

# Coffee explained through the dictionary of wine

Two different worlds. Or two very similar ones?





# THE FACTORS THAT INFLUENCE COFFEE AND WINE QUALITY

## VARIETY

Chardonnay  
Bourbon  
Typica  
Garnacha  
Riesling  
Maragogype

## TERROIR

Origin  
Soil  
Elevation  
Precipitation  
Sun and shade  
Tradition

## HARVEST

Manual -  
“picking” or  
“stripping”  
  
Mechanical

## FERMENTATION

White or Red  
  
Washed or  
Natural  
  
Spontaneous  
  
Carbonic  
Maceration

## ROASTING OR AGING

Light or Dark  
Slow or Fast  
Barriques  
Bottle-aging

## EXTRACTION OR SERVICE

French press  
Temperature  
Decanter  
Espresso  
Glass

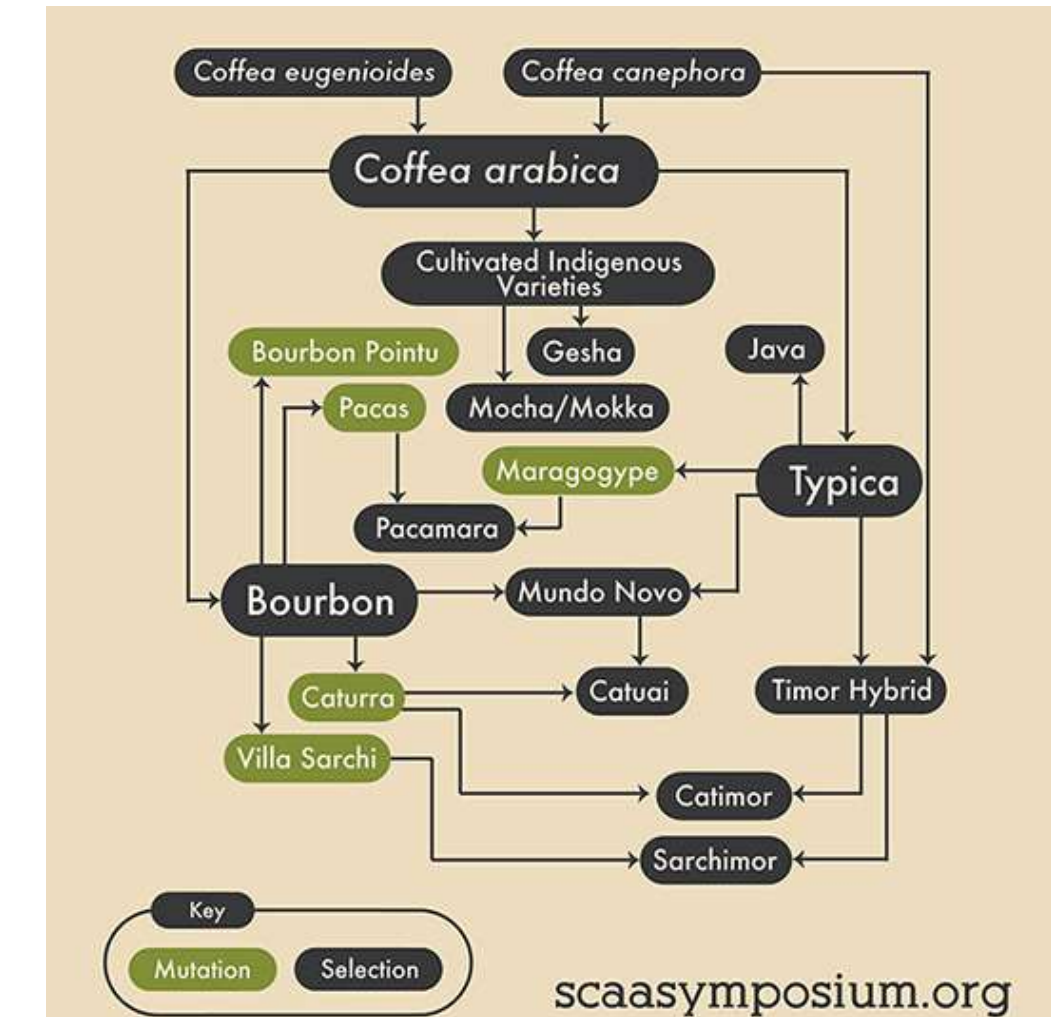




THE IMPORTANCE OF  
**VARIETY**

The arabica coffee originated in Ethiopia and the original variety that travelled then to many places in the world was Typica. Many have developed in nature and many hybrids have been created since then.

Each variety/cultivar suits best for a specific climate, soil and altitude so the same plants will not produce the same cup profile if grown in one or another territory.



Just like grape varieties, some are more adaptable to temperate and cooler climates, like Pinot Noir, or to hotter climates or maybe even adaptable to any kind of wine region like Chardonnay.



While it is true that coffee varieties are still considered more for their resistance to diseases and cup quality rather than specific variety flavour profiles, it is a topic that has been under much research in the past years.

Take Gesha variety for example, *it is a direct descendant of the original Ethiopian coffee heirloom varieties. It is very difficult to mix its flavour up with anything else, because of its distinct bergamot and Jasmin notes.*



# Origin

When speaking about origin in coffee we usually mean a country, an area where the coffee has come from. Imagine Brasil, Colombia, Kenya...

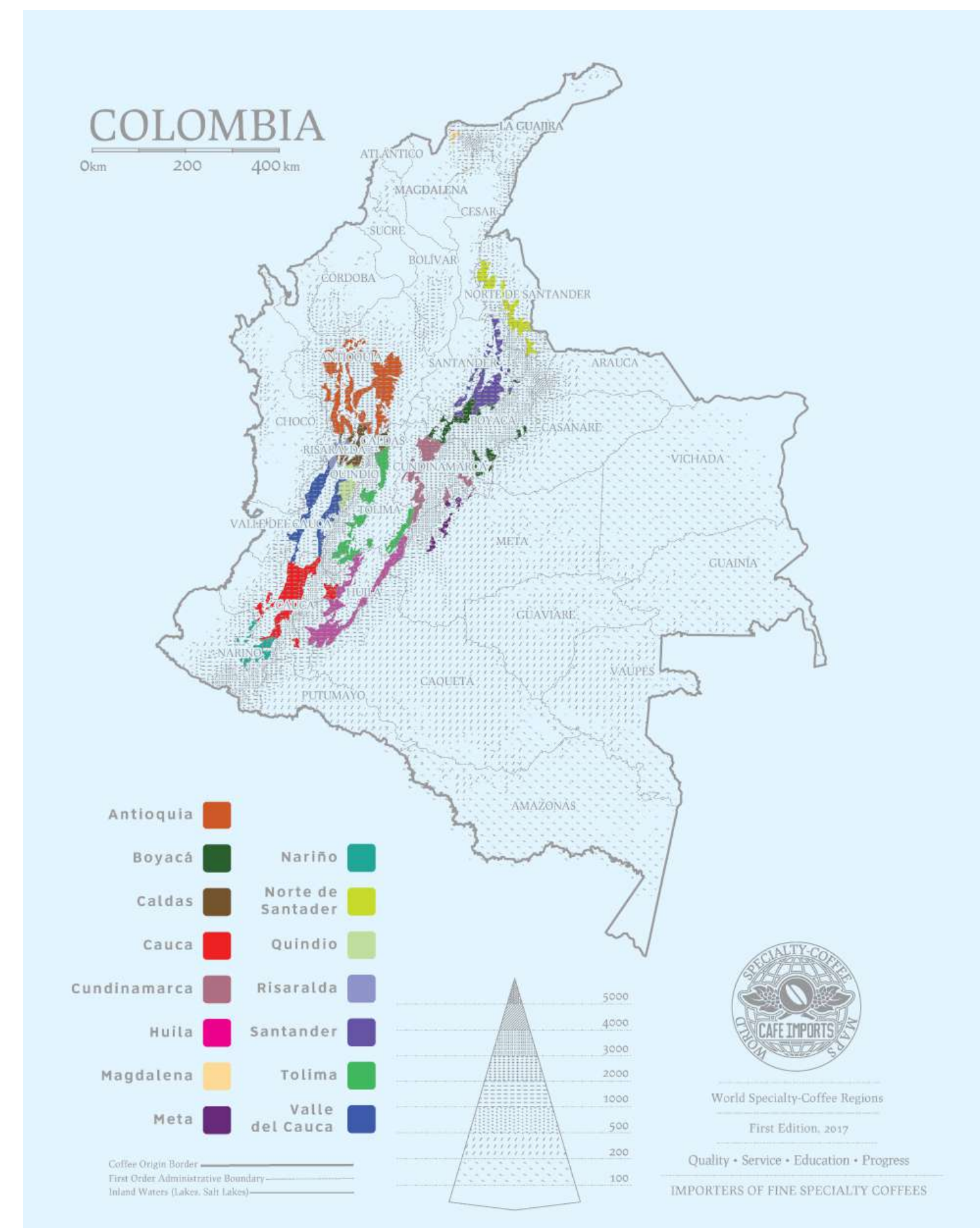
We can speak of broader areas of wine, like Italian wines or Australian wines, but substantially this information will not give us much to understand the flavour of the wine.



Commodity single origin coffee is a blend of bigger country areas, like this Colombian one, for example. But it's the same to think of wine of Italian grapes, imagine them being harvested from all over Italy and mixed together.

*What would the result be like?*

*A muted neutral flavour without a distinction or specific flavour of the terroir.*



And why do you suppose commodity coffee roasters mostly do blends, and they are the same all year round?

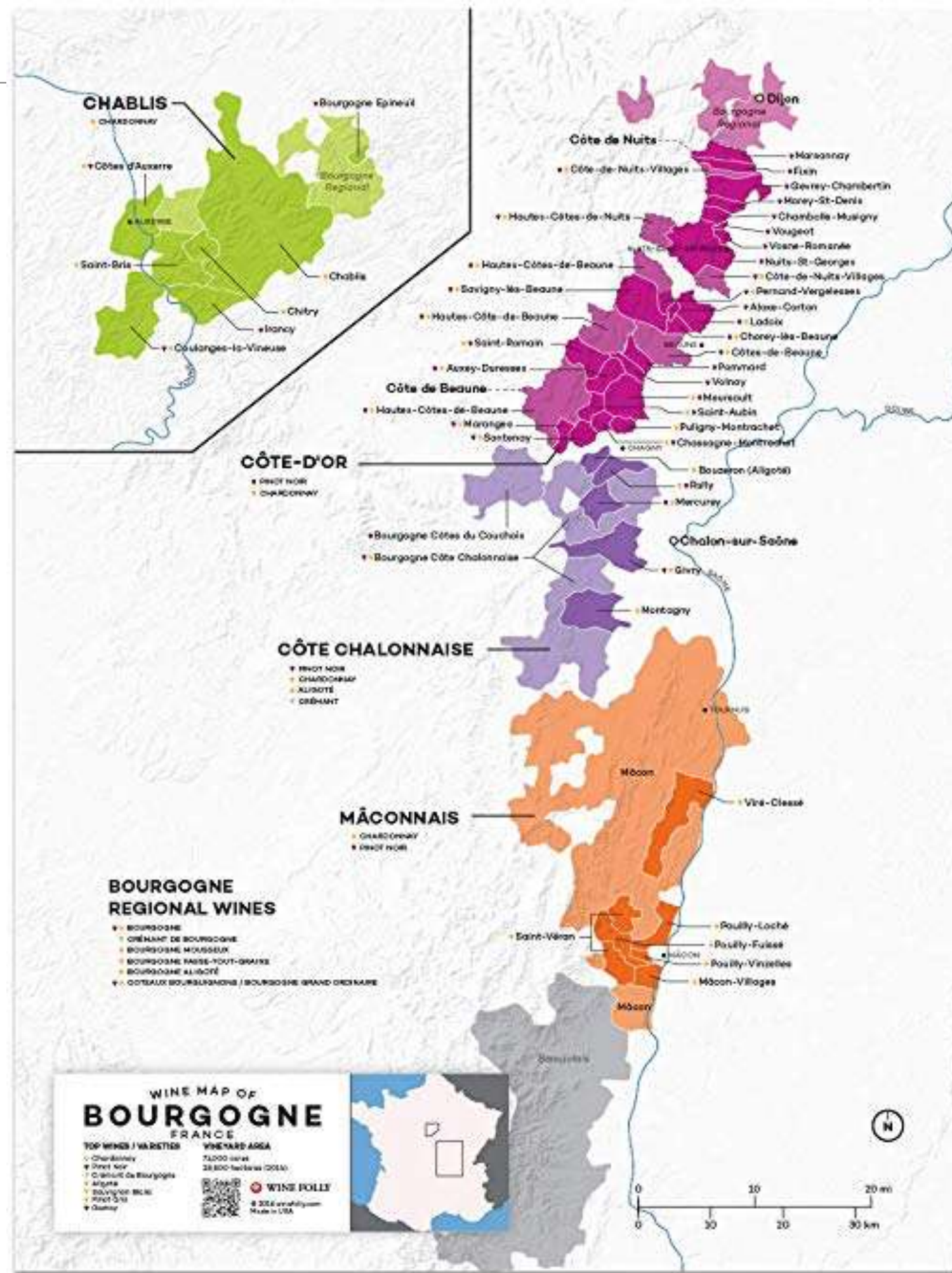


# TERROIR

Comparing Chablis and Pouilly Fuissé.

It's the same grape, from the same region but with completely different microclimates. One is from Chablis in the northern part of Burgundy, the other is the Southern part from the Mâconnais.

Not only the microclimate is different, but based on that, the tradition of production will be different as well.



Just like a Yellow Bourbon variety coffee from Carmo de Minas and the same variety cultivated in Cerrado.

The microclimate is different, so you cannot expect the both of them to produce the same flavours.

**And imagine how big Brazil is! Close to how big the whole Europe is. So what does the wine of Europe taste like? There is no answer, because there are just too many different ones!**



# TERROIR



ANETE &  
GASTRONOMY

- Height of production will influence the density of the bean - flavour complexity and acidity - *What happens with grapes?*
- Temperature and humidity - flowering and maturation
- Shade or sun - maturing and necessity for water
- Soil - micronutrients (Ca, P, Mg, N)
- Precipitations
- Space in between the plants
- Treatment for the plants



# What does the Terroir bring to the plant?

---

It influences the quantity of sugars and quality of compounds or precursors of aroma and flavour.

Height, soil, shade or sun, the difference in the temperature of day and night, precipitation, all these factors will change the sensory quality of the product.

More elevation - more thermal changes during the day and night, slower ripening of the fruit. This will mean more concentration of sugars, more polyphenols and other aromatic precursors, that can help the perfect ripening of the fruits. More complexity.

Does this sound like something that happens to grapes?  
Well, it happens to coffee in the same way.





# PROCESSING OR FERMENTING

Let's take red wine as an example. What kind of wines can we make from red grapes?

- Red
- White
- Rosé
- Sparkling

## What does it depend on?

Based on what kind of process we use, we can get distinct type of wine or coffee.

The most traditional coffee producing methods are:

- Washed - let's compare it to white wine making;
- Natural - red wine making;
- Honey - something in between.

Microorganisms and specific techniques are involved in the careful processing of coffees in order to create distinct flavours that will be the ones we will feel in the final cup, if the coffee will be carefully transported, roasted and extracted.





So a question for you!

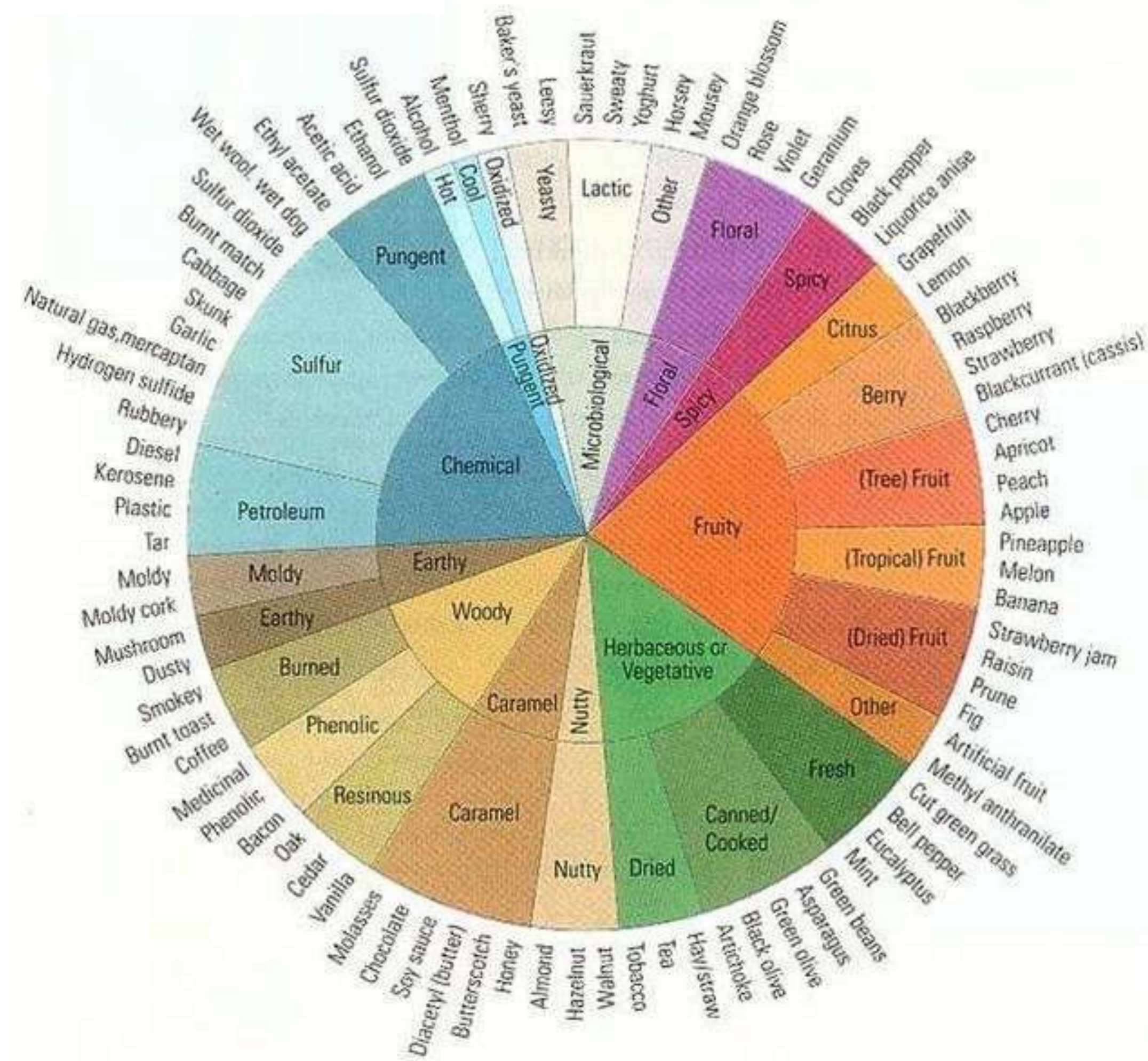
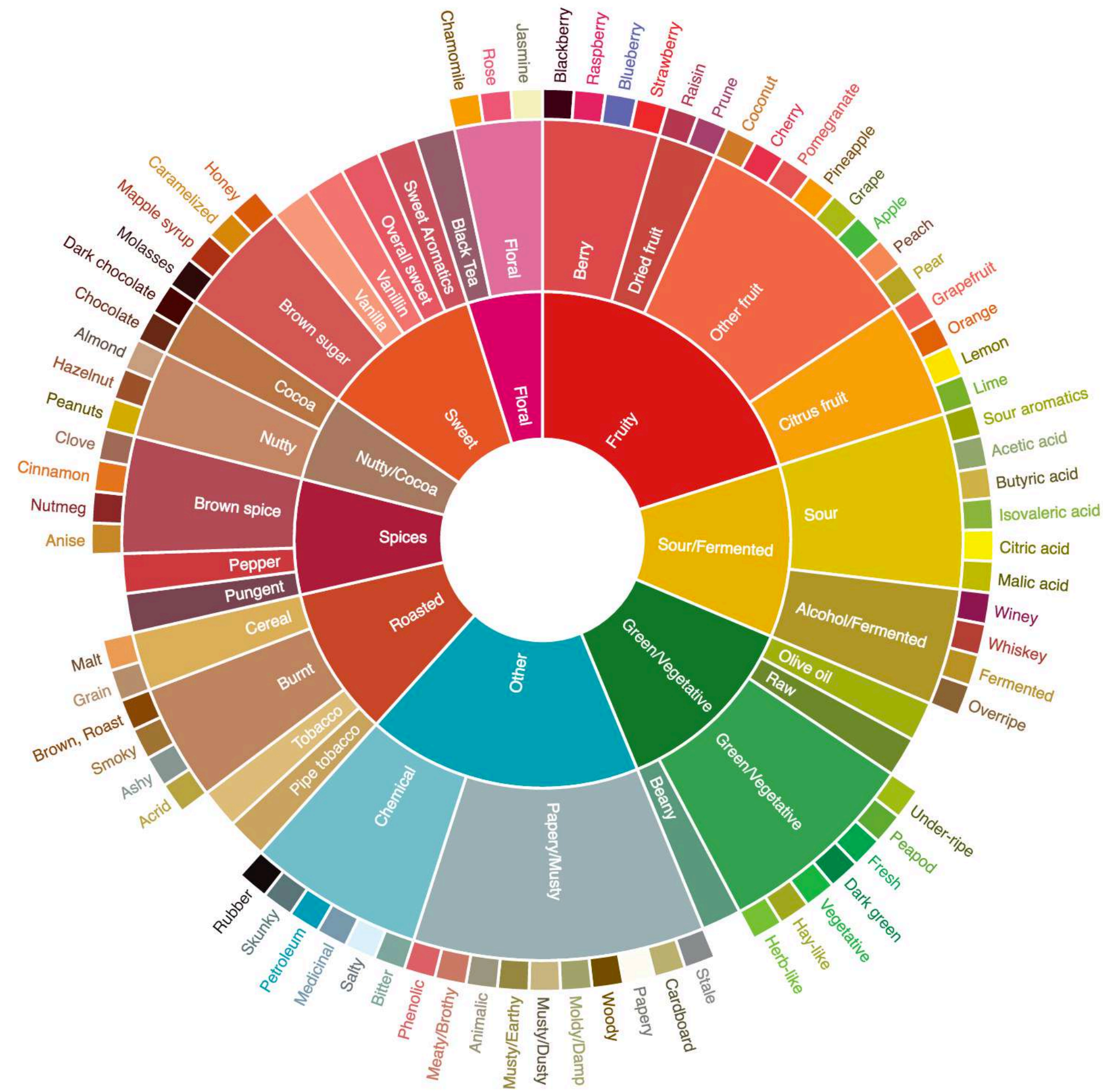
What sensory descriptors come to mind when you describe your daily coffee?

And what descriptors come to mind when you describe wine in general?





# FLAVOURS PRODUCED THANKS TO TERROIR, VARIETY AND PROCESSING



So... which is which?



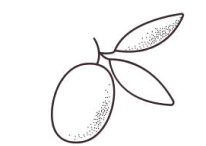
# COFFEE PROCESSING LIKE NATURAL WINE MAKING

Natural wine is a new/old way of producing wine with the minimal intervention of humans. Not because we don't have knowledge of how to control the process, but because this is a producer's choice.

Natural wine makers know still how to minimally intervene so their wine, roughly said, doesn't turn into vinegar. Many coffee producers don't. WHY? Because they don't have enough resources to invest in their infrastructures, their production mills, their knowledge.

Coffee is mostly "natural" by default, Because so many producers don't have Agricultural or Food Production education. They don't have the necessary tools or knowhow to control the processes and many times this means that the fermentations could go wrong or not as well as they might if they had more knowledge to produce a better product.





# The price of commodity

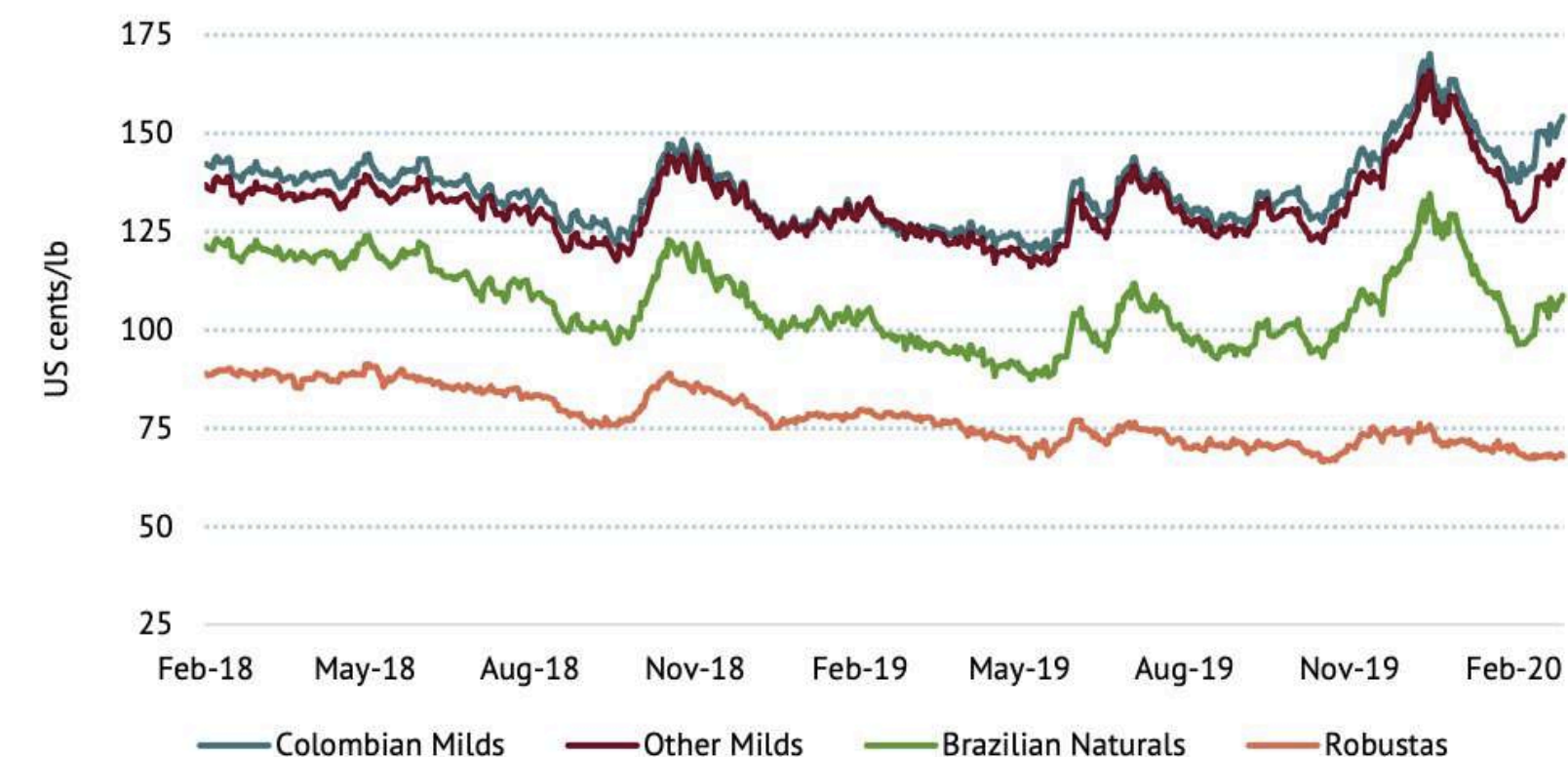
Commodity coffee is traded based on the New York (for arabica) and London stock market (for robusta).

Do you know what the current price per kg is that goes to the producer? 2,60€/kg for arabica and 1,30€/kg for robusta.

One coffee plant produces roughly 0,5 to 1kg per year, small producers have maybe 1ha of land for cultivation. You can plant up to a max of 1000 plants per hectare but most producers have other plants as well.

So... at this historical moment with these prices farmers are barely making ends meet. Many are cutting down their coffee trees even at harvesting time with ripe fruit because it is not enough for them to pay even for the production itself.

From [ICO.org](https://www.ICO.org)



This is not only a problem for coffee producers. Grape producers for big wine houses are also in the same position. Last year producers selling to big Cava producers here in Spain received under 1€/kg for their grapes



# Specialty coffee

---

Some of you have probably already heard of this term. This is the premium coffee that can be compared to single estate/vineyard wine. The price is much higher and doesn't depend on the coffee stock market.

It just depends on the quality of the coffee.

That allows farmers to invest and continuously improve the quality and even experiment with fermentations. Carbonic Maceration (like Beaujolais nouveau) is actually a thing now for some coffee producers to develop new more fruity and funky sought-after flavours!

How do farmers get to the desirable good quality in the first place? Many roasters and many governmental and non-governmental organisations supporting farmers and giving them the necessary tools to improve



Prices can go from 4€/kg. Most expensive coffee ever sold at an auction - 2840€/kg for a Panama gesha in 2019.



The cost

# CAN OR SHOULD YOUR ESPRESSO COST 1 €?

Based on these details -

- Terroir (let's remember that coffee is not a km 0 product and probably won't be that soon!),
- The complexity of processing,
- The wide array of sensory possibilities,
- The farmer wellbeing,
- Roasting versatility,
- Extraction versatility and the necessity for a professional to do it to really take care of the product.

Do you really believe that coffee should cost what it costs nowadays?

The coffee price is also dictated by consumers who are not willing to pay more and maybe drink less but better!





“Specialty coffee can consistently exist through the dedication of the people who have made it their life's work to continually make quality their highest priority. This is not the work of only one person in the lifecycle of a coffee bean; specialty can only occur when all of those involved in the coffee value chain work in harmony and maintain a keen focus on standards and excellence from start to finish. This is no easy accomplishment, and yet because of these dedicated professionals, there are numerous specialty coffees available right now, across the globe, and likely right around the corner from you.”

**–Specialty Coffee Association**

THANK YOU FOR YOUR ATTENTION! DRINK BETTER COFFEE, JUST LIKE YOU  
DRINK EXCELLENT WINE! SUPPORT PRODUCERS!