



## Coffee tasting – the Send a Cow guide

For most of us, a quick cup of coffee in the morning is nothing unusual. But why not use your Send a Cow coffee event to try something new with your cuppa? Coffee experts follow a strict ritual when tasting which is just as rigorous as for a fine wine.

The tasting experience begins with smelling. When you smell ground coffee or coffee beans you get your first encounter with the character of a coffee – its fragrance.

Next, when the hot water hits the coffee beans, you'll experience the **aroma** of the coffee.

Last but certainly not least comes a coffee's **nose**. As you take a sip of coffee, it simultaneously releases aromas and flavours inside the mouth.

Just as in wine tasting, an expert coffee taster may slurp coffee and swirl it all around the tongue and mouth.

When you've taken the first sip, start thinking about the taste of the coffee. Most experts focus on three areas: Acidity, Body and Balance.

**Acidity** – natural acids in the coffee beans produce a tang that should be pleasant, not over-fermented or sour.

**Body** – How does the coffee 'feel'? The difference between a full-bodied coffee and a brew with less body is like the difference between full-fat and skimmed milk.

**Balance** – Like a fine wine or gourmet meal, the taste of a coffee relies on the overall harmony of flavours. A great cup of coffee represents the collaboration of careful growers, roasters and tasters.