

# COFFEE

## A Brief History of Coffee:

### Out of Africa

The story of how coffee became one of the most popular drinks in the world is shrouded in mystery. It is thought that the coffee plant originated in the province of Kaffa, in the area known today as Ethiopia. There is no real evidence to show exactly when, or how, it was first discovered that a rich and stimulating brew could be made from the bean, but it is thought that before coffee was ever appreciated as a beverage, native tribes-people may have chewed the ripe cherries and beans as food.

There is evidence, however, to suggest that coffee plants were cultivated in monastery gardens 1,000 years ago. According to folklore, a goat herder called Kaldi noticed that even the oldest goats behaved like young kids when they ate certain wild berries. Upon hearing this, the Abbot of the local monastery decided to experiment. He found that a brew of these 'cherries' could keep his brother monks awake through long hours of prayer.

### Café culture

In Britain, the first coffee house was opened in Oxford in 1651 and by 1700 there were 3,000 coffee houses in London. Every man of the upper middle classes went to his coffee house daily to learn the latest news. Edward Lloyd's coffee house (founded in 1668), attracted seafarers and merchants and eventually became Lloyd's of London, the world-famous insurers. Similarly, Jonathon's Coffee House became the London Stock Exchange.

## Pickwicks sources their coffee from a number of roasters...

### TAYLORS OF HARROGATE -

All Taylors coffee are either Fairtrade, Rainforest Alliance or UTZ certified.

### MEDIUM ROAST COFFEE -

**Café Imperial** - a medium roast blend with refreshing citrus notes, providing a lively nuanced cup.

**Kenyan Nyeri** - a vibrant and lively coffee, grown in rich volcanic soil at extremely high altitude.

### RICH ROAST COFFEE -

**Brazil Rio Valleys** - a smooth and perfectly balanced rich roast with a full bodied and beautifully rich flavour.

**Ethiopian Mocha Limu**—grown in the highlands of the Limu region of Western Ethiopia. Medium bodied with a winery sweetness and chocolaty flavours.

**Guatamala Cloud Forest** - The plantations high altitude allows this coffee to slowly develop acidity and character, delivering a lively citrus sweet cup. Its floral notes and rich caramel after taste will enliven your spirits at any time of day.

### DARK ROAST COFFEE -

**French Roast** - full bodied and smooth with hints of citrus.

**Java Jampit** - grown on the edge of a volcano, this coffee has a sophisticated flavour that belies its boldness.

### PICKWICKS COFFEE -

We have three roasters for our coffees, all are based in East Anglia. One roaster can trace it's roots back to the end of the 19th century. All only roast in small batches to order for impeccable freshness and flavour.

### PICKWICKS COFFEE TRIAL WINNERS 2014

Having trialled many locally roasted coffees over the past year we have chosen the following winners.

**Mexican Terruno Nayarita Reserva** The best coffee currently being produced in Mexico. Medium bodied and beautifully balanced. Bright acidity and a delicate orange sweetness.

**Tanzania AA** - Rich, juicy and vibrant - heavy body and peak notes of grapefruit and orange. Bright citrus acidity with an elegant and long after taste.

**Ethiopoa Yirgacheffe** - Medium bodied with complex aromas and flavours of mandarin, melon and jasmine flowers.

**Peru Aymara** - San Jorge. Fed by spring waters, grown at high altitude, amongst the most beautiful flora and fauna of Tambopata Valley region. Harvested by hand by local families who have worked the area for generations. Chocolate flavours, good body and tangerine sweetness.

All these coffees have been universally praised by our customers and we will be offering them on a rotational basis throughout 2015.

Check our Facebook page or shop window to see which bean we are stocking this month.

### Two of the best...

**Jamaican Blue Mountain** - needs no introduction, our best coffee ever! Roasted here in Ipswich. Sweet, fragrant and flavoursome.

**Four Bean Espresso** - Winner of 'Caffeine Magazine' Micro-Roastery Espresso Taste Award 2013. A blend of Peruvian, Ethiopian Yirgacheffe, Columbian and Guatemalan beans. Displaying a very good balance with a nicely rounded quality. Hints of cocoa and fruit.

### MEDIUM ROAST COFFEE-

**Pickwicks Mountain Blend** (*previously Blue Mountain Blend*) is probably our most popular and well loved blend. Created from Central and South American beans with a dash of a sharper African bean this coffee displays a smooth and bright flavour with nutty overtones.

**Columbia Agustino Forest** - Grown by small holder farmers in the San Agustine, Columbia, at an altitude of 1700-2000m. Clean with a good sweetness. Hints of lemon and sweet Orange. Light to medium body.

**Costa Rica S.H.B** - the very best Costa Rican coffee beans, grown above 3,900 feet, gain the highest classification in the Costa Rican system - SHB (Strictly Hard Beans)! This popular coffee from the Tarrazu region is bright, full bodied and well balanced.

**Decaffeinated Medium** - is a special coffee indeed. This bean, from the Kenyan estates, has been naturally decaffeinated with water.

**Ethiopia Mocha Medium** - a full bodied coffee with spicy aromas and floral undertones. The 'original' coffee - where it all started! Drink as an all day coffee.

**Kenya AA** is probably the most well known of the 'gourmet' coffees. Prized for its acidity and bright touch to the palate, Kenya AA produces a complex and well rounded cup. The interesting light fruit notes (berry and citrus) combine with a touch of spice for a brew most often drunk black.

**Kenyan Peaberry** Sourced from Nyeri, our specially selected peaberry bean is said to contain all the best in Kenyan flavour. A fine acidity with a light, slightly fruity flavour.

### MEDIUM/HIGH ROAST COFFEE-

**Creole** - Powerful, rich and very smooth. Brazil and Colombia Supreme coffees are roasted to create a strong after dinner coffee that will suit all occasions

### HIGH ROASTS:

**Decaffeinated High** - as decaf medium with a more intense flavour

**Italian** - luxuriously smooth and full bodied, continental style coffee.

**Sumatra Gegerang** - Heavy, dark couverture chocolate. Rich and heavy - an infusion of tangerine. Our most popular high roast by far!

**Ethiopia Mocha High** - This is an exotic continental roasted coffee. This is a cup of coffee to wake you up in the morning. At the other end of the day this roast's great strength of taste makes this continental an ideal coffee base for a milky drink like a Latte

### FLAVOURED COFFEE- (seasonal)

Although many people regard flavoured coffee as a modern invention, its origins are nearly as old as the original beverage itself. History shows that a few hundred years ago in the Middle East, people enjoyed drinking coffee blended with nuts and spices. The majority of our flavoured coffees are steeped in only natural ingredients in order to produce their unique character.

**Amaretto** - A creamy smooth almond sensation, reflective of the world famous Italian almond liqueur - medium strength.

**Cinnamon and Hazelnut** - Cinnamon & Hazelnut flavoured coffee, an eccentric concoction for all cinnamon lovers.

**French Vanilla** - For the choicest of palettes, a great all rounder.

**French Vanilla Decaffeinated** - as above, without the caffeine

**Irish Cream** - find out what the Irish knew about keeping warm on rainy winter nights. The original mixture contained Irish whiskey, cream and strong coffee. This flavour has been duplicated without the alcohol, fat and added sugar but all the warmth of famed Emerald Isle.

**Rich Hazelnut** - A smooth and sophisticated coffee for discerning customer - a top seller too!

**Rich Hazelnut Decaffeinated** - as above, without the caffeine

**COFFEE MAKING EQUIPMENT** - *don't forget we can supply you with all the equipment you need to get the best flavours out of our beans.*