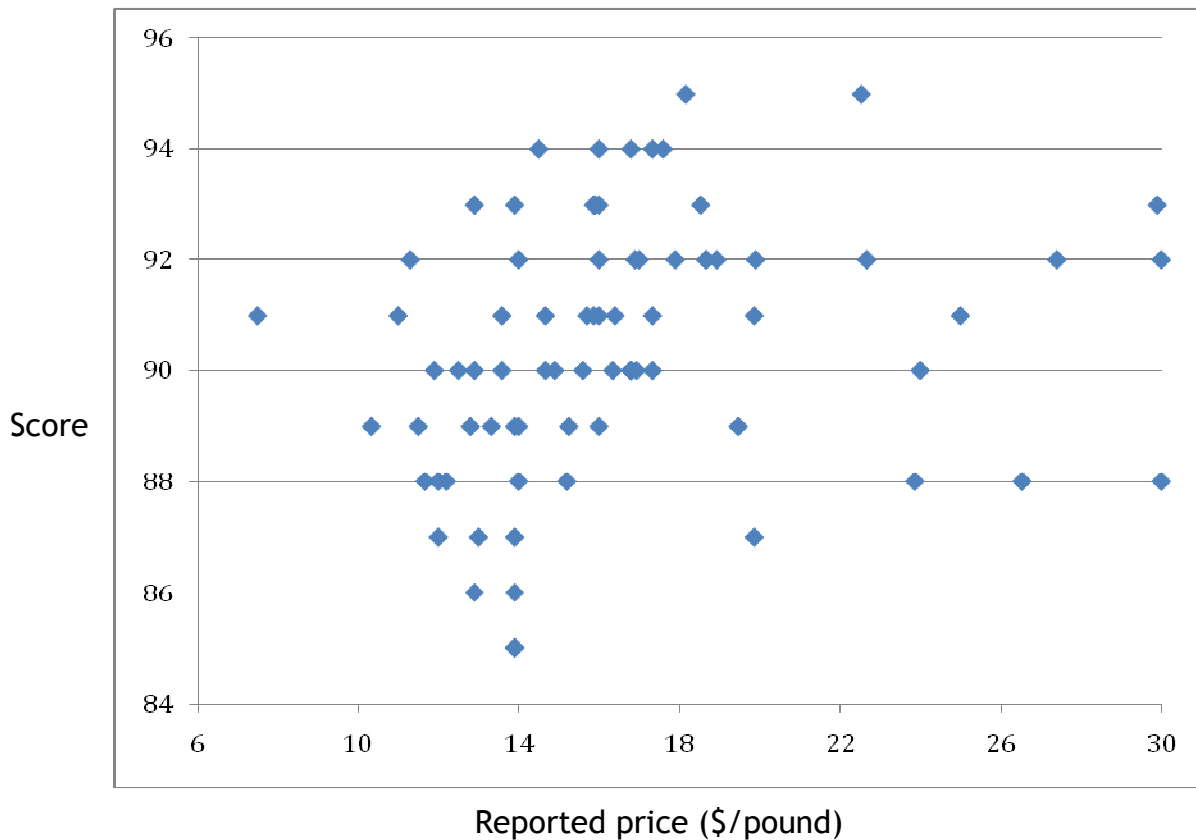


Don't be fooled by coffee prices!

Tasting score (www.coffeereview.com), 2010 ratings



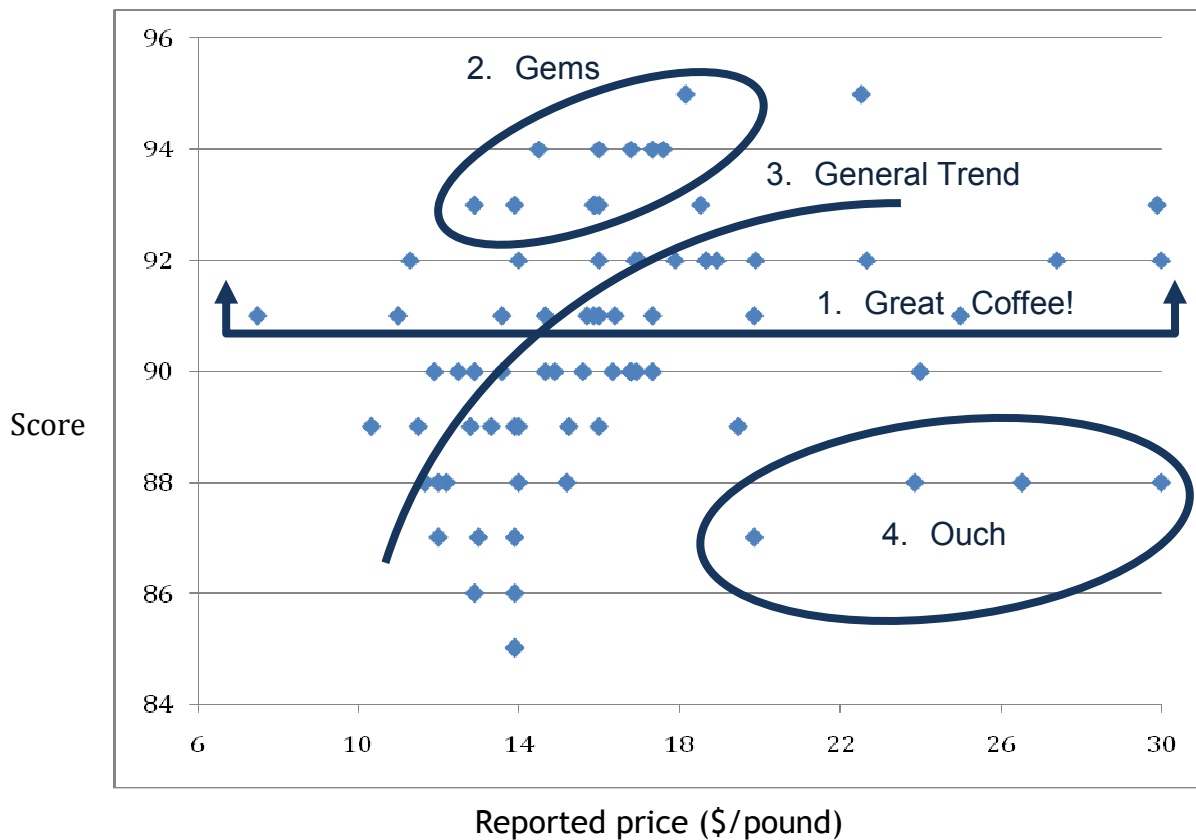
So you have an Espro Press, and you're on your way to experimenting with new coffees. You're playing with different amounts of coffee, different brew times, and discovering tastes you never imagined before! "Let's try the really good stuff," you think. So off you go to find a great coffee at a local roaster or online. There, you scan the descriptions - "notes of honey," "brandiesh fruit," etc. Still stuck, you decide to splurge, and follow the price list up... up... up... to a really "great" (that is, expensive) Yirgacheffe, Kona or Jamaican Blue.

Well, don't be fooled! A look at the relationship between price and tasting score from a reputable evaluation website shows surprising results! There are coffees scoring 91 points priced from a low of \$7.50/pound (Finca Las Nieves, Mexico) to a whopping \$79.95/pound (Kona Fancy Natural - it is so far off the chart, we didn't even show it).

So, let's dig into this chart and see what else can learn.

1. While there is a general trend from low scores and prices to high scores and prices, there are diminishing returns as price increases. The data even seems to show that quality peaks around \$18 - 20.
2. There are great coffees at a wide range of prices. Look at all of the coffees above 91 points.
3. Avoid the bottom right corner of the chart. Unfortunately, we are reminded again that buyers beware!
4. Wow! You can win big and find great coffee for a great price. These are the coffees in the upper left.

In summary, many things lead to high coffee prices - not always great taste. Some brands set high prices to get noticed. And some because their costs are high, or availability is low.



So what do we recommend?

First, experiment with lots of coffees (not just the expensive ones), and you will be pleasantly surprised.

Second, in today's market you don't need to pay over \$20/pound for roasted beans to get a stunning and complex coffee.

Third, tap into the knowledge and experience of the coffee community. There are many dedicated individuals who share your love of coffee, and can give you great advice. You can find them on Twitter or on sites like www.coffeegeek.com.

Fourth, if you choose to pay more than \$20/pound, know what you are doing: trying something rare, but not necessarily great. Try to get a review before you buy (www.coffeereview.com has great independent reviews you can trust).

Fifth, focus on the variables that you control and have a huge impact on taste. With the Espro Press we routinely play with these variables.

- Coffee freshness, grind size, and grind quality
- Brewing method
- Water temperature and consistency through the brew cycle
- Ratio of coffee to water
- Brew time
- Degree and timing of mixing
- Filter quality

Sixth, never be afraid to serve something that you have discovered tastes amazing, regardless of the price you paid for it! Sometimes we even serve two coffees side by side in two presses for comparison. The beauty of owning equipment that lets you taste the fullness of a coffee is being able to serve, describe and explore coffees with others.

Let us know what you find.

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