SPECIALTY COFFEE

1 from SEED to CUP
Transparency distribution and traceability improve the quality of coffee.

2 Flavor of global standard
Specialty coffee are evaluated by flavor of global standard.

3 Single Origin
Enjoy the full flavor of single origin coffee.

4 Brewing methods and tools
Choose the best brewing method and tool for your best coffee.
THIRD WAVE COFFEE

FIRST WAVE
1930’s to 1960’s

Long distance distribution of roasted coffee became feasible with the development of vacuum packaging, which led to bulk production and mass consumption of coffee. Large corporations, such as Folgers and General Foods, expanded their sales worldwide. At the time, cheap price was of primary concern and taste or quality were took the backseat. In this way, coffee consumption spread among the homes and offices worldwide.

SECOND WAVE
1960’s to 1990’s.

Some of the coffee roasters, who no longer could tolerate the marketing by large corporation in which taste or quality had to take the backseat, became independent and started to market their own business. “Specialty coffee” gradually gained recognition among coffee lovers with discerned taste, which ensued to a global boom of coffee consumption as culminated in the global operation of Starbucks Coffee.

THIRD WAVE
1990’s to now.

New generation of specialty coffee: coffee progressed to next stage like wine.

Coffee is no longer a bulk produced item. Rather, coffee is blossoming as being an refined article of taste. Coffee has evolved to meet the refined demands of a matured market.

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Clean Cup
+ purity
clarity
- dirty
earthy
moldy

Balance
+ harmony
equilibrium
stable-consistent from hot to cold
- hollow
excessive
aggressive, inconsistent change

Acidity
+ lively, crisp
refined
firm
- sharp, dull
hard
thin

Mouthfeel
+ creamy
buttery
round
smooth
- astringent, rough
waterly, gritty

Flavor
+ fruity
smoky
floral
spicy
- vegetal, grassy
woody, peas

Aftertaste
+ sweet
clean disappearing
pleasantly lingering
- bitter
harsh
dirty, metallic

Sweetness
+ ripened
honey
caramel
- green
undeveloped
closed

Overall
+ complexity
dimension
uniformity
richness
- simplistic, boring
do not like

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CUP OF EXCELLENCE
WHY V60?

1. **Cone Shape**
   The cone adds depth to the coffee layer.

2. **Large Single Hole**
   The big hole can change coffee taste with speeds of water flow.

3. **Spiral Ribs**
   Spiral ribs for maximum coffee expansion.
1. **Good accessibility**
   easy to understand, easy to replicate
   If a customer really enjoys the cup we made at the store, they can purchase the same equipment as well as the same coffee and make it at home if they wanted to. Plus, it’s an easy system to understand.

2. **Manual control**
   With the brew bar, we can control the rate of extraction by how fast or slow we pour, and are able to adjust on the fly. The brew bar also brings the focus back to the coffee instead of the technology of the brew method.

3. **Individual brew**
   Each cup is an individual creation prepared by the barista. Not only that, but it helped eliminate a barrier between the person working the brew bar and the customer.
HARIO syphon is a modern update on a technology that has been around for over 50 years. **The** bottom glass bowl is filled with water, which, when heated, rises to the top glass bowl and saturates the coffee grounds. **To** complete the brew cycle, simply remove the heat and allow the coffee to return to the bottom. **HARIO** syphon allows for greater control and user input over the entire brewing process and yields a clean coffee with no sediment and pronounced flavors.
1. Pour water or hot water into the lower bowl to the desired level.
2. Attach the filter to the upper glass bowl stem like the picture.
3. Measure the coffee using the measuring spoon and place inside the upper bowl.
4. Position the upper bowl at a tilt on the lower bowl before boiling.

5. When water from the lower bowl rises to the upper bowl, with the spoon handle to mix lightly.
6. Move the stand away from the burner and extinguish the flame by placing lid on the burner.
7. Remove the upper bowl by gently rocking back and forth, and place it on stand.
8. You now have a perfect pot of coffee to be served straight the cup.

MCA-3
Cups:3
360ml/12oz

NCA-3
Cups:3
360ml/12oz

TCA-2/3/5
Cups:2/3/5
240/360/600ml
8/12/20oz
1 **Grinder**
Freshly-ground coffee for your tasty cup.

2 **Cloth Filter Drip**
Cloth drip provides a foolproof way to brew rich, aromatic coffee.

3 **Drip Kettle**
Very best kettle for pour over.

4 **Cold Water Drip**
Classic brewing system brings out coffee’s flavor and aroma by slowly dripping cold water.
Grinder
Count on this eco-friendly, hand-cranked coffee mill to provide the perfect grind for your preferred brewing method. Fast and easy to use, it features ceramic conical burrs for precision grinding without producing the heat that can destroy coffee’s delicate essential oils.

Cloth Filter Drip
This professional-quality pot makes it easy to brew perfect coffee using the traditional drip method. Showcasing the distinctive flavors and aromas of your favorite coffee beans, it brews with drop-by-drop precision to ensure a rich, full-bodied cup of coffee.

Drip Kettle
To use a pour-over brewer most effectively, you have to dispense water right where you want it. The spout of this Kettle allows you to effectively control your pour. This kettle can be used on the stove top. A stainless steel finish and a great shape.

Cold Water Drip
A favorite among coffee lovers who prefer a smooth, mellow brew, this elegant coffeemaker uses the classic cold-drip method to produce a full-flavored coffee concentrate ideal for making iced beverages.
1 **Best Brewing system**
Best brewing system for single origin coffee.

2 **Simple Operation**
Efficient and simple brewing operation for Baristas at peak time.

3 **Demonstration of making coffee**
Attractive demonstration in front of customer eliminate a barrier between Barista and customer.

4 **Reasonable equipment**
V60 dripper realize the best coffee brewing bar with reasonable equipment investment.