE:** 'Coffee Drinking and Mortality in 10 European Countries: A Multinational Cohort Study' by Gunter et al in *Annals of Internal Medicine* (2017) [Funded by IARC]

**SCIENCE:** A study of over 500,000 people, spanning a decade, found that drinking coffee, whether caffeinated or decaffeinated, was inversely associated with mortality, including among those drinking 8 or more cups per day.

**SOURCE:** 'Association of Coffee Drinking with Mortality by Genetic Variation in Caffeine Metabolism' by Loftfield, Cornelis, Caporaso, Yu, Sinha and Freedman, in *JAMA Intern Med* (2018)

**SCIENCE:** In a large study looking at over 400,000 people, coffee consumption was associated with lower likelihood of death from disease.

**SOURCE:** 'Association of Coffee Drinking with Total and Cause-Specific Mortality' by Freedman, Park, Abnet, Hollenbeck and Sinha in *The New England Journal of Medicine* (2012)



## Coffee & Cancer

SCIENCE: A meta analysis of human prospective studies showed that drinking both caffeinated and decaffeinated coffee was associated with reduced risk of liver cancer.

SOURCE: Coffee, including caffeinated and decaffeinated coffee, and the risk of hepatocellular carcinoma: a systematic review and dose-response meta-analysis by Kennedy OJ, Roderick P, Buchanan R, et al, BMJ Open

SCIENCE: Coffee consumption may offer protective benefits for post-menopausal breast cancer. Consumption of four cups per day was associated with a 10% reduction in postmenopausal cancer risk.

SOURCE: Coffee Intake Decreases Risk of Postmenopausal Breast Cancer: A Dose-Response Meta-Analysis on Prospective Cohort Studies' by Lafranconi, et. al in Nutrients (2018)

SCIENCE: Coffee drinking is associated with a lower risk of colon cancer in women. A study showed that there was a 20% reduced risk of colon cancer in women who drank more than 3 cups of coffee day, compared to those who drank less than one or less.

SOURCE: Coffee drinking and colorectal cancer and its sub-sites: a pooled analysis of 8 cohort studies in Japan by Kashino, et al. for the Research Group for the Development and Evaluation of Cancer Prevention Strategies in Japan (2018)

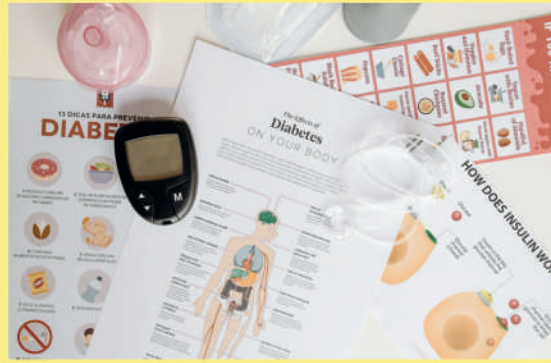
SCIENCE: Drinking coffee may prevent recurrence of liver cancer in adults

SOURCE: 'Protective effects of coffee consumption following liver transplantation for hepatocellular carcinoma' by Wiltberger, Lange, et al, In Zeitschrift für Gastroenterologie (2018)



[www.coffeeforweightloss.net](http://www.coffeeforweightloss.net)





## Coffee & Diabetes

**SCIENCE:** Studies show that coffee drinkers are at a lower risk of developing Type 2 diabetes, which accounts for 90-95% of diabetes cases in the world. They also show that people who drink four or more cups of coffee daily have a 50% lower risk of Type 2 diabetes.

**SOURCE:** 'Coffee components inhibit amyloid formation of human islet amyloid polypeptide in vitro: possible link between coffee consumption and diabetes/' by Cheng et al, in the Journal of Agricultural and Food Chemistry (2011)

**SCIENCE:** Cafestol, a compound found in coffee, could help to stave off type 2 diabetes. The compound has been found to increase insulin secretion, reduce fasting glucose levels and improve insulin sensitivity in mice.

**SOURCE:** 'Cafestol, a bioactive substance in coffee, has anti-diabetic properties in KKAY mice' by Mellbye et al, in the Journal of Natural Products (2017)

## Coffee & Stroke

**SCIENCE:** The results of a survey looking at over 83,000 women over many years showed that coffee consumption may modestly reduce the risk of stroke among women.

**SOURCE:** 'Coffee consumption and risk of stroke in women' by Lopez-Garcia et al, in Circulation: Journal of the American Heart Association (2009)

**SCIENCE:** A study from the International Agency for Research on Cancer looked at over 500,000 people, and found that coffee drinking was associated with reduced risk for death from various causes, including stroke.

**SOURCE:** 'Coffee Drinking and Mortality in 10 European Countries: A Multinational Cohort Study' by Gunter et al in Annals of Internal Medicine (2017) [Funded by IARC]

**SCIENCE:** A large-scale study in Japan found that higher green tea and coffee consumption was inversely associated with risk of CVD and stroke in the general population.

**SOURCE:** 'The impact of green tea and coffee consumption on the reduced risk of stroke incidence in Japanese population' by Kobubo et al, in Stroke (2013)



## Coffee & Kidney Health

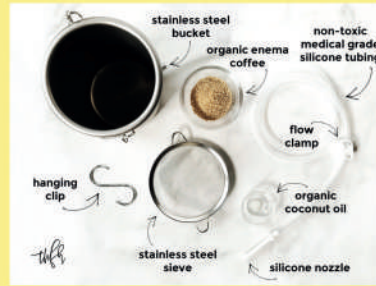
SCIENCE: Coffee consumption is associated with reduced risk of chronic kidney disease.

SOURCE: 'Effect of Coffee Consumption on Renal Outcome: A Systematic Review and Meta-Analysis of Clinical Studies' by Kanbay M, Siriopol D, Copur S, Tapol L, et al. *Journal of Renal Nutrition* (2020).

## Coffee & Mental Health

SCIENCE: An independent meta-analysis found that coffee consumption is associated with a reduced risk of depression.

SOURCE: 'Coffee Drinkers Are Less Likely Than Others to be Depressed -- a Review of Current Research on Coffee, Depression and Depressive Symptoms' by Dr. Alan Leviton, Harvard Medical School



## Detoxification with coffee enema

From the many types of natural remedies for toxin accumulation at the colon level and in the tissues, coffee enema is considered to have a great positive effect for the body. Though the most commonly used are enemas with saline solution, coffee is gaining popularity; the difference between the two lies in the muscular relaxation properties that caffeine has and the stimulation of the blood vessel dilatation it triggers locally. However, we should not jump at judging the effects of coffee enema being similar to that of coffee drinking; since the caffeine is absorbed much more quickly through the veins at the anus level.

The coffee enzymes introduced in the body via a coffee enema are transported by the blood directly to the liver where they trigger a dilation of the bile ducts and speed up the elimination of the toxins in the digestive tract. With the evacuation of the substances in the colon, the bile and the toxins leave the body, and an increased health status is resumed. Don't worry about the roasting level of the coffee you use for the enema, this is not important; the only thing that matters is that the coffee enema be performed using sterile equipment available in most drug stores together with distilled water.

Don't use too much coffee, a balanced composition is necessary for the best of results, this means that eight cups of boiling water for eight spoonfuls of coffee are enough. Let the composition cool until it reaches body temperature; only then it is suitable to use the coffee enema. The larger coffee grounds will be deposited on the bottom of the vessel, make sure you don't stir them when you pour the liquid in the enema bag. Though it may seem common sense that no other substances should be present in the coffee – like vanilla used for flavor – we still have to stress out the importance of treatment purity.

Specialists label coffee enema as completely safe to be used at home, unless the overall health condition prevents it. Don't worry about the possibility to develop a bowel dysfunction, as there is no such risk connect with the procedure; the bowel movement will continue working well for a few days after the coffee enema in the case of people who suffer from constipation. The sure way to preserve a good colon health status is by eating an adequate amount of fibers and drinking plenty of liquids.



## Tips for Coffee Beans

For the best cup of coffee, start with quality beans and store them properly to maximize freshness and flavor.

Keep beans airtight and cool

Your beans' greatest enemies are air, moisture, heat, and light.

To preserve your beans' fresh roasted flavor as long as possible, store them in an opaque, air-tight container at room temperature. Coffee beans can be beautiful, but avoid clear canisters which will allow light to compromise the taste of your coffee. Keep your beans in a dark and cool location. A cabinet near the oven is often too warm, and so is a spot on the kitchen counter that gets strong afternoon sun. Coffee's retail packaging is generally not ideal for long-term storage. If possible, invest in storage canisters with an airtight seal.

Buy the right amount. Coffee begins to lose freshness almost immediately after roasting. Try to buy smaller batches of freshly roasted coffee more frequently - enough for one or two weeks. Exposure to air is bad for your beans. If you prefer to keep your beans in an accessible and/or attractive container, it may be a good idea to divide your coffee supply into several smaller portions, with the larger, unused portion in an air-tight container.

This is especially important when buying pre-ground coffee, because of the increased exposure to oxygen. If you buy whole beans, grind the amount you need immediately before brewing.





## RELATED: Coffee Roast Guide

Freezing your beans?

Freshness is critical to a quality cup of coffee. Experts agree that coffee should be consumed as quickly as possible after it is roasted, especially once the original packaging seal has been broken.

While there are different views on whether or not coffee should be frozen or refrigerated, the main consideration is that coffee absorbs moisture – and odors, and tastes – from the air around it, since it is hygroscopic (bonus vocabulary word for all the coffee geeks out there).

Most home storage containers still let in small amounts of oxygen, which is why food stored a long time in the freezer can suffer freezer burn. Therefore, if you do refrigerate or freeze your beans, be sure to use a truly airtight container. If you choose to freeze your coffee, quickly remove as much as you need for no more than a week at a time, and return the rest to the freezer before any condensation forms on the frozen coffee.

Freezing your beans does not change the basic brewing process.



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RELATED: [Coffee Roast Guide](#)

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## 6 Coffee Habits That Help With Weight Loss

Experts warn that how you drink your coffee can have lasting health effects.

BY SAMANTHA BOESCH OCTOBER 23, 2021

It's safe to say that for some of us, coffee may be the one thing getting us through our busiest days of the week. And, for the most part, those daily cups can actually benefit our health as long as they're consumed in moderate amounts.

We recently learned that there are certain unhealthy coffee habits that can lead to weight gain—like adding too much sugar or drinking on an empty stomach. But are there specific coffee habits that can help us lose weight?



## Weight Loss and Alcohol

We spoke with our medical board experts Laura Burak, MS, RD, author of *Slimdown with Smoothies* and founder of Laura Burak Nutrition, as well as Lauren Manaker, MS, RDN, author of *The First Time Mom's Pregnancy Cookbook* and *Fueling Male Fertility*, to learn which coffee habits they believe can help you lose weight and stick to your health goals. Then, for more healthy eating tips, make sure to check out these [Weight Loss Habits Dietitians Want You to Try Right Now](#).

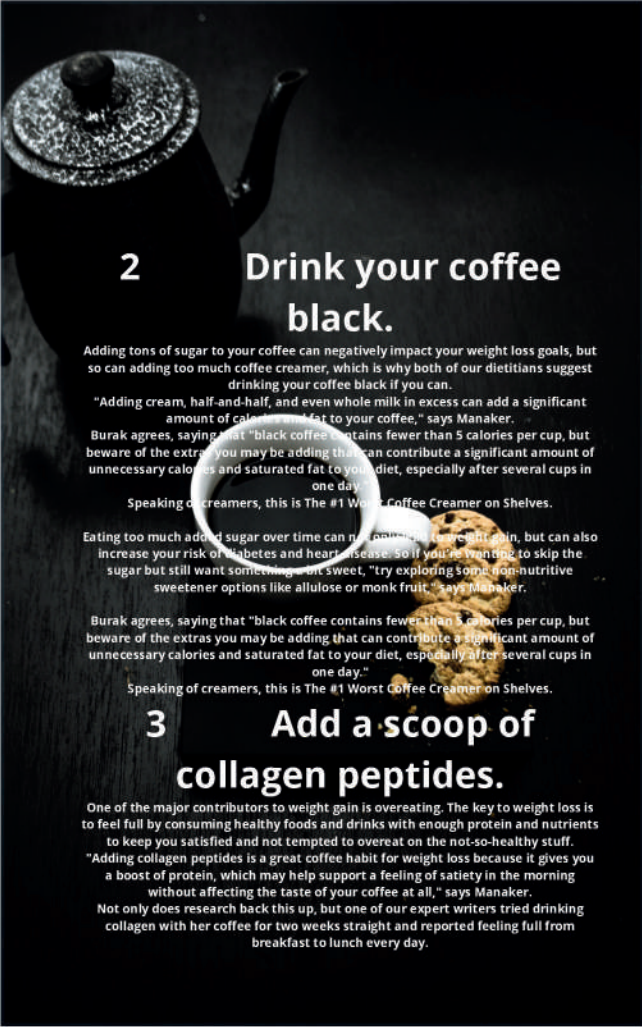
# 1 Skip the table sugar

According to Manaker, not putting sugar in your coffee is one of the easiest ways to help you meet your weight loss goals. The guidelines for how much sugar you should have in a day varies depending on your caloric intake, but the average suggested sugar intake is no more than 50 grams per day for a 2,000-calorie diet.

With that in mind, adding just one tablespoon of sugar to your coffee will give you about 12.5 grams of sugar, which is a pretty large chunk of your daily recommended levels in just one cup of coffee.

Eating too much added sugar over time can not only lead to weight gain, but can also increase your risk of diabetes and heart disease. So if you're wanting to skip the sugar but still want something a bit sweet, "try exploring some non-nutritive sweetener options like allulose or monk fruit," says Manaker.





## 2 Drink your coffee black.

Adding tons of sugar to your coffee can negatively impact your weight loss goals, but so can adding too much coffee creamer, which is why both of our dietitians suggest drinking your coffee black if you can.

"Adding cream, half-and-half, and even whole milk in excess can add a significant amount of calories and fat to your coffee," says Manaker.

Burak agrees, saying that "black coffee contains fewer than 5 calories per cup, but beware of the extras you may be adding that can contribute a significant amount of unnecessary calories and saturated fat to your diet, especially after several cups in one day."

Speaking of creamers, this is The #1 Worst Coffee Creamer on Shelves.

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## 3 Add a scoop of collagen peptides.

One of the major contributors to weight gain is overeating. The key to weight loss is to feel full by consuming healthy foods and drinks with enough protein and nutrients to keep you satisfied and not tempted to overeat on the not-so-healthy stuff.

"Adding collagen peptides is a great coffee habit for weight loss because it gives you a boost of protein, which may help support a feeling of satiety in the morning without affecting the taste of your coffee at all," says Manaker.

Not only does research back this up, but one of our expert writers tried drinking collagen with her coffee for two weeks straight and reported feeling full from breakfast to lunch every day.

## 4 Don't use coffee as a meal replacement.

Coffee may be a natural appetite suppressant, but Burak warns that it should never be used as a meal replacement or substitute for food. "Coffee alone is not a meal or snack, but I often find clients still using a 3 p.m. cup of coffee as a way to skip a meal and save calories as it does temporarily suppress your appetite," says Burak.

Unfortunately, this meal-skipping is not only harmful to your metabolism, but it may also lead to overeating later in the day. This is a delicate balance because, according to Burak, drinking coffee with your meal can help give you a feeling of satiety or fullness, which can also help prevent you from overeating.

"It is also liquid which, like water, helps to keep your tank feeling full and therefore can assist you with eating a more appropriate amount of food if you're looking to lose weight," says Burak, "but the bottom line is, don't skip meals and eat when you're hungry!"

## 5 Opt for half-caff or caffeine-free coffee in the afternoon.

It may be tempting to reach for that cup of coffee around 3 or 4 p.m. when you're starting to lose steam at work, but Manaker says this may not be the best for your health.

"Caffeine can affect a person's sleep, and drinking it close to bedtime can cause a person to miss out on their important rest," says Manaker. "A lack of restful sleep is linked to weight gain, supporting healthy sleep habits by not drinking coffee in the afternoon or opting for a decaf cup can help you with your weight loss goals."



## 6 Get enough sleep.

If you want your coffee to help you with your weight loss goals, you may first want to make sure you're naturally getting as much sleep as you need.

According to Burak, the energy boost you get from coffee can hide the fact that you aren't getting enough sleep. Without adequate amounts of sleep, you may be more inclined to overeat, which might lead to weight gain.

"The caffeine in coffee acts as a stimulant, which can give you a temporary boost of energy and get your metabolism going throughout the day," says Burak. "The key is to make sure you're still focusing on getting quality sleep and not using coffee chronically for artificial energy."





## Decorative and promotional coffee mugs

Are you touched by the coffee craze every morning? Do you feel completely awake only after taking a few sips of the warm, tasty, coffee you start your days with? Then, you are probably very much aware of the pleasure of using nice colorful coffee mugs either at home or at the office, and if they are personalized: that's even better! Though we are used to serving coffee from nice porcelain cups when we go to a pub or a restaurant, coffee mugs are the ones most suitable for home-use. People usually have one favorite coffee mug they like to drink from, and this small item is perfectly integrated in the morning routine.

Some coffee mugs can be personalized on purchase with full imprinting of funny messages, pictures, or even photos. Some people would rather drink their coffee at the office from a mug that reads their name; whereas at home, there is a certain feeling of coziness related to using a favorite mug. For people who want to surprise friends or family with an original gift, coffee mugs make excellent choices particularly since they can render a funny message under the form of a logo. Many souvenir shops also sell coffee mugs on Mother's day, Christmas or Easter Day with suggestive pictures for such times of the year.

Coffee mugs can also be used as promotional items for companies that organize advertising campaigns. There are stores who present good customers with such gifts around the holidays or during specific marketing promotions, as well as at charity events for instance. Such coffee mugs need to show the name of the company and the contact details, as well as a suggestive logo; furthermore, the color choice could be very important and most companies usually order such items made in the colors that characterize their business.

Furthermore, coffee houses and cafés sometimes use coffee mugs as decorative items on display; there are actually complete collections of such items arranged on shelves, thus creating a colorful and pleasant atmosphere.

The most exquisite and expensive coffee mugs that you'll find in a souvenir shop for instance, are those that are hand-painted. They take a lot more time to make and they are usually unique, designed in local workshops or by people for whom hobby and job are one and the same; there will be nobody else drinking coffee from a mug identical to yours.



## Style in a coffee cup

Probably the most famous and popular drink in the entire world, coffee is presently prepared in hundreds of ways all over the globe. Should you go in restaurant and check the menu for a coffee, you'll definitely be at a loss about what to choose, particularly if you don't have something specific in mind. For serving each type of coffee, a special kind of coffee cup is used. To give a simple but illustrative example here let's consider espresso for instance; this is usually served in a small coffee cup, due to the fact that it is probably the strongest kind you could have. A larger coffee cup allows room enough for adding something else in it to enhance the flavor: milk, rum, whiskey, cream and so on.

Whether you use a coffee cup with a brand name on it, or simple porcelain mugs, coffee drinking makes part of a process some even label as ritual; hence, there are some rules to be followed when you serve coffee to your guests. First of all, a coffee cup should look appealing and inviting; adding a decorative item such as a green mint leaf on the saucer will have a very pleasant aesthetic effect. Don't forget to also offer a glass of water next to the coffee cup, some people actually prefer it after a strong flavor. Furthermore, experts say that no sugar should be added in the coffee during the preparation.

Everybody is free to add as many lumps in the coffee cup as it suits his or her taste, consequently, serving it too sweet or too bitter is definitely a mistake, make it black, that's the best way to please all tastes. The same observation stays valid for the cream and milk one may add beforehand, which is not advisable either unless we're talking about some special type of coffee; however, what you could do to make the coffee cup seem even more inviting is to serve some cookies with it. Make sure that they are not too sweet, as the most intense taste should be that of coffee, not to mention that sugary snacks make coffee taste bitter.

If you want to surprise a friend or a dear one whom you know to be a great coffee lover, you may easily choose to offer him / her a personalized coffee cup. The best way to get it is by turning to a specialized company in the field which actually inscribes the text of your choice on high quality porcelain. Moreover, presenting a personalized coffee cup within a whole set, will make the gift even more unique and funny; every time your friend will drink coffee he / she will have you in mind.



Just click the following link to get this free eBook

## 89 Original Recipes For Coffee Lovers

<https://tinyurl.com/89Coffeeoffers>

89 Coffee Recipes included:

- 1.Alexander Espresso    2.Canadian Coffee    3.Alpine Carnival
- 4.Amarretto Coffee    5.Amarretto Coffee / Variation    6.Arabian Coffee
- 7.Black Forest Coffee    8.Buttered Rum Coffee
- 9.Cafe Au Lait ( Coffee with Milk )    10.Louisiana Cafe Au Lait
- 11.Cafe Au Lait Luzianne    12.Cafe Au Cin    13.Cafe Cappuccino
- 14.Cafe Cappuccino Mix    15.Cafe Con Miel    16.Cafe De Oia
- 17.Cafe' Mexicano    18.Cafe AlVanCocoa    19.Cafe Royale
- 20.Cafe Vienna Lookalike    21.Caffe Di Cioccolata    22.Cajun Coffee
- 23.Cappuccino Orange    24.Creamy Cappuccino    25.Cappuccino Royale
- 26.Cappuccino Shake    27.Cardamom-spiced Coffee    28.Chocolate Almond Coffee
- 29.Chocolate Coffee    30.Chocolate Mint Coffee
- 31.Chocolate Mint Coffee Float    32.Coconut Coffee    33.Coffee Ice
- 34.Coffee Soda    35.Creamy Iced Coffee    36.Creamy Irish Coffee
- 37.Creamy Irish Coffee 2    38.Danish Coffee
- 39.Delicious Coffee Milk Shake    40.Di Saronno Coffee
- 41.Dinner Party Coffee    42.Dublin Dream    43.Espresso Romano
- 44.Fireside Coffee Mix--Flavored Coffee Creamer    45.Flavored Coffees
- 46.Flavored Coffees (mocha)    47.Frozen Cappuccino
- 48.Gaelic Coffee    49.German Coffee With Whipped Cream
- 50.Godiva Irish Coffee    51.Homemade Coffee Liqueur    52.Hot Baja Coffee
- 53.Easy Iced Cafe Au Lait    54.Iced Cinnamon Coffee    55.Original Iced Coffee
- 56.Iced Mocha Cappuccino    57.Iced Mochacchino
- 58.Instant Coffee-Swiss Style Mocha Mix    59.International Cappuccino Coffee Mix
- 60.Bailey's Irish Cappuccino    61.Old Fashioned Irish Coffee
- 62.Bushmills Irish Coffee    63.Instant Creamed Irish Coffee    64.Quick Irish Coffee
- 65.Kahlua Irish Coffee    66.Irish Coffee Milkshake    67.Another Irish Coffee
- 68.Maraschino Coffee    69.Italian Coffee With Chocolate
- 70.Italian Mocha Espresso    71.Kahlua Coffee    72.Kahlua Kioki Coffee
- 73.Loco Cocoa Mocha    74.Maple Coffee    75.Mexican Spiced Coffee
- 76.Mocha Coffee    77.Mocha Coffee Mix    78.Mocha Flavoured Coffee
- 79.Mocha Frappe    80.Nightcap Coffee Mix    81.Orange Cinnamon Coffee
- 82.Pluto Coffee    83.Praline Coffee    84.Turkish Coffee    85.Vanilla Almond Coffee
- 86.Viennese Coffee    87.Viennese Coffee Mix    88.Cinnamon Spiced Coffee
- 89.West Indies Coffee



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