



Oregon Coffee Roaster WHOLESALE CATALOG



Oregon Coffee Roaster has been roasting top-quality coffees and importing specialty teas since 1985. The staff at OCR has many years of experience serving businesses like yours. We know how to deliver the products your customer wants. The right selection of high-quality coffees is essential to your success. We select only the most distinctive coffees, imported from countries around the world, and create hundreds of roasts, flavors and blends, including custom blends.

As owners, Cindy and Steve are involved in each step of the process to deliver your coffee order. From selecting and cupping the coffee, to roasting and verifying the accuracy of your packaged order, we are your true partners in presenting the best products for your customers.

OCR is committed to the Sivetz hot-air roasting method because it insures clean, consistent roasts in all of our coffees. The Sivetz roaster allows each bean to develop its naturally distinctive flavor, free of the smoke and tar contamination found with other roasters. We roast each coffee to its peak shade and flavor so that you can be assured the best possible taste. The warm beans from the roaster are hand screened to eliminate debris. You and your customers will discern the difference hand screening makes in the coffee you provide.

OCR also imports specialty teas from the finest gardens in Sri Lanka, China, Japan, India and other renowned tea-growing countries. These high quality teas, combined with herbals, tea blends and flavored teas give you and your customers a wide array of choices. A diverse selection of tea and coffee related items makes OCR your "one stop" shopping experience.

Mission Statement:

1. *Provide the highest quality products available in the specialty industry at all times.*
2. *Create a close business relationship with every customer; serving them as if they were in our home.*
3. *Be a resource for education to further the success of each customer.*

Wholesale Orders

To qualify as a wholesale customer, we require a copy of at least three of the following items: Resale tax permit, personalized business card or ID, voided business check, picture of your storefront, business advertisement, business phone listing, yellow page listing, proof of professional certification, website address, press information (e.g. news stories, magazine articles, etc.), or invoice from another vendor.

If your business is not open yet, contact us for information and we will work with you to provide any assistance we can in getting your business open successfully. On line shopping is available on our website: www.OregonCoffee.com Click the "Shop" tab near the top

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ABOUT OREGON COFFEE ROASTER COFFEES



Discover The OCR Difference

High-Grown Arabica Coffees vs. Robusta Coffees “What’s The Difference?”

Arabica is a different plant species than the common robusta coffee. Arabica is from the “coffee arabica” seed and needs extensive nurturing to grow, taking three to five years before the first crop is produced. “Coffee laurentii”, robusta plants, are hardy, large plants that grow at lower elevations, producing a softer, harsher-tasting bean that is also less flavorful than the arabica.

Most of OCR’s arabica coffees are grown on farms at an altitude of 2500 feet or more above sea level. This produces a distinctive flavor in each varietal (type of coffee from a region or country). High-grown coffees take longer to mature with a resulting bean that is more flavorful, large, and dense. Many are grown under a canopy of shade trees, providing an additional income for the farming families.

Arabica coffees are grown on steep, mountainous terrain and are of such high quality they require careful hand picking every day during the season. Only the red cherries are picked each time. Robusta coffees are grown on flatter land in rows and are machine picked, stripping the trees of every bean – green, ripe red, over-ripe, rotten, etc. One bad bean used in a pot of coffee will affect the taste of the whole pot.

The beans you receive are in prime shape - clean and whole, with few broken. The automated screening machine lasted only one day in our roasting plant because the beans were being broken. You will take pride in the difference hand screening makes in the coffee you offer your customers. No fillers, impurities or chaff (skin from the beans) will add weight to the package, sometimes found in lower quality coffees.

OCR imports from many different countries so you can provide for your most discriminating customer. OCR’s selection of varietals, flavors, and roasts are combined to provide over 200 specialty coffees – enough to satisfy every customer.

Placing Your Order

Call: 503-647-5102, toll free 1-800-526-9940,
Fax: 503-647-5857 or Email us at Mugs3@aol.com.
Open Monday-Thursday 7am to 3pm, Friday 7am to 12
noon (PST) Oct - Dec. We also have a 24-hour
answering service for your convenience.

Shipping & Terms:

All orders are prepaid, MasterCard/Visa, Discover or American Express. Minimum 20lb coffee orders are delivered free in the Portland-Metro area during the week. Most UPS orders placed before noon are shipped the same day. You will receive free shipping on minimum coffee and tea orders and case quantities of some related items within the continental U.S. We ship via UPS, FOB North Plains. Candies are shipped when weather permits. Orders going to residential addresses are subject to an additional \$3 charge.

Pricing: Though we make every effort to keep prices stable, coffee prices are subject to the fluctuating coffee market. Please feel free to ask for current pricing when you place your order.

Coffee: Our minimum coffee order for free shipping is 20 pounds. (15-19lb coffee orders pay a flat \$5 for shipping. Residential surcharge may apply). We package freshly-roasted coffee in heavy poly-sealed bags. We offer a variety of other packaging types, including bags with de-gassing valves.

Package sizes range from 2-ounces to five pounds. Call for pricing on various packaging options. Private label is available at no additional charge after a small set-up fee. Creating exciting new custom blends for you or matching existing blends is OCR’s specialty.

Tea: Our minimum tea order for free shipping is 20 pounds (15-19lb tea orders pay a flat \$5 for shipping). You may combine coffee and tea to make a 20lb order. Teas are packaged in 2-pound transparent poly-sealed bags. Other packaging options are available for tea, along with private label and custom blends.

The minimum order of any coffee or tea is one pound, allowing us to follow recipes accurately. Orders are made fresh when you place them.

Coffee-Related Products: All related items such as syrups, airpots, candies, coffee bags, cocoa, and smoothies, are available (some are special order) and subject to current shipping rates (unless case quantities qualify for free shipping).

Private Label Program: OCR offers private label at no additional charge, after a small one-time setup fee. Your company logo, along with contact information and information required by the USDA are set up in a custom label format, specifically for your business. Your private label is available on coffee, bulk tea and most candies packed by us in our warehouse.



HOT AIR ROASTING



Hot Air (Fluid Bed) Roasting

To help you further understand and appreciate specialty coffees at Oregon Coffee Roaster, here are some excerpts from the book, **COFFEE QUALITY** by Michael Sivetz, the inventor of the hot-air roasting process.

“The roasting of green coffee beans develops the coffee aromas and flavors. Roasting is the process of heating the coffee beans uniformly, first to remove the moisture (about 12%) then to cause pyrolysis of the sugar in the bean cells, which means that the sugars break down to caramel, water, carbon dioxide, and many aldehydes and ketones which characterize the aroma and taste of fresh coffee.

The roast weight loss is related to bean color and beverage taste, and is often related to the mode of brew preparation and cultural taste. Different coffee beans react differently to the various end temperatures cited. And various green beans have preferred levels of roast for best flavor developments. In the USA, too many firms roast their beans too lightly, because that gives less weight loss (greater yield and profit). Often roast level is determined by the coffee buyer-taster who is used to evaluating green coffee beans at light roasts. The end result of such light roasts can be a very acid astringent, harsh-tasting beverage which does not have optimum flavor development. It is a wasted coffee sold to the public.

Few people realize that the manner of roasting has a great deal of influence on the taste of the final roasted beans. For example, rotary steel cylinder roasters, which are traditional in the trade; e.g., Probat in Europe, due to their high operating temperatures (over 800o F) cause scorching of the beans, oil release that can coat all the beans, and smoke from burning chaff that fumigates the beans, giving them a harsh, biting, and (in dark roast) a burnt taste which is “dirty.” The use of Melitta filter paper, for example, helps remove some of this bitey taste. It is far better not to scorch or burn the beans or lay a tar coat on the bean. In order to avoid this scorching and non-uniform roasting of coffee beans, Mike Sivetz developed, in 1975, a fluid bed “once-thru-air” coffee bean roasting machine that produces a clean “tar-free” non-biting, smooth tasting beverage.

Further, the Sivetz fluid bed roaster, with thermal bean sensor, is the only roaster that can measure true bean

temperature, because the probe is in a stationary box containing the fluid bed of beans. This accuracy cannot be directly achieved by rotary cylinder machines due to the pure mechanical difficulty of probing a moving mass. You are truly receiving the best possible product available in the market today.”*

The Sivetz hot-air roaster allows each bean to develop its naturally distinctive flavor without the smoke and tar contamination that occurs in many roasters. You will gain confidence as your customers try new coffees and note the subtle differences, especially when they keep returning to you for more!

**Used with permission, excerpts from Coffee Quality by Michael Sivetz, 1987., pp 35 & 36, Sivetz Coffee Inc., 349 SW 4th Street, Corvallis, OR 97331.*



Creating Coffee Blends

Oregon Coffee Roaster combines many varietal (single origin) coffees into a wide selection of blends. Large commercial roasters combine different coffees during the roasting step. While green coffee beans can be blended before roasting, we believe the best flavor comes from roasting each component bean to its peak flavor then blending the roasted coffee for an unlimited variety of tastes. This also allows for flexibility in ordering with recipes formulated for as little as one pound of coffee. Each blend is measured carefully so you get the same great taste order after order.





BLENDING, FLAVORING & BREWING



Coffee Flavor Facts

Flavored coffees are a great way to introduce yourself or your customers to specialty coffees. Often, a new coffee drinker will enjoy a flavored coffee before they are ready for “straight” coffees.

Coffee flavor extracts are made by flavor labs that specialize in this field. Some are created from natural extracts while others are made artificially because a better flavor is created. These extracts are very concentrated and contain no salt or sweetener. Various components like glycerine are used to help the flavoring coat the surface of all the coffee beans. Being porous, the coffee beans absorb the flavor extract.

The dozens of flavors available at OCR start with fresh-roasted coffee beans. Colombian, Mexican or Brazilian are good quality coffees, mild in flavor, which allow the subtlety of the flavors to come through. The liquid extract is stirred into the batch until each bean is coated with the flavor. After four hours, the full flavor has been absorbed into the beans and you're ready to grind and brew a fresh cup.

The “building block” flavors like Chocolate and Vanilla are great by themselves and combine to make other temptations like Banana Split and Vanilla Mousse. OCR tastes flavor extracts from various suppliers and chooses them based on the best taste.

Start your day with a robust cup of French Vanilla or relax after dinner with a mug of Brandy Alexander and a splash of cream. At only two calories per cup, flavored coffees are a treat you can enjoy anytime, and they are all available in organic and decaffeinated too!

Brewing The Perfect Cup

Start with good quality coffee in whole bean form, if possible. Store the coffee in an airtight container (glass is best) in a cool, dry place. Try to purchase only what you can use in a two week period. Grind only enough for the pot you are making and keep your brewing equipment clean.

Water Ninety-eight percent of a cup of coffee is water, so it makes sense that the quality of water used will affect the taste. Use spring or filtered water, not distilled water which lacks the minerals necessary to bind to the flavor components of the coffee bean. Start with water that is fresh and cold. The aeration of freshly drawn cold water brews up a better taste. The optimum temperature to brew coffee at is 185-195 degrees Fahrenheit.

Grind Different brewing methods require different grinds. **Espresso** brew extracts best from a fine grind. Espresso-ground coffee holds a clear imprint when you press your thumb in it. The only brewing method requiring a finer grind than espresso is **Turkish** coffee which is ground to a powder and boiled in water on the stove with sugar or honey added.

The most commonly used brewing method is the **drip** maker. Drip makers use a medium grind. This slightly coarser grind allows the flavor components of the bean to be picked up by the constant stream of water passing over the beans which eliminates bitterness. A thumbprint in a handful of drip ground coffee will leave an impression that crumbles slightly, similar to sugar.

Another excellent method of brewing coffee is the **French press**, or plunger method. The coarse ground coffee is placed in the bottom of a glass cylinder and hot water is poured over it. After steeping for 3-5 minutes, a plunger with a filter pushes the grind to the bottom and allows the hot coffee to separate, resulting in a smooth, hot pot of coffee. This is a romantic and beautiful presentation of your specialty coffee.

Gaining in popularity is the **cold brew** method. Coarse ground coffee is put into the brewing container and filled with fresh, cold water. After steeping overnight, the coffee drains through a filter, resulting in a smooth coffee concentrate. This method is great for flavored coffees and makes the best iced lattes when milk and syrup are added to a little of the concentrate.

The percolator is still in use, mainly for large batches. Water in a percolator is repeatedly poured over the ground coffee, picking up more flavor each time. Because the coffee is repeatedly exposed to the liquid, a coarser grind is required, exposing less surface area of the beans. Coffee ground for a percolator barely holds an impression and feels gritty in the hand. It leaves little or no residue when brushed away.

Pod brewers are the newest on the market and rapidly gaining popularity. A fine drip is required for your re-fillable pod. Great for a cup at a time.



BREWING TROUBLES & DECAFFEINATION

Troubleshooting

Weak brew - Check your grind. It may need to be finer or the brewing temperature of the water may be too low. In espresso coffee, the pump pressure in the machine and the amount of force used when tamping the coffee may be too little. Often people who have been drinking coffee for several years will develop their palate to a point where a darker roast will be more satisfying.

Bitter taste - Again, check your grind. Bitterness is often the result of a grind that's too fine. A dark-roasted coffee will naturally have a bittersweet flavor – a desirable characteristic for those who enjoy the smokiness of Italian or French roast. Espresso coffees which have been extracted for more than 18-22 seconds may also take on a bitter taste. Never re-use the spent grounds. In contrast to OCR's arabica coffees, robusta coffees naturally have a harsher taste. A quality cup requires a quality coffee.

Burnt taste - Brewed coffee sitting on a burner starts losing flavor after about 15 minutes. After 30 minutes, it starts to burn. Transfer it to an airpot if you need to keep it longer. In an espresso maker, the coffee in a portafilter should not be left in the brew head before extraction. The heat of the brew head will scorch the coffee.

Decaffeination



Green (unroasted) coffee beans are naturally a darker color after the decaffeination process

Have you ever wondered how the caffeine is removed from your daily "cuppa"? There are several methods available on the market, each with their own advantages. In our opinion, some are much better than others. Regardless of which method is used, there is a cost in subjecting the coffee to additional processing so often a slightly lower grade of coffee is used for cost containment. For this reason, you won't often find Kona or other higher cost coffees decaffeinated. Read on to find out more about each method.

Traditional Decaffeination Process

The original method of removing caffeine starts with green (unroasted) coffee beans. The beans are either soaked in hot water or steamed to release the caffeine into the water. This takes several passes over a ten hour period. In the first batch, many of the flavor compounds in the beans are removed with the caffeine.

This flavor-laden water is then used on further batches. Being charged with flavor, the water removes little if any flavor from successive batches. The caffeine is captured by treating the water with methylene chloride or ethyl acetate. Ethyl acetate can be found naturally in some plant materials but is often produced synthetically to keep costs down. Regardless of which solvent is used, the resulting coffee has only a trace amount or none at all after processing. Any trace is further removed during roasting and brewing as confirmed by a Federal lab. This method results in a good-tasting coffee that is 97% - 99.9% caffeine-free.

Mountain Water Natural Decaffeination Process

This new chemical-free method of decaffeinating coffee was developed and takes place in Chiapas Mexico. In order to extract the caffeine, green (unroasted) coffee beans are immersed in clear, pure water that flows from the mountain Citlaltepetl into the valley. Citlaltepetl comes from the words "star mountain" in the original language. Mount Citlaltepetl is the highest mountain in Mexico and the third highest in North America.

Caffeine is a naturally occurring chemical that easily infuses into water. During this infusion process, elements of flavor from the coffee beans are also released into the water. To separate the caffeine from the other compounds, the water passes through a special filter which removes the caffeine and produces a "flavor charged" water. This water is used again in the extraction process of the following batches. With the caffeine removed but flavor components fully saturating the water, the next batch of coffee releases it's caffeine into the water but retains nearly it's full flavor.

The resulting coffee beans are 99.9% caffeine-free, flavorful and ready for drying. After returning them to their previous 11% moisture content, they are bagged and ready for export. This method not only produces a flavorful bean, free of caffeine but with limited use of water and is also ecologically friendly.

Continued..



DECAFFEINATION & ORGANICS

Swiss Water Natural Decaffeination Process



Developed by the Swiss Water Decaffeinated Coffee Company in the 1930's, the SWP method is the most widely known "non-chemical" method in use. Though pioneered in Switzerland, the plant is now in Vancouver, British Columbia Canada. This method is often chosen for decaffeinating organic coffees because no chemicals are used in treating the water or the coffee beans.

As with other methods, the green coffee beans are soaked in hot water to release the caffeine. In the first batch, many of the flavor compounds are also lost to the water so the first batch is discarded and the flavor charged water is used on successive batches. This minimizes flavor loss in those batches while still effectively removing the caffeine. After soaking, the caffeine laden water is put through a proprietary carbon filtration system. The caffeine-free water is re-used on additional batches of coffee and re-filtered for each one. After decaffeinating, the coffee beans are restored to their original moisture content, bagged and exported.

The Swiss Water method of decaffeinating coffee is favored for its lack of chemicals but is also the most expensive method.

Have you ever wondered what becomes of the caffeine that's removed from the coffee? The caffeine removed from coffee, tea and chocolate is added to soda. With the advent of "power" drinks and super-charged sodas, the demand for caffeine by soda manufacturers is higher than ever.

Organic Coffees (Pure)

Oregon Coffee Roaster's "Pure" coffees are certified organic coffees, both grown and processed by officially recognized organic methods. Most coffees grown by organic methods utilize shade trees to slow the absorption of fertilizers provided by mulch. For this reason, they also maintain a habitat for local birds.

Certified "bird friendly" should not be confused with certified organic however. A coffee can be certified "Songbird Friendly" and yet not be grown by organic

methods. Certified organic coffees may provide a habitat for local wildlife but lack the certification for Songbird Friendly, which is the case for our Italian Pure and Guatemalan Pure coffees.



Some coffees are truly shade grown coffees but lack both certifications. Such is the case with our Indian Kamataka plantation coffee. This coffee is grown under a true 3-tier shade canopy, providing a great habitat for local wildlife but lacks both certifications.



One element that holds back a farm from certification is the expense of obtaining it. Chemical fertilizers are expensive so many farmers cannot afford them. As a result, they use organic methods by default. Most specialty coffee growers are respectful of the land and want to preserve it.



SINGLE ORIGIN COFFEES

Africa

Ethiopian Mocha Harrar



This mellow roast coffee boasts sharp acidity, a winy aftertaste, and a chocolatey mouthfeel with thick body. This "Longberry" Harrar is harvested yearly then dry processed contributing to its complex taste that's rich with earthy notes.

Tanzanian Peaberry



Small round beans, wet processed and sun dried with a clean and flavorful cup, a winy aftertaste and an intense aroma. Very rich in flavor and similar to Kenyan coffee but thinner. The flavor is sweetly acidic and nicely aromatic.

Central America

Costa Rican Tarrazu



Excellent acidity with bright floral notes and a slightly sweet flavor. Wet processed, resulting in a clean taste with medium body. The grade is Strictly Hard Bean (top grade).

Guatemalan SHB



Strictly Hard Bean (top grade) with a unique toasty note, a bright, sweet and tangy flavor, good acidity, medium body. Grown at 4,000 – 5,000 feet above sea level, harvested yearly, sun-dried.

Guatemalan Huehuetenango



This regional Guatemalan is roasted to a Full City Roast, somewhat tangy, with a note of fruity sweetness and lasting smoky undertones. High-grown and harvested yearly.

Guatemalan Pure*



Coffee with a clean, crisp flavor and medium body, grown and processed by certified organic methods. Comparable quality and bean size to the Guatemalan SHB.

Mexican Altura Pluma



Mexican Altura Pluma ("high grown") is warm and sweet with a pleasant sharpness, full flavor and light body. Widely varying climates determine harvest times.

Indonesia

Celebes Kalossi (Sulawesi)



Known for its lively, syrupy flavor and spicy aroma with medium body. This dry process coffee is sweet yet earthy with low acidity and a deep, full body.

Java Estate



A strong, vibrant flavor, which is slightly spicy with a heady aroma and light to medium body. From the original Dutch estates of Blawan, Pancure and Jampit. Harvested yearly. The wet processing preserves much of its bright flavor.

Sumatra Boengie



Characterized by its spicy, syrupy flavor, deep smoky aroma and full body. Dry processing adds complexity to the cup. Styled after Celebes in the 1870's, harvested yearly.

Sumatra Mandheling



Roasted a bit lighter than Boengie, revealing spicy notes with a pleasant, rich flavor and full body. Low acidity.

Sumatra Pure*



A full-bodied roast similar to Mandheling, grown and processed with certified organic methods.

**Pure coffees are grown and processed using certified organic methods. Our roasting facility is not a certified factory.*

South America

Brazilian Santos



Shipped through the port of Santos, rich and full-bodied with a mild character and unique aromatic qualities. Distinctively sweet and mellow with low acidity. Sun-dried, screen 18 sorting, harvested twice a year.



SINGLE ORIGIN COFFEES...

Colombian Excelso



Well balanced flavor, rich and smooth with a clean aftertaste and light body. Excelso denotes the bean size (just below Supremos).

Colombian Supremos



Large, uniform bean size, rich, smooth and light bodied. The top grade from Colombia. Trees produce flowers, developing and ripe cherries at the same time due to no distinct rainy season.

Peruvian Pure*



Traditional processing of the red, ripe cherries results in uniform size and color. The delicate acidity provides a mild, smooth taste with light body. Graded Strictly Hard Bean and harvested yearly. Grown and processed by organic methods.

Peruvian Pure* SWP Decaf



The same great Peruvian organic coffee, naturally decaffeinated with the Swiss Water method, 99% caffeine-free.

DARK ROAST COFFEES

Dark Roast Single Origin Coffees

Dark Colombian Excelso – Light smoky undertones with a rich flavor and heavy body. Lighter than Italian Roast.

Dark Colombian Supremos – Large, uniform beans are roasted to a dark brown color with light smoky overtones and a full, rich flavor.

Dark Guatemalan – Obvious smoky overtones, uncommonly smooth, toasty with a somewhat tangy finish. Lighter than French Roast.

Dark Mexican Altura Pluma – A subtle sweetness is replaced by lightly smoky notes, complementing the rich flavor of this heavy bodied coffee.

Dark Sumatran – Intense and full bodied, rich and complex with distinct smoky overtones and heavy body.

French Roast – Heavy smoky overtones dominate with a strong flavor, traditionally bittersweet and full-bodied. This is our darkest roast.

Italian Roast – Slightly sweet with prominent smoky overtones, a bit lighter than French Roast, heavy bodied. (Also available in Pure*)

Midnight Mexican - This very dark roast Mexican Altura Pluma has a color as black as midnight with heavy smoky overtones and a deep dark flavor.

Dark Roast Blended Coffees

Connoisseur's Blend – Rich, distinctive blend of South American coffees, light and dark roasted with slightly smoky overtones and medium body to please the most discriminating palate.

Dark Houseblend – Slightly sweet with smoky overtones, a unique blend of Central and South American coffees, heavy bodied and full flavored.

Dark Irish Blend – A smooth blend of South American and African coffees. A hint of smokiness lends depth to the earthy flavor of this coffee blend.

Dark Jungle Java – An exotic blend of dark roast Indonesian and South American coffees with full-bodied flavor, spicy and rich, punctuated with heavy smoky overtones.





DARK ROAST BLENDED COFFEES...



Connoisseur's Blend - A blend of very dark and light roast South American coffees, creating a well balanced flavor profile with richness and medium body.

Dark Houseblend - A complex blend with slightly sweet undertones balanced with deep, heavy smoky overtones.

Dark Noel Blend (Oct/Dec) - The winery taste of African coffee combines with the full flavor of dark roast South American coffees in this aromatic blend.

Dark Paradise Blend - A captivating blend of dark roast Central and South American coffees. The flavor draws you into an evening paradise with its balanced and smoky flavor that's full and satisfying.

A Dark Winter's Night - A blend as dark as a Winter night is long. Each South and Central American coffee is roasted to a deep smoky perfection and blended with a touch of medium roast.

Latin Fever Blend - Lots of sassy smoky notes dance

at a fevered pitch in a blend as dark as a Latin night.

Mistletoe Madness (Oct/Dec) - Take a break from the holiday madness with a cup of this full-bodied blend of Indonesian, African and South American coffees. The full flavor is accented with predominant smoky overtones yet retains a remarkably smooth taste.

Total Eclipse - As dark as a night sky, this Central American and Indonesian blend of dark roast coffees is extremely smooth and satisfying. This 2010 25th Anniversary coffee boasts a rich, hearty smoky flavor.

Viennese Blend - Slightly sweet with light smoky overtones, a blend of South American coffees, light and dark roasted, heavy bodied but lighter than Espresso.

Yuletide Enchantment (Oct/Dec) - The magic of the season echoes in the deep, rich flavor of this South American, Indonesian blend of dark roast coffees.

(Oct/Dec) denotes holiday blends on special from October 1 - December 31, available year-round



MEDIUM ROAST BLENDED COFFEES



Awesome Blend - Light and dark roast Indonesian, Central and South American coffees create a flavor profile that is lightly smoky, toasty and sweet. Called the "quintessential Northwest coffee" by one of our customers.

Hafcaf™ - A blend of light roast South American coffees, light and mellow with half the caffeine of regular coffee. (Any decaf coffee can be made Hafcaf as well).

Irish Blend - An Irishman's favorite on a cold, blustery day. Light roast African coffees blended with dark roast South Americans lend light smoky overtones to the delicate spicy notes.

Island Blend - Light and dark roast Indonesian, Central and South American coffees make a combination that echoes the islands; smooth, a bit of spicy night life with a satisfying finish!

Master Blend - Bold and syrupy blend of South American and Indonesian coffees with medium body and a light aftertaste.

Millenni-Yum! - An eclectic mix of light and dark roasted African, Indonesian and Mexican coffees with

notes of cinnamon, smokiness and caramel, a full-bodied blend introduced with the new millennium.

Mocha Java - Aromatic blend of 50% Ethiopian and 50% Java, with a vibrant, spicy flavor, sharp acidity and medium body.

Mountain Blend - A deep, rich flavor with a hearty aroma. Light and dark roast Indonesian, Central and South American coffees create a medium bodied delight.

Noel Blend (Oct/Dec) - Ring in the holidays with a pleasing blend of dark and light roast South American coffees coupled with a rich, earthy African coffee, aromatic and festive.

Paradise Blend - A captivating blend of light and dark roast Central and South American coffees. The flavor draws you into paradise with its balanced flavor, full and satisfying.

Platinum Anniversary Blend - (2005) Celebrating 20 years of specialty coffees with a special blend of select African and Indonesian coffees, mild and smooth with medium body and a tingling spiciness.



MEDIUM ROAST BLENDED COFFEES...



Rainy Day Blend - A blend of light and dark roasted coffees from Central and South America. It boasts a remarkable full flavor, smooth and rich but not heavy. A very satisfying cup for all-day sipping.

Silver Celebration - A medium roast blend developed in celebration of our 25th Anniversary in 2010. The combination of Central and South American coffees come together in a mild flavor with a distinct acidity and a mellow finish.

Sumatran Viennese – Light and dark roasted Sumatran coffees combine for a powerful spicy and syrupy flavor, rich and full-bodied, very aromatic.

Winter Velvet (Oct/Dec) - Like a warm winter blanket, the light smoky notes wrap around your tongue and make it tingle with undercurrents of spiciness.



LIGHT ROAST BLENDED COFFEES



Arabian Blend - From the recognized cradle of coffee is birthed a blend that is satisfying as a drip coffee and prepared in the traditional Turkish method.

Breakfast Blend – Satisfying blend of light roast South American coffees with a touch more caffeine to get you going in the morning.

Houseblend – Eclectic blend of African, South and Central American coffees, light roasted, slightly sweet, earthy and full flavored.

Jungle Java – Mild South American coffees blend with complex Indonesians for a taste that is full yet mild, a satisfying light roast blend.

Oregon Blend – Aromatic and slightly sweet, a flavorful blend of light roast Central and South American coffees, light bodied with a clean finish.

Rise & Shine Blend – A sweet and full flavored blend of light roast Central and medium roast South American coffees, light bodied with a clean finish. A perfect way to start your day!



ESPRESSO BLEND COFFEES



Espresso Celebrity – A rich blend with balanced acidity. The addition of Indonesian coffees adds a surprising kick of spice.

Espresso Dark – Very dark and smoky blend of South American coffees, smooth yet full and heavy enough to come through in a latte or mocha.

Espresso Gourmet – Traditional tangy and full flavor of dark roast South American coffees, heavy bodied and satisfying.

Espresso Jane't - Indonesian coffees in this South American blend bring a complexity and aroma, discovered after several sips through the thick crema. Espresso experts praise the delicious, smooth taste as rare among straight espresso blends.

Espresso Pure – Dark and light roast blend of Central American coffees, heavier than Espresso Ultima, grown by certified organic methods.

Espresso Silk – Medium dark South American coffees benefit from the addition of a touch of African beans to create an espresso blend that is light and smooth as silk.

Espresso Ultima™ – Delicate smoky overtones with a slightly sweet aftertaste, rich blend of light and dark roasted Central and South American coffees, lighter than Espresso Gourmet, heavy bodied.

Espresso Ultima Plus – Lighter and sweeter than Espresso Ultima, full-bodied blend of South and Central American coffees, pleasant with a clean finish.





FLAVORED COFFEES



Almond Nut Cream – Swirls of rich almond flavor in a creamy base, intensely nutty and flavorful.

Almond Vanilla Cream – Predominant vanilla notes are lightly accented with nutty amaretto.

Amaretto – Sweetish and smooth with a mild nutty flavor, similar to the liquor of the same name.

Apricot Cream – Highly aromatic like tree-ripened apricots smothered in a pool of thick, rich cream.

Bananas & Cream – Delicate notes of ripe banana, reminiscent of homemade banana milkshakes.

Banana Nut Cream – As rich as a slice of warm banana bread, fresh from the oven with authentic banana flavor and nutty undertones.

Banana Split – A decadent blend of chocolate, strawberries, vanilla and bananas – truly a dessert coffee, enjoyable anytime.

Bavarian Mint – Chocolate swirls in crème de menthe with light minty overtones, refreshing and smooth.

Bella Ragazza (beautiful girl) - Brew this unique coffee in a cold water toddy maker and enjoy its wonderfully rich taste on your tongue with a hint of hazelnut and a whisper of cinnamon.

Blackberry Cream – The sweet aroma and flavor of a blackberry pie, hot out of the oven, topped with a scoop of vanilla ice cream.

Blueberry Cobbler - This dessert coffee pairs the taste of field-ripe blueberries with homemade cobbler, a generational favorite.

Blueberry Cream – Irresistible taste of sweet blueberries drizzled with rich creamy goodness.

Blueberry Crumble -- This delectable flavor combination of nuts, spices, and field-ripened blueberries create an aroma and taste that brings to mind crumb cake, fresh from the oven.

Bourbon Ball* – A long-standing holiday favorite with overtones of bourbon and a hint of chocolate.

Brandied Peaches* - A holiday dessert, sweet peaches accented with notes of warmed brandy.

Brandy – The heavy, intoxicating flavor of brandy warmed in a snifter, rich and mellow without alcohol.

Brandy Alexander – Deliciously rich blend of kahlua and brandy, punctuated with chocolatey undertones.

Brandy Chocolate Cherry – A great dessert coffee, a warm cherry cordial, scandalously rich.

Butter Pecan – Imagine a scoop of your favorite ice cream, nutty and rich without the calories.

Butter Rum – Predominantly rich and buttery with hints of nuts and enticing rum undertones.

Butterscotch Almond Mocha – Sweet butterscotch, notes of almond and dipped in rich chocolate.

Butterscotch Mocha – Rich and pleasing butterscotch, enhanced with sweet, mellow chocolate.

Butterscotch Toffee – Toffee takes the lead with notes of sweet caramel, buttery and rich, a bit of old England in this confection.

Cafe Mocha - A delicious flavored coffee with the profile of an authentic creamy chocolate mocha.

Cappuccino - The warm, satisfying taste and aroma of freshly-brewed cappuccino.

Caramel Apple - Memories of sticky rich caramel surrounding a tart apple bring childhood alive.

Caramel Candy Crunch - *Take a bite of this chocolate dipped candy bar and taste the toasted nuts and buttery caramel filling.

Caramel Fudge – Irresistible and pleasing combination of rich caramel and indulgent hot fudge.

Caramel Macadamia Nut - A sweet combination of english caramel and exotic macadamia nut makes a delightful combination.

Caramel Pecan – A captivating blend of buttery caramel and nuts, with a hint of chocolate.

Carrot Cake – A cream cheese topped delight, enjoy with a splash of cream.

Chocolate – Terrific chocolate fudge aroma, amazingly true chocolate taste, silky and rich.

Chocolate Almond – Evokes memories of decadent hot cocoa with a dash of amaretto.

Chocolate Almond Mousse – A custard-like French vanilla enhanced with Bavarian chocolate and a hint of amaretto makes a rich dessert coffee.

Chocolate Banana – True flavor of a fresh, ripe banana dipped in hot fudge, irresistible and fun.

Chocolate Blackberry – The tangy sweetness of berries coupled with delicious chocolate makes an extravagant treat.

Chocolate Brandy – A winning combination of warm brandy and rich chocolate, soothing and delicious.

Chocolate Cherry – Rich chocolate and sweet cherries impart a captivating taste and aroma.

Chocolate Coconut – The chocolate provides richness, the coconut lends a tropical overtone in a pleasing combination.

Chocolate Cranberry - Enjoy with your holiday dinner or relax with the richness of chocolate and tart/sweet cranberries any time.

Chocolate Creme Brulee - A rich, custard-like desert coffee, enhanced with just the right amount of chocolate, results in a taste treat enjoyable anytime.

Chocolate Hazelnut – The toasty notes of Oregon hazelnuts drenched in thick, Dutch chocolate make a captivating combination.



*Holiday coffees available year round



FLAVORED COFFEES...

Chocolate Irish Cream – Sit by a crackling fire with a hot cup of coffee, enhanced with a dash of chocolate syrup and nuances of Irish cream.

Chocolate Macadamia Cream – Delicious, exotic macadamia nuts paired with chocolaty goodness.

Chocolate Mint – Pert minty overtones are blended with subtle notes of chocolate in this gourmet treat.

Chocolate Orange – Plentiful chocolate fudge flavor and aroma with citrusy sweet notes of orange.

Chocolate Raspberry Cream – Sweet and arresting raspberry in a classic pairing with rich milk chocolate.

Chocolate Truffle - A lover's delight combines milk chocolate and roasted nuts with rich caramel.

Christmas Chocolates* - A favorite holiday treat, combining a warm liquor flavor with rich chocolate and sweet cherry.

Christmas Danish* - Captures the flavor of a warm holiday pastry highlighted with nut and fruit notes.

Cinnamon Apple Crisp - Bubbly, hot apple crisp just like grandma made with sweet, spicy cinnamon.

Cinnamon Bun - Wake up to the holidays with a delicious coffee reflecting buttery pastry notes punctuated with cinnamon.

Cinnamon Chocolate – Spicy cinnamon mingles with the pleasing aroma of Ghirardelli Square.

Cinnamon Hazelnut Praline – Roasted hazelnuts and spicy cinnamon combine with buttery pecan in a rich dessert coffee.

Cinnamon Streusel - Warm streusel cake makes a delicious cup of coffee with a hint of cinnamon punctuating the nutty cobbler taste.

Cinnamon Viennese – Light and dark roast South American coffees are paired with arresting cinnamon flavoring and dusted with real cinnamon powder.

Coconut Cream – Creamy sweet coconut flavor makes a rich cup meant to savor.

Cookies & Cream – Rich chocolate and thick cream sandwiched together - a taste that carries you back to childhood.

Cranberry Cream – Delicate, tangy notes of cranberry add a subtle, pleasing element to this cup.

Cranberry Jubilee* - Tart cranberries with a hint of cinnamon and undertones of nutty goodness make a flavorful holiday treat.

Cranberry Orange Pecan – A wonderful combination of tart cranberries, zesty orange and southern pecans.

Crème de Menthe – Cool, creamy and refreshing mint patterned after the famous liqueur.

Egg Nog* - Authentically rich egg nog taste, good in the evening with a splash of the real thing.

English Caramel – The creamy, buttery flavor of homemade caramel candy in a tasteful, smooth cup.

English Toffee – A velvety sweet taste, evocative of the old English confection.

French Vanilla – Our smoky French Roast is complimented by the mellow, rich taste of vanilla.

French Vanilla Almond – A light roast coffee, boasting smooth vanilla and pleasing almond notes.

Fruit Cream – Enchanting berry aroma, fruity notes complimented by a sweet creamy elegance.

Fudgeberry – A decadent chocolate truffle, punctuated with vibrant berry notes.

Gaelic Grogg - *A treat from the highlands of Scotland. A caramel flavor enhanced with brandy and a dash of cinnamon.

German Chocolate – The compelling aroma and flavor of the sweet, moist cake with a hint of coconut.

German Chocolate Mint – Dominant chocolate overtones, abounding in coconut, mint and hazelnuts.

Grand Marnier – Captivating combination of silky smooth brandy, a twist of orange, and an inviting citrusy aroma.

Grasshopper Pie – The elegance of the famous dessert is captured in a nutty cup of creamy mint.

Gum Drop - A childhood delight of fruit and spice.

Hawaiian Hazelnut – A taste of the tropics, sweet and nutty with the aroma of toasted coconut.

Hawaiian Macadamia – Sweet, exotic combination of macadamia nut, coconut and hints of tropical fruit.

Hazelnut – The nutty, toasty flavor of fresh roasted hazelnuts, warm from the oven.

Hazelnut Caramel Fudge – A sweet, nutty flavor with deep fudge undertones and a creamy aroma.

Hazelnut Cream – Powerful nutty overtones with exceptionally smooth flavor and a subtle aroma.

Hazelnut Fudge – Indulgent fudge, sprinkled with nutty goodness, just like mom used to make.

Hazelnut Liqueur - A coffee patterned after the popular nut flavored liqueur invented by the monk Frangelico.

Hazelnut Truffle – Decadent chocolate wrapped around a creamy hazelnut center.

Holiday Spiced Toddy* - Like an aromatic mulled wine with citrus and spice notes, perfect with your holiday meal.

Hot Buttered Rum* - A holiday indulgence, buttery and smooth with rum flavor and a hint of cinnamon.

Huckleberry Cream – Unique berry overtones dominate, with a flavor that is light, smooth and aromatic.

Irish Cream – Patterned after the famous liquor of the same name, this long-standing favorite has a flavor and aroma that is rich and creamy with just a hint of whisky notes.



*Holiday coffees
available
year round



FLAVORED COFFEES...



Island Rum – A whisper of Jamaica in abounding notes of rum, kahlua and buttery goodness.

Jamaican Me Crazy® - Experience island life with an enticing cup of Jamaican Rum flavoring accented with sweet caramel and aromatic vanilla.

Kahlua Chocolate Almond – A combination of sweet vanilla, decadent fudge with toasty notes of almond.

Kahlua Fudge – A union of vanilla, coffee and chocolate make.

Kentucky Bourbon - This famed beverage makes a flavored coffee that is perfect for slow sipping on a cold evening (non-alcoholic).

Macadamia Nut Cream – The lure of the islands captured in a flavor with a rich, almost buttery nut flavor.

Maple Walnut – The fragrant sweetness of maple gives way to an unmistakable walnut finish.

Midnight Snack* - Santa's treat -- chocolate chip cookies, a favorite during the holidays with chocolatey notes in a cookie dough base.

Nut Cream – A rich bouquet and a blend of nutty tastes in a smooth, creamy background.

Orange Colada – Travel back to your childhood with the taste of orange sherbet and vanilla ice cream with a surprising addition of toasted coconut.

Orange Dream - That favorite childhood taste of orange dreamcicle ice cream makes a soothing, delicious cup of coffee.

Orange Spice – Citrusy orange, punctuated with notes of cinnamon and led by a fruity, sweet aroma.

Peaches & Cream – The subtle fragrance and flavor of tree-ripened peaches, delicate and sweet, nestled in a creamy base.

Pecan – A traditional Southern favorite with definite notes of pecan.

Pecan Golden – A bit of the old South - sweet, buttery pecan pie with a hint of chocolate.

Peppermint Twist* - The pert, minty taste of peppermint candy with a surprising twist of chocolate.

Pina Colada – Sweet, moist coconut adds a delicious element to the exotic taste of the tropics.

Praline Cream – The sweet, nutty confection in a velvety base with a hint of brown sugar.

Praline Nut – Boasts a heavenly aroma with a hint of crunchy caramel and strong overtones of nuts.

Pumpkin Pecan Pie - What could make spicy Pumpkin Pie better but toasted Southern pecans? Try this delicious coffee with a slice of real pie!

Pumpkin Spice* - Enticing pumpkin pie flavor, accentuated by traces of nutmeg, cinnamon and allspice – a perfect finish to your holiday dinner.

Raspberry Cream – The essence of fresh raspberries with a delicate aroma, drizzled with a fresh dairy cream flavor.

Red Velvet* - A take from the famous cake boasting hints of cocoa, french vanilla and a touch of rum.

Rum – A vibrant and intense flavor with silky, warm undertones and an intoxicating aroma.

Rum Cordial – Definite rum flavor with warm undertones and creamy chocolate overtones.

Strawberry Colada – A fun pairing of luscious strawberries and sweet, milky coconut.

Strawberry Cream - Sweet, ripe strawberries drizzled with creamy flavor.

Sugar Cookie - Buttery sugar cookies, warm, crispy and fresh from the oven.

Sugar & Spice – A superb nutty, spicy aroma and flavor, excellent hot or iced. A best seller!

Sugar Plum Rum* - All the delights of the season come together in a warm combination of rich rum with sweet and spicy cinnamon.

Swiss Chocolate - The heavy smoky flavor of a dark roast coffee provides the bittersweet notes in a cup of rich dark chocolate.

Tiramisu – Patterned after the famous Italian dessert with hints of liquor flavor and French vanilla, translated “carry me up” for it's heavenly taste.

Toasted Almond Cream – Elegantly smooth & rich with a distinct almond taste, a top seller

Toasted Almond Fudge – An irresistible blend of opulent cream, inviting almond and delectable fudge.

Vanilla – Simple and traditional with a penetrating sweet aroma and a profile of pure vanilla bean flavor.

Vanilla Almond – Like a smooth amaretto liquor, sweetish and nutty, satisfyingly simple.

Vanilla Caramel – Heady vanilla is a natural in combination with luscious caramel, resulting in a tasty cup.

Vanilla Coconut – Arresting vanilla makes a rich pairing with sweet, milky coconut.

Vanilla Colada – Enticing coconut takes the forefront with strong undercurrents of vanilla and kahlua and a lasting sweet finish.

Vanilla Mousse – Chocolate heaven, a scandalously rich combination of chocolate and French vanilla.

Vanilla Nut Cream – Simple and elegant, subtle nutty undertones abounding in silky vanilla ice cream.

White Chocolate Raspberry – The enticing aroma prepares your taste buds for a rich, velvety combination of white chocolate and red raspberry.

White Russian – An intoxicating combination with a pervasive kahlua flavor and a vodka essence in a non-alcoholic coffee delight.



*Holiday coffees available year round

COFFEE PODS

Coffee Pods - K Cup compatible

Why choose Oregon Coffee Roaster pods?

- * Nearly 40 years of experience providing customers with quality in their cup.
- * The convenience of pods with the quality of OCR coffee - roasted fresh and filled on site in air-tight pods
- * A wide variety of flavored and non-flavored coffees to choose from
- * Compatible with most Keurig brewers
- * 100% recyclable pods
- * Hot air roasted, high grown Arabica coffees for a rich, smooth taste.
- * Nearly twice the strength of other pods (based on measurement of total dissolved solids)



Choose from:

- Breakfast Blend (light)
- Awesome Blend (medium)
- Italian Roast (dark)
- Mountain Blend (medium)
- French Roast (darkest)
- Sugar & Spice (flavored)
- Pumpkin Spice (flavored)
- Peppermint Twist (flavored)
- 12 pods per box

And many more! Nearly all of our hundreds of gourmet coffees are available in pods.

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Don't need the fancy box? Purchase in 48 count or more in bulk packs and save!

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Private label is available for our pods. Increase your business by selling your own line of quality pods and keep customers coming back to you for their favorite cup! Order by the 12-ct box from our regular selection or your own choice from our extensive line of coffees (4 box minimum). Bulk pricing is available as well.



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LOOSE LEAF TEA

Black and Lightly Fermented Teas

Assam Fancy FTGFOP – (India) Tippiest than regular Assam, beautiful coppery leaves when infused. Mild aroma and very smooth cup. The taste is delicate with a light malty note and almost no astringency on the tongue.

Assam GFBOP – (India) A thick, rich and heavy liquor from the 2nd flush (picking), slightly malty and a bit more robust than Fancy. The broken leaves yield a sweet, almost maple aroma. Excellent with milk or lemon and doesn't cloud when iced.

Ceylon Fancy OP – (Sri Lanka) Long, thin wiry leaves produce a light aroma and flavor. Very smooth with a light red liquor, grown 5900-6500 feet above sea level.

Ceylon Supreme Pekoe – (Sri Lanka) Long, flat curly leaves provide a good balance of body with a clean, brisk flavor and light astringency. Aroma is a bit heavier than Fancy.

China Black FOP – (China) Loosely rolled, tender leaf buds with a sweet, rich aroma and smooth flavor. Very light astringency and a deep amber color liquor.

Darjeeling Fancy TGFOP – (India) A tea with a slightly nutty flavor and full body. It grows slowly on the Himalayan slopes, giving it a light grape note with little astringency.

Darjeeling Blend TGFOP – (India) Very tippy, delicate flavored tea, elegant and complex with a flowery bouquet and a pale yellow liquor.

Darjeeling Organic* - (India) Grown by certified organic methods, this tea hails from the Arya Estate. The grade of FTGFOP1 signifies a tea that's "fancy, tippy, golden, flowery, orange pekoe, in an extra large leaf size." It is a 2nd flush tea, harvested between June & mid-July with a hearty, full-bodied character.

English Breakfast Blend – Private blend of high-quality teas, unfurls to reveal large, flavorful leaves. Its hearty, full-bodied and astringent flavor mixes well with milk.

Irish Breakfast Blend – Custom blend made up of the top tea grades of India & Sri Lanka. It's heavier in the cup than English Breakfast, making it excellent for serving with milk. The aroma is light, with a burgundy liquor that's rich and smooth. Ideal for a morning beverage but a very pleasant cup any time of the day.

Kalgar BOP – (India) Grown in the northern Dooars district with a hearty, full-bodied cup that's not revealed in its subtle aroma. A deep umber color with a slight astringency.

Keemun – (China) The "burgundy of teas" with a superb bouquet that's rich and perfume-like. The flavor is complex and subtle with a hint of orchid blossoms. The thick, red liquor produces a deep, well-bodied character. This tea improves with age.

Nilgiri Pure* - (India) Grown organically*, Nilgiri is a smooth full bodied tea with a light, bright liquor and a nutty flavor. Nilgiri is in the "Blue Mountains" of Southern India. This region is in between the Himalayas and Ceylon. Its plants are the horticultural grandparents of Ceylon Teas, and produce brews that are fragrant and full bodied. They often have a hint of lemony flavor, and are generally excellent for blending and iced teas. The combination of fragrance and briskness makes Nilgiri teas quite unique and superb.

Scottish Breakfast Blend - (India) A hearty blend of Indian loose leaf teas. The rich, malty flavor provides a strong morning wake up, with or without milk.

Oolong (Medium Fermented) Teas

China Pu-erh – (China) Large leaves are pressed into bowls, wrapped in silk and semi-fermented, but for longer than a traditional oolong. The taste ranges from mild and earthy to a deep, malty or starchy flavor. Maintains flavor through multiple infusions.

Dragon Phoenix Pearl – (see description under Flavored & Scented)

Jasmine 9001 – (see description under Flavored & Scented)

Oolong Choicest – (Formosa) Extra large, silver-tipped leaf. The name Oolong is derived from the Chinese word for "black dragon." Only the Fancy grade is higher. A tea that's appreciated by professional tasters.

Oolong Standard – (Formosa) Heavy, dark cup, similar to a China Black. The short, choppy leaves are variegated brown to black in color.

Green & White (Unfermented) Teas

China White – (China) White tea is a class unto itself but personifies a green tea, as it is not fermented, only steamed. It's picked in the spring and is completely processed by hand. The flavor is delicate and grassy with a hint of sweetness. It is processed from full-grown buds picked from a special tea bush variety called "big white".

Continued on next page. See our steeping guidelines on page 29



LOOSE LEAF TEA

Dragon's Well (Lung Ching) – (China) Meticulously prepared from the youngling buds and the tender leaves sprouting in the spring season. Distinguished for its flat, smooth appearance and emerald green color with a fragrant and fresh aroma, mellow and sweetish taste. Can be infused twice.

Earl Grey Green – (see description under Flavored & Scented)

Earl Grey Green with Lavender – (see description under Flavored & Scented)

Genmaicha Green – (Japan) “Genmai” means “roasted rice” and “cha” means “tea”. A Bancha green tea blended with husked, roasted rice (resembling miniature popcorn), with a unique flavor that’s lightly tart, toasty and mild in a green liquor.

Green Lemon Zest – The mild green taste of Genmaicha green tea is balanced with the citrusy addition of lemon and a zest of ginger root, a healthy and delicious cup.

Gunpowder Green – (China) Temple of Heaven Garden. The color is pale, with a light, sweet-tasting liquor. The leaves are rolled very tightly into small pellets resembling buckshot, which is where the name comes from. Chinese call this “pearl tea”.

Panfried Green – (Formosa) Dried in a hot, thick metal bowl, producing a thin flat leaf. It has a smooth, grassy flavor with an astringent mouthfeel and a light body.

Sencha – (Japan) Spider leg variety. Sencha is the most popular Japanese tea. It is usually machine-fired and steamed with a shiny or semi-polished appearance. It’s produced from first or second flush teas and extracts a pale green liquor with a mellow grassy aroma. The taste is very delicate, sweet and pleasant.

Sencha Decaf Organic – (Japan) This popular green tea is organically grown* and naturally decaffeinated, providing the same delicate, sweet flavor without the caffeine.

Flavored & Scented Teas

Apple Cinnamon – Orchard fresh apples with the sweet spicy taste of cinnamon like grandma’s cobbler.

Apricot – Ceylon style China black base, flavored in Europe with a fresh fruity taste and calendula flowers scattered throughout. It is very aromatic and tastes terrific iced or hot.

Bayou Blend Tea – The essence of ginger floats over the sultry smoky aroma in a custom blend that is stout and full bodied with pungent notes of ginger.

Black Currant – This flavored delight from London is a full-bodied, medium sized leaf with a rich berry taste and a slightly sweet flavor. The aroma is heavenly

with strong berry notes. It has a black tea base and is used often for iced tea.

Blackberry – Warm vine-ripened berry flavor in a black tea base. The China base black tea doesn’t cloud easily when iced. Delicious hot or cold!

Chai-Licious Tea – A traditional chai flavor with cinnamon, clove and other spices blended with a nice quality black tea base. Also available in herbal.

China Cream – Fantastic iced! Private blend of black teas with a smooth, creamy taste and a vanilla-like aroma.

Chocolate – Delicious with a splash of milk or creamer. Also available with Chery or Mint added.

Cinnamon Spice – China black base flavored with cinnamon oil and cinnamon chips. Boasts a strong cinnamon flavor with a natural sweetness.

Coconut – Coconut flavoring enhances a China black tea giving it a delicately sweet taste and aroma.

Dragon Phoenix Pearl – (China) The smooth fragrance of a garden in bloom, with a lightly sweet and very smooth, pale yellow liquor. The beauty of the Jasmine scent from the fresh blossoms is wafted over the Pouchong tea then two leaves and a bud are hand rolled into a tight, pea-sized delicacy.

Dutchess Grey – A feminized version of Earl Grey with the addition of lemon, orange and cinnamon.

Earl Grey – With the exception of Jasmine, the earliest and probably most celebrated flavored tea. Black tea base, sprayed with the oil of bergamot, a citrus plant from Sicily. The scent is evasive and perfume-like and the orangey flavor is wonderfully satisfying.

Earl Grey Green – The long popularity of black Earl Grey tea has invited the introduction of a green tea, lightly scented with oil of bergamot that doesn’t overpower the delicate flavor of the grassy green tea.

Earl Grey with Lavender – Black Earl Grey is blended with Super Blue lavender flowers from France, their intensely sweet perfume adding complexity and body.

Earl Grey Green with Lavender – Lavender flowers mingle with natural green tea leaves, lightly flavored with bergamot oil, adding a sweet perfume.

Ginger Peach – The aroma of peach pie from the oven is the first hint of the wonderful flavor in this black tea, with a natural sweetness from the ginger root scattered throughout.



LOOSE LEAF TEA

Gold Rush – Deep yellow sunflowers generously scattered throughout with a light peaches and cream aroma and a very smooth flavor. Also contains fruit shavings.

Huckleberry Pie -- Mild mountain huckleberries, sweet stevia with a hint of cinnamon brings back memories of Grandma's pie.

Imperial Russian – China black base, custom-blended at OCR, light fruity aroma and flavor, excellent hot or iced.

Jasmine 9001 – (China) Pouchong tea married with fresh jasmine flowers. As the evening temperature drops, the flowers begin to open with a distinctive "pop" and the aroma is fanned over the tea. The oldest of the scented teas with a sweet, pale green liquor and a heavenly delicate flavor.

Lapsang Souchong – (Formosa) A very masculine tea with a strong flavor and full body. The long open leaf gets its heavy smoky flavor from the smoke of burning pine tree roots fanned over the tea leaves.

Licorice Orange Spice – Sweet citrusy orange blended with cinnamon and star anise.. delicious!

Lychee Congou – One of the two main groups of tea -- congou and broken graded. The base is a China black tea scented with Lychee nut oil, a citrus fruit that lends a natural sweetness to the aromatic brew.

Mango – A beautiful presentation of black tea with Calendula flowers heavily scattered throughout. It has tropical overtones in the cup, a slightly sweet flavor and is a great iced tea. China black tea is used as the base due to its non-clouding properties. One of the most popular flavored teas available.

Moroccan Mint – Quality green tea blended with dried mint leaves in a classic combination.

Old Glory – China white tea flavored with blueberry and red raspberry in a patriotic delight!

Orange Blossom - The heavenly aroma invites you to savor the sweet, orchard ripe citrus balanced with a hint of cream.

Passion Fruit – A lightly flavored tropical tea that is perfect for icing. The China Black tea base doesn't cloud easily.

Peach – China based tea, scented with the essence of fresh orchard-picked peaches. Calendula flowers are blended in with the tea for color. Also excellent when iced.

Peach Ambrosia -- This tea blend combines the winning combination of fruit and coconut with a surprising twist of sweetness in a back tea base.

Pumpkin Spice – Fall and Winter nights are best enjoyed with a hot cup of Pumpkin Spice tea. It's like having pumpkin pie in a cup. Add a splash of cream for an extra treat.

Raspberry – China Ceylon-style tea base, flavored in Europe with a vibrant aroma. A slightly sweet infusion, flavored using artificial oils since natural oils produce a less than acceptable flavor. Dried raspberry leaves are blended in with the tea.

Raspberry Splash -- Sweet red raspberries provide a fruity flavor with a hint of cranberry and a light minty finish.

Rum – China base black tea with a distinct rum flavor and aroma.

Russian Caravan Blend – A legendary blend of India and Formosa teas, boasting smoky overtones and a strong, hearty cup.

Strawberry – China black tea base with the taste and aroma of field-ripe strawberries.

Strawberry Banana – China black tea base that tastes almost like a banana split with strawberries and ripe banana.

Very Berry – Black tea influenced with the tart flavor and ruby red color of hibiscus. Flavored with authentic berry selections. Great hot or iced.

Vanilla – China black tea base, flavored in Europe with a profile that is smooth and slightly creamy. Tiny vanilla pieces are scattered throughout.

Decaffeinated Teas

Ethyl-acetate is derived as a result of the reaction between ethanol and acetic acid. The raw materials are taken from natural origins, such as fruit.

Apricot Decaf – BOP, 99.9% caffeine-free by ethyl-acetate process

Black Currant Decaf – BOP, 99.9% caffeine-free by ethyl-acetate process

Ceylon Decaf – BOP, 99.9% caffeine-free by ethyl-acetate process

English Breakfast Blend Decaf – BOP, 99.9% caffeine-free by ethyl-acetate process

Mango Decaf – BOP, 99.9% caffeine-free by ethyl-acetate process

Vanilla Decaf – BOP, 99.9% caffeine-free by ethyl-acetate process

Continued on next page. See our steeping guidelines on page 29



LOOSE LEAF TEA

All Herbal infusions below are naturally 100% caffeine-free

Herbal Teas

Herbal teas, in particular, must be stored in a cool, dark environment. Herbals, while often referred to as tea, are not actual tea leaves and are naturally caffeine-free. They consist of herbs, spices, flowers and non-tea plants.

Herbal Chai-Licious - A traditional chai flavor with cinnamon, clove and other spices blended with a rooibos base.

Herbal Chamomile - Golden flowers imported from Egypt. Brews a light yellow liquor with a soothing flavor. Store the tea in a cool, dry place. Contains Vitamin A and high levels of calcium, magnesium, potassium and iron. Good for indigestion and insomnia.

Herbal Ginger Lemon - The brew is delicate and distinctly lemony, balanced with the bold, slightly sweet taste of ginger.

Herbal Ginger Peppermint - A sweetish minty aroma, amber-green liquor, soothing to the tummy, bold and minty with a gingery finish.

Herbal Ginger Root - Fresh ginger root is cut into fine pieces and dried. Brewed alone or added to blends, ginger adds a pungent, spicy flavor. Known for its stomach calming properties.

Herbal Hibiscus - Tart, brilliant red brew that's high in vitamin C. Delicious sweetened with a little honey.

Herbal Honey Lemon Ginseng - Amazingly sweet brew with a delicate note of lemon and the benefits of ginseng. Ginseng's potential properties include: aphrodisiac, immune stimulant and whole body tonic.

Herbal Lavender - Hidcote variety, grown in the Pacific Northwest boasting a fragrant aroma and a sweet, complex flavor.

Herbal Lemon - A perennial lemon grass with leaves that are long, slender and bright green in color. The brew is delicate and distinctly lemony but not tart.

Herbal Licorice Peppermint - Licorice root provides a natural sweetness that is balanced with a slight spicy note and a whisper of mint. Delicious and refreshing!

Herbal Peppermint - Light, refreshing aroma with a slightly green liquor in the cup and a pert, minty finish. Can be infused a couple of times and retain its flavor. Soothes sore throats and tummy aches.

Herbal Rooibos - Otherwise known as the South Africa Red Bush. The bright color of Rooibos is unmistakable. The brew is natural with no caffeine or sweeteners. Rooibos contains copper, iron, potassium, calcium, fluoride, zinc, manganese, alpha-hydroxy for healthy skin and magnesium. Enjoy it plain or try our Vanilla, Cinnamon or Mandarin Orange flavored Rooibos.

Herbal Rosehips - A beautiful red liquor, slightly sweet with a note of cranberry and a more complex taste than most herbals. Good for colds, high in

vitamin C with niacin, iron, calcium and phosphorous. May help ward off infection and inhibit the development of colds. Used to fight infection and curb stress. Nutritious and calming.

Herbal Rosemint - Smooth and lightly fruity flavor with a minty finish. The flowery notes are nicely balanced with the refreshing taste of mint.

Herbal Spearmint - The premium of the herbal teas. Refreshing cool flavor with a slightly green-yellow liquor in the cup. More of a butter mint flavor than peppermint without the sassy finish. Also great for sore throats, calming nausea and flu. Delicious blended with chamomile and a drizzle of honey.

Herbal Strawberry Lemonade - Strawberry rooibos blended with herbal lemongrass & stevia. Mellow strawberry flavor with a hint of lemon, slightly sweet.

Herbal Summer Passion - Take a Summer break with iced rooibos, flavored with peach and passion fruit and sweetened with a touch of stevia.

Herbal Winter Blush - A colorful blend of herbs, spices and flowers brew up a beautiful burgundy delight with a tingling tartness, flowery aroma and a spicy sweetness. Absolutely delightful and naturally caffeine-free.

Yerba Mate - A South American herb, not a green tea as some claim. While it may not contain caffeine like traditional teas (camellia sinensis), it does have stimulating properties from a compound called mateine that provides a longer-lasting and milder stimulation to the nervous system. This plant is sipped all day and provides great anti-oxidant properties.

Mulling Spices - A concentrated blend of mulling spices including cinnamon sticks, whole cloves, orange peels and allspice. Brew in cider with a large mesh ball tea infuser and enjoy the naturally sweet, citrusy and spicy notes it adds.

Herbal Disclaimer

Herbal medicine as a method of healing is not formally recognized in the USA. OCR makes no health claims other than the empirical evidence of the ages. Any herbal information is not intended to treat, diagnose or prescribe in any way, and is for informational purposes only. OCR does not take responsibility for your experience using them. We trust that you will consult a licensed professional when appropriate, especially pregnant or nursing mothers, or anyone with a medical condition.





CANDIES

CHAI TEA



Candies

Dark Chocolate Covered Espresso Beans -
Crunchy, espresso roast coffee beans coated in a rich, high-quality dark chocolate.

Milk Chocolate Covered Espresso Beans -
Crunchy, espresso roast coffee beans coated in a smooth, high-quality milk chocolate.

Twist Chocolate Covered Espresso Beans -
Crunchy, espresso roast coffee beans coated in a double-dip of high-quality white and milk chocolates. Their marbled coating gives them a distinctive look.

All chocolate espresso beans are available by the pound or can be packaged in clear tubes for re-sale. Private label is available on the tubes.



Espresso beans packed in 3oz clear boxes are perfect for gift baskets or impulse buys, and can be private labeled

Chai Teas

Choose from our traditional loose leaf chai tea in a black tea base or our caffeine-free herbal base.

Loose Leaf Chai-Licious Tea Blend tm
Our own private recipe of black tea and spices brews up a delicious cup of chai. Serve hot or cold, with or without milk and sweeten to taste. Delicious!

Loose Leaf Chai-Licious Herbal Blend tm
Taking a cue from our own private recipe of regular Chai-Licious, we start instead with an herbal base. A variety of spices is added, brewing up a delicious cup of caffeine-free chai. Serve hot or cold, with or without milk and sweeten to taste. Delicious any time!



Peppermint Candy Spoons are perfect for stirring into hot chocolate, coffee or tea





PAPER PRODUCTS



Paper Product & Related Items

Cup Carriers
50 count package



Bunn Commercial Standard Brewer Filters come in a 500 count sleeve or case of 1000. Filter size is 4.5" across the bottom and 2 5/8" high on the sides.



500ct extra large filters for satellite & tea brewers measure 12.75" flat 5.25" across base side measurement is 3.75"

Filtropa Cone Filters come in a variety of sizes.
#1/100ct Natural, #1/40ct White
#2/100ct Natural, #2/40ct White
#4/100ct Natural, #4/40ct White
#6/40ct White

Tea filters make bulk tea brewing easy. Just add a spoonful of tea in the open top, fold over or seal and serve!



Paper Product & Related Items

Protect hands from hot beverages with Java Jackets. Made from recycled products, these have been the gold standard for decades. Jackets are pre-assembled so they are easy to slip on the cup and won't come apart.

Natural color, fits cups from 12oz - 20oz.
Order by 100 count packs or by the case of 1300.



Assorted holiday designs available from October 1st - December 31st.



Barista Boxes for take-out coffee service.
128oz size
Don't risk your airports!



COFFEE EQUIPMENT & ACCESSORIES

Paper Product & Related Items

Natural, lined coffee bags are made just for packaging coffee and tea. They close with an attached tin tie and can be easily opened for grinding then re-closed.

Available in both half and one pound size in packs of 100 or a case of 1000.



Cruzin Caps sip hole covers are a fun way to prevent spills on to-go drinks or just to personalize your beverages. They cover the hole in the lid and re-stick many times over.

Customers even enjoy collecting them. Many designs available in assortments of 1750 caps



Coffee Equipment & Accessories

With the many options available for brewing gourmet coffees and today, we offer the accessories you and your customers need.

Espresso Accessories:

Group head brush,
Knock Box &
Replacement Hoses,
Thermometers,
Steaming Pitchers,
Shot Glasses
More items available
by special order



Drip Brewing Accessories:

Airpots, 2.5liter stainless steel
inside and out
Airpot replacement parts



Cold Water Toddy Brewer

The best-tasting way to make iced and blended coffee drinks. The smoothest taste. Saves wear and tear on your espresso machine too.



Various accessories and replacement part available.

The following items are available by special order.

Commercial Brewers & repair parts
French Press Pots
Espresso Tampers
Brushes for cleaning airpots



MISC EQUIPMENT

TEA EQUIPMENT

Miscellaneous Equipment

Vitamix blenders are available by special order. We stock replacement parts like tampers, drive sockets and retainer nuts. Other accessories (Rinse-O-Matic, Whisper Cover, etc) are also available by special order.



Drive Socket

Retainer Nut



Ice Blade

Tamper



Tea Equipment & Accessories

Bulk (loose leaf) teas have the advantage of higher quality, much better selection and a higher profit margin than bagged teas. They are easy to brew with the variety of options available.

Tea Brewing Accessories:

Tea infuser spoons
Tea infuser balls
(assorted sizes)



Tea sieves - sits on cup rim, allows tea leaves to steep in hot water. Simple to use, easy to clean



OFFICE COFFEE & SERVICES

COFFEE'S EVOLUTION

Office Coffee and other Services

Many companies offer coffee service. If you own your own brewing equipment, you have the option of choosing a coffee vendor who will supply the quality and quantity that fits your business at a significant cost savings. OCR offers the same top quality to our coffee service customers with no contractual obligations.

Office Coffee Service Needs:

Bulk coffee, whole bean or ground
Choose from any of our offerings
Packed in 1-5lb packages, variety of bags available

Pre-measured, One Pot Tear-open Bags

Choose from any of our offerings
Pre-ground for your convenience
Mylar bags available in gold, silver, black or red
Variety of sizes to match your brewer from 1.0oz - 3oz each
40 bags per case
Free shipping with minimum 40-count case



Sugar & Creamer canisters.



Coffee pods, details on page 15



Assorted filters and java jackets in stock



A variety of packaging types and sizes available



Evolution of a Cup of Specialty Coffee

1. A tiny seed is placed in the warm, rich, moist soil of the nursery. It is gently and lovingly tended for six months, at which point it has sprouted into a seedling.
2. The tender seedling is transplanted into rows.
3. The seedling is cultivated and pruned over the next three to five years when the first crop is produced. On farms where organic and/or sustainable practices are in use, mulch is produced from clippings and shade trees. Weeds are removed by hand. Little or no chemicals are used. Many farms cannot afford the cost to certify their coffee as organic but believe in the importance of maintaining the land for the benefit of future crops.
4. The "youthful" seedling shows its maturity with its first flowering of white, jasmine-scented blossoms covering the branches. Depending on the rainfall pattern of the region, this may happen once, twice or continuously over a year's time.
5. A small percentage of the beautiful white flowers develop into ripe coffee cherries, going from green to yellow to bright red. Careful hand picking of the ripe red cherries assures that no under- or over-ripe cherries will adversely affect the final cup.



(continued on next page)



COFFEE'S EVOLUTION FROM SEED TO CUP

Evolution of a Cup - continued

6. The cherries travel to the processing mill for removal of the outer skin and pulp layer. This may be done by drying the cherries on a "drying patio" in the sun (dry process) or soaking them in water and washing them several times until the pulp is gone (wet process). The process used is generally based on how much fresh water is available. Dry processed coffees tend to have a more "complex" taste compared to the "cleaner-tasting" wet processed coffees. Both methods have merit.



7. After the pulp is removed, the seeds are thoroughly dried in their parchment layer, called "pergamino". This layer helps keep the coffee beans in a stable state until they are ready to be shipped.

8. Before shipping, the parchment is removed and often the beans are "polished". They go through a grading process based on a variety of factors which may include growing altitude, bean density, bean size, color, pest damage (or lack of), presence of foreign objects (like stones or sticks), and taste. Countries each have their own standards for grading.

9. The beans are bagged in burlap and sent to the seaport for shipment. The weeks spent at sea are in the closed hull of a ship where moisture cannot affect the beans.



10. Green bean brokers and wholesale roasters who have purchased the beans in advance, take delivery of them weeks or months after they were processed. Samples of the crop are sent ahead of the shipments so buyers can "cup" them (taste for the purpose of evaluation) before purchasing. Bags are marked by lot number to certify that the shipment is the same as the lot that was cupped.

11. Pallets of beans arrive at our warehouse and are stored in a cool environment until it's roasting time.

12. When a coffee order is placed, the "green beans" are carefully weighed and loaded into the roaster. They ride in a channel of hot air and



and tumble furiously, swelling with building steam inside the bean. A "pop" is heard when the "first crack" stage is reached. Depending on what kind of roast is being done, a second "crack" may be heard as they continue to roast.

At the perfect time, the roasting is halted and the beans drop into a cooling can. Each roast is carefully hand screened to remove debris and broken beans. Only the beautiful brown, whole beans are kept.



13. If a coffee blend is being made, these beans are carefully weighed out with beans from other countries. They all join together to make a full-bodied and complex cup – one to savor all day long. OCR prefers to roast each single-origin coffee before blending. Each are selected for their unique taste and roasted to their peak of perfection. They may be combined with other coffees to bring a taste profile that is un-attainable by themselves.

14. These special beans are packed in your choice of bags - from the tough yet economical poly bags to special valve bags that allow the gasses from the freshly roasted coffee to escape but won't allow oxygen back into the bag, causing staling. They are shipped out the same day so they arrive fresh and ready to "perk" up your day.



valve bag

15. Enjoy the aroma as you grind the beans. Carefully measure them out and fill your brewer with freshly drawn cold water. Make sure your brewer heats the water to 195 – 205 degrees before it hits the coffee grounds so all the wonderful flavor is extracted from the beans. In five to seven minutes, your brewer should produce a delicious pot of coffee. Don't leave it on the burner if you can't drink it all right away. Transfer it to an insulated pot within the first 30 minutes to keep it hot and fresh-tasting.





COFFEE CUPPING GUIDELINES



How To Evaluate Coffee

Cupping is a method used to systematically evaluate the aroma and taste characteristics of coffee. The steps that are basic to cupping lead to a complete sensory evaluation by the coffee cupper. As each step is completed, make notes on the cupping worksheet. It's easy to get confused when cupping several coffees at once. Writing also helps to commit each coffee to memory.

Start with fresh-roasted whole bean coffee. When comparing roasting companies, taste similar coffees side-by-side. Request samples of the same coffees to arrive within a few days of each other. For example, if you are cupping a light roast Colombian, you'll want to compare it to other light roast Colombians to see who's quality and roasting style most appeals to you.

Have someone label the coffees "A", "B", etc. so you can compare the coffees without knowing which sample came from which source. "Blind cupping" is a technique used to help you focus on just the qualities of the coffee you taste, without the influence of other factors.

1. **Fragrance.**

The first step in cupping is to evaluate the fragrance of the coffee beans. Place about 2 to 4 tablespoons of ground coffee in the 6 to 7 ounce sampling cup. Vigorously sniff the gases released. Cup your hands over the glass, placing your nose between your hands to concentrate the fragrance. The intensity reveals the freshness of the sample.

2. **Aroma.**

The second step examines the aroma of the coffee brew. After pouring 200 degree water in a circular motion over the coffee in the sampling cup, allow the coffee particles to steep for about three minutes. The particles will form a crust, or cap, on the surface of the brew. As you break the cap, pushing down with your spoon, sniff deeply, bringing the aroma into the nasal cavity.

3. **Taste.**

Scrutinizing the taste is the third step in cupping. With the spoon, bring a sample of the brew to your mouth and forcefully slurp the liquid. The resulting spray of liquid and oxygen will release the full flavor of the coffee in your mouth. Allow the coffee to flow over the entire surface of your tongue. If you have not cleansed your palette after the last coffee, dismiss the first mouth full of coffee and take in a second sample to

get a true picture of the characteristics. If possible, let the sample sit for a while. Taste it again when it has cooled some and again when it is cold. Undesirable characteristics will be much more evident as the coffee gets colder.

4. **Aftertaste.**

The fourth step, sifting out the aftertaste of the brew, is done by swallowing a small portion after it has been held in the mouth for a few seconds and rapidly pumping the larynx to force up into the nasal cavity the vapors lingering in the back of the palate. You may find the aftertaste to be reminiscent of chocolate (sweet), smoke (campfire or tobacco), spicy (clove), or a combination of these characteristics.

5. **Body.**

The cupping concludes by probing the liquid to determine its mouth feel. Gently slide your tongue across the roof of your mouth, eliciting a tactile sensation. The oiliness of the sensation will measure the fat content while the thickness will measure the fiber and protein content. Combined, these two sensations constitute the brew's body.

Helpful Hints

Set out cold drinking water to cleanse your tongue, a container for the used coffee, notepad and pen, a towel for spills and a hot water kettle.

Put clean, fresh water in the kettle to boil. While it heats, get the coffee ready. If possible, grind the coffee just before you brew it. Grind it to a fine drip, so an impression made with your finger holds in the ground coffee without the edges crumbling.

Don't be afraid of making the coffee strong. This will make a strong cup but that makes it easier to discern any off-tastes that are present in the coffee.

Each part of your tongue detects something different; salt, sweet, sour or bitter. Use whatever terminology reflects the tastes and aroma according to your own impressions. The flavor profiles are a guide only – you can't get it wrong!



ALL ABOUT LOOSE LEAF TEAS

Steeping Loose Leaf Teas

To get the best from your loose teas, follow these guidelines for the ratio of tea to water, the brewing temperature and steeping time. Use an infuser or tea bag that is large enough to accommodate the free flowing of water to all the leaves. Expect your tea to double in size when wet.

Tea infusers come in many styles and sizes. Our top recommendations are the tea sieve...

and the mesh tea infuser - either the tea ball or tea spoon.



Always start with freshly drawn cold water. Water that is room temperature loses its oxygenation and tastes flat. Bring the water to a boil. Allow it to cool to the correct temperature before steeping.

Black Teas – Use one rounded teaspoon of tea to six ounces of boiling water (200 - 212 degrees) and steep for four to five minutes. Exception: some Darjeelings are best when steeped for three minutes.

Green Teas – Use one level teaspoon of tea to six ounces of hot (150-165 degree) water for about three minutes. If you are going to steep the tea more than once, start with two minutes then increase to three minutes the second time. Exception: Gyokuro Asahi is best steeped for one minute to start, followed by two minutes for the second steeping.

White Teas - Use one level teaspoon of tea to six ounces of very hot (180 degree) water for three to six minutes. The leaves are twisted - you may need more.

Oolong Teas – One level teaspoon tea to six ounces of very hot (195 degree) water for three to four minutes.

Flavored Teas – One heaping teaspoon tea to six ounces of boiling water (200-212 degrees) for three to five minutes. Exception: Jasmine tea is made with a Pouchong tea base, which requires the same guidelines as green tea.

Tisane and Herbal Teas – One to two heaping teaspoons tea per eight ounces of boiling water for four to seven minutes. Because each herbal is different, you will need to experiment a bit to get the best brew from your particular tea.

The Journey From Leaf to Cup

Tea grows in the mountainous regions of China, India, Sri Lanka, Kenya, or even in the United States. (A trial plantation has been started in South Carolina).

Tea gardens can be as small as one acre or encompass many acres. Families own estates for many generations. They are passionate about tea and pass down every detail of the family business with great pride.

Origins & Growing Conditions

True tea bushes are called *Camellia Sinensis* (come-EEL-ya sin-EEN-sis), which differ from other brews that are called tea. Those may be made from grasses, flowers, fruits, berries, spices and other plants. Tea bushes originated in China about 4,700 years ago. The Chinese camellia differ from the plant that originated in the Assam region of India. All other tea plants originate from one of these two.

Some tea bushes are shaded to retard their growth and encourage a sweeter, milder flavor, which may also result in a higher caffeine content. Gyokuro Asahi is one example of this method.

Much like wine or coffee, the flavor of the tea is affected by climate, soil, altitude and the method used for processing. Tea is an evergreen shrub that grows well in either sun or shade with a slightly acidic soil. However, it prefers a warm, sunny, humid climate with well-drained soil. It reaches heights of up to 25 feet with a diameter roughly 4-6 feet. Bushes are pruned lower for ease of picking. The white flowers with yellow stamen produce seeds which will easily germinate to produce more plants when needed. However, the tender leaves and buds of new growth make the most desirable tea so bushes are not often allowed to flower.



Continued...



ALL ABOUT LOOSE LEAF TEAS

Harvesting

In the morning, pickers take a flat-bottomed, slightly cone-shaped woven tea basket and head out to the field. The first harvest of the season is called the “first flush”. Most of the tea pickers are women. The load of tea gets heavy with the weight of the leaves and the dew from the morning mists.

Harvesting the tea is referred to as plucking. Pickers gently “pluck” the top two leaves and a bud from each shoot and drop them in the basket. This is called a “fine plucking”. When three or more leaves are picked with the bud, it is called a “coarse plucking”. New shoots are produced every 7 – 21 days and the second picking is called a “second flush”. Pruning helps to keep the new shoots producing and the density of the bush desirable. The leaves are a shiny bright green and sometimes have a hairy underside.

Some teas are harvested only a few times per year, while some harvest the leaves often, several dozen times throughout the year. An experienced picker can harvest up to 77 pounds of leaves every day. Tea bushes can produce for well over 50 years. New plantings don’t come into production for five to seven years so some estates wait 70 – 100 years before replacing their fields. Often a generation of workers tends to the same field their entire life.

One acre of tea bushes can yield from 800 to 3,600 pounds of processed tea each year.

The leaves bruise easily and are never packed down in the baskets. They are of the highest quality if processed within two hours of picking so workers hurry with their yield. After a couple of hours, fermentation has begun in the leaves.

Processing

Once the tea has been weighed, it must be processed. In the processing area the first step in black tea is the withering. The leaves are spread thinly on racks and allowed to wither naturally or by means of heated air forced over them. It takes 8-12 hours for enough moisture to be evaporated from the leaves to make them soft and pliable, like soft leather gloves. A tea leaf is approximately 25% solid matter and 75% moisture.

Only tea that will remain green skips the withering step. It is steamed or fired before rolling. Applying the heat to green tea is important because that stops the fermentation process. That same process is also what allows the tea to keep its green color.

After withering, the leaves go through a rolling machine which twists and rolls the leaves to break up the cells and liberate the juices, which gives the tea its flavor. The juices remain on the leaves and develop essential oil when they are exposed to the air. This takes about 1-½ hours to complete.

The tea emerges from the roller as twisted lumps, which must be broken apart. Coarse mesh is used to separate the leaves. After this step is completed for all the leaves, they are sent to the Fermentation Room. Green tea is not fermented at all but goes directly to drying.

The fermentation step is the most important part of the processing. The tea leaves are spread on cement or tiled floors or tables to complete their fermentation. The air is cool and damp here, permitting the leaves to absorb oxygen and turning them a bright coppery red. A popular tea (and one of the favored drinks of Agent 007) is Jasmine, a Pouchong (poo-SHONG) which is fermented for a very short time. Oolong tea is left in the fermentation room a bit longer and a true black tea takes a full 5-8 hours to complete.

After fermentation, the leaves must be dried to stop the oxidation and prevent molding. Hot air is used in a carefully controlled environment to reach the exact moisture content in the leaves. If necessary, the leaves may be sent back through the roller again before drying is completed.

Some teas get extra special processing. China Pu-erh (poo-AIR) Tuo Cha is pressed into small bowls or cakes and wrapped in silk. Each leaf of a Jasmine pearl is hand rolled after marrying it with the scent of fresh jasmine flowers. Besides jasmine, chrysanthemum and lotus flowers may be used to scent the tea. The tea is layered with flowers and allowed to sit for 6 – 12 hours for the tea to absorb the sweet floral bouquet. Fruit flavored teas are sprayed with flavoring rather than scented.

Continued...



ALL ABOUT LOOSE LEAF TEAS

Grading

After the tea has dried, it is either put through a grading machine or passed through several bamboo baskets, with the largest leaves being the most desirable. The “fannings” or “tea dust” are the smallest particles and are used in most teabags. The remaining tea can be larger pieces of leaves or whole leaves. They don’t necessarily taste different but the whole leaves have greater visual appeal.

The main classifications of tea are Fancy, Extra Fancy, Tippy, Golden, Flowery, Broken and Orange Pekoe (peck – oh). You might see “BOP” after the tea name. That means the grade is Broken Orange Pekoe. If the notation is FTGFOP then the grade is Fancy Tippy Golden Flowery Orange Pekoe.

Storing

Tea is best stored in a tin or opaque glass container, away from heat, moisture and light. It is also very absorbent and should be kept in a container with a tight lid. Never freeze or refrigerate your tea. Room temperature is fine. The tighter the roll of the leaf, the longer the tea will remain fresh.

Tea is a great bargain. Even the finest teas selling for \$50 per pound cost only about 25 cents per cup.

Enjoying Tea

True tea connoisseurs place a teaspoon of tea in a china cup. The broad opening of the cup and the white china interior allow for the tea leaves to be clearly observed as it steeps. Watch the leaves as they unfurl, a process known as the “agony of the leaves”. Guidelines for brewing specific types of tea can be found on page 29. Each tea brings its own surprise.

With the health benefits, the value and the wide variety of teas available, it’s no wonder that tea has become the world’s most popular beverage next to water itself.



Green Tea



White Tea



Jasmine Pearl Tea



Black Tea



Herbal Tea



Rooibos

