

# KONA COFFEE NEWS

Nr. 2

What's happening on the farm and beyond

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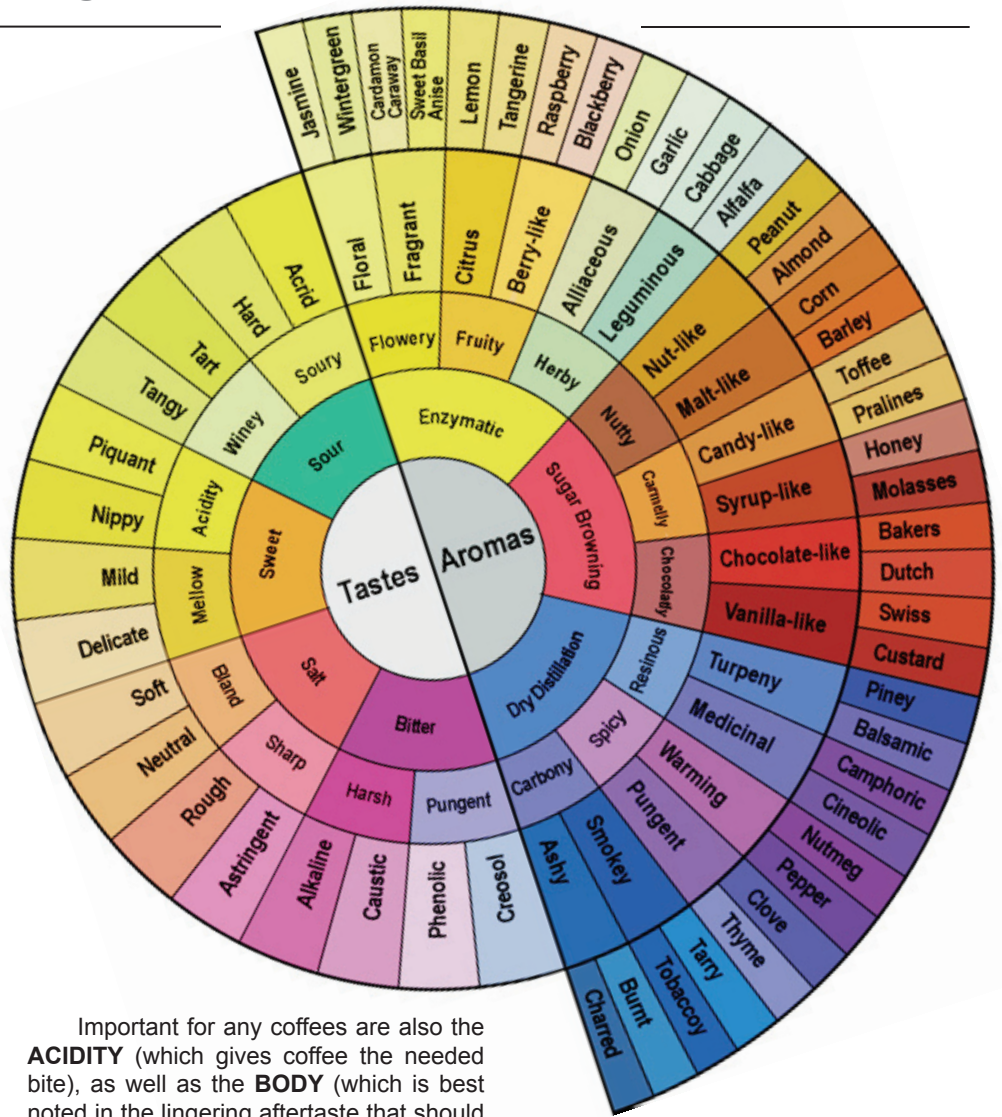
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This is the second of our once in a blue moon newsletters. Just tidbits about Kona and its coffee, which hopefully makes a nice read. Most likely you had ordered coffee from us before and we took a leap of faith to put you on the mailing list.

## Defining Coffee Taste

Many times folks ask us Kona coffee farmers to describe what real 100% Kona coffee tastes like. Now you can easily get a long winded answer with lots of odd terminology, or an evasive comment that many Kona coffees are vastly different from each other. But on the other hand, there are the good people at the Specialty Coffee Association of America who have set up a nifty coffee tasting scale. Look at this pretty graphic when you have a moment to see all the descriptive words being used! Now based on this ingenious system, Kona coffee in general can be categorized (radiating out from the center) under **AROMAS**: floral, fruity, nutty, carmelly, chocolately. Various roasts often determine which of these notes are more dominant. While in the **TASTES** fields the descriptor *sweet*, is pretty mandatory for any good Kona, yet simply *sweet* can have various meanings from i.e. *mellow* to *piquant*.

The very outer fields are the top note terms-mostly left for the expert 'cuppers' (professional coffee tasters), and that is where the subtle differences between the various Kona coffees come in. One farm may have more of a berry aroma to its beans, while another has a hint of lemon in them. Of course when you have a lemon pound cake or a blueberry muffin along with your coffee, that may play a role too. Cuppers have trained palates and developed nerve endings in their nostrils, oftentimes rivaling those of a blood hound! They also know what *caustic* and *cineolic* means, whereas we don't! Nevertheless we are all allowed to describe our own coffee experiences and enjoy them as manyfold as they come.



Important for any coffees are also the **ACIDITY** (which gives coffee the needed bite), as well as the **BODY** (which is best noted in the lingering aftertaste that should have a certain roundness to it). Kona's coffees in general have a bright, vibrant, yet mild acidity. While the body should feel full, even buttery on your palate.

A good coffee 'blend' tries to achieve the well rounded flavor profile of pure origin coffees by mixing cheaper beans from a variety of sources, which sometimes also pleases the customer who wants to have the 'same' coffee year in and year out. Single origin, single estate coffees (like ours) have slight differences in their aroma and taste from season to season. Comparable to the vintages from a particular vineyard.

Where's our Blue Horse Kona coffee fitting in? Well, we are curious to hear from you! Already having found your way to Kona coffee, you are a coffee connoisseur and may have noted subtleties which escape others, even noted cuppers.

Newspaper announcement of the barque *Mattie Macleay* from Honolulu arriving with thousand pounds of pure Kona coffee in the San Francisco harbor of 1875.

**EX BARQUE MATTIE MACLEAY FROM**  
 Honolulu

**100 sks Kona Coffee.** This Coffee is growing in favor, combining the flavor of Java with greater strength.

The above cargo is offered at **IMPORTING RATES**, in quantities to suit the trade, by the undersigned.

my11-2p  
**CORBETT & MACLEAY.**

**FOR HONOLULU--Direct.**

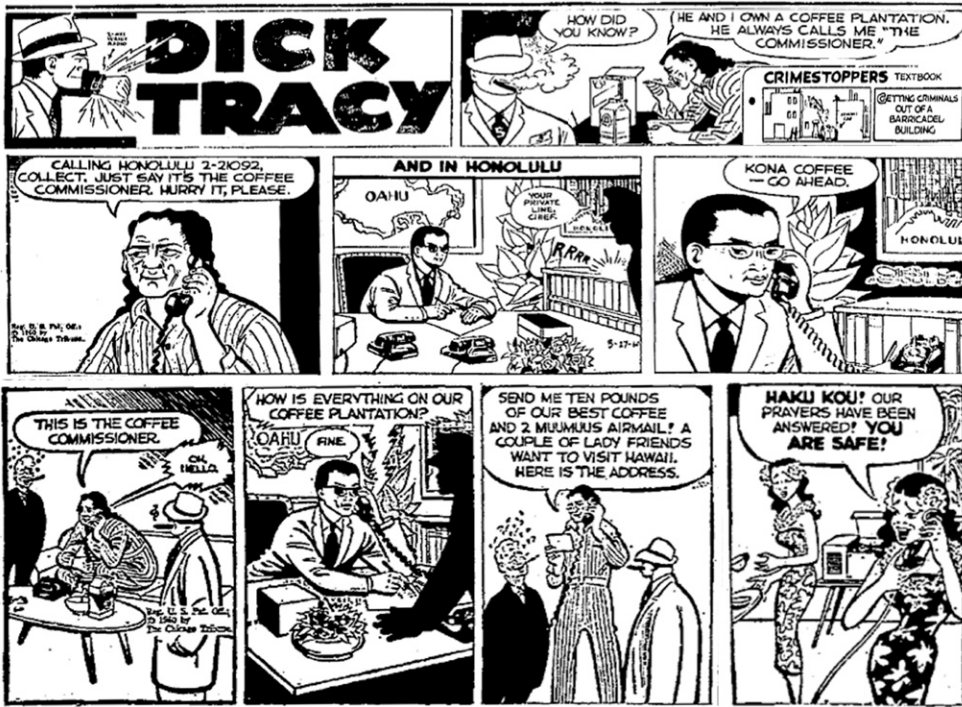
THE HAWAIIAN BARQUE  
 "MATTIE MACLEAY,"

**D. H. WALTER, MASTER.**  
 Having the greater portion of her cargo engaged will have quick dispatch.  
 For Freight or Passage apply to  
 my11d2w 2p  
**CORBETT & MACLEAY.**



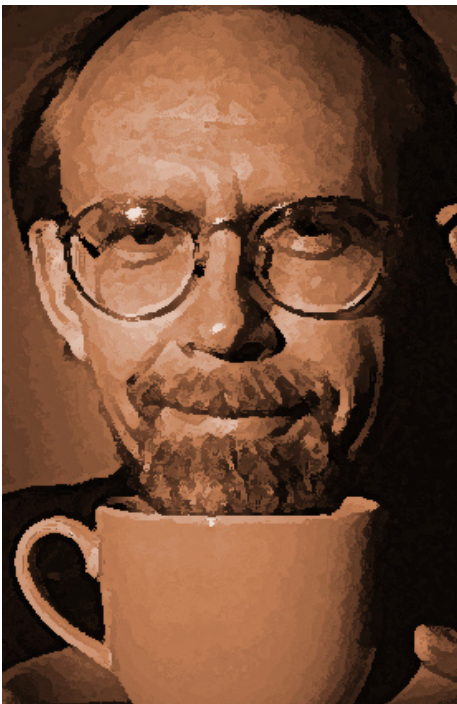
## Dick Tracy in Kona Coffee Land

In an old newspaper from 1960 we found a Dick Tracy comic strip with much of the action happening in Hawaii. Here's an episode where the Hawaiian dude (code name "Coffee Commissioner") on the mainland calls his buddy (code name "Kona Coffee") in Hawaii to send him ten pounds of his best Kona coffee from their co-owned plantation. Too bad we couldn't find the whole story as a booklet. We keep on searching.



## What has the 'Norman Parker' of the coffee world, Ken Davids, have to say about Kona coffee?

You may have heard his name before in connection with good coffee. What Norman Parker is famous for in the wine world with his rating system, Ken Davids is the person



to be reckoned with when you are a coffee grower or roaster. Here's his opinion about Kona coffee.

excerpt from **'Small-Farm Konas Shine'**  
(by Ken Davids)

*"I will say, however, that I was most impressed by those Konas sold directly from small farms.... The standard issue, current-crop, direct-from-the farm Konas all struck me as fine to remarkable."*

*"...I found the quality of the roasting and the freshness of the delivery impressive. ...Many mainland roasters would be well advised to take lessons from these farmers about how to roast coffee with genuine respect for the bean itself."*

excerpt from **'Are Konas worth it?'**  
(by Ken Davids)

*"Kona is not overpriced, other fine coffees are underpriced. Entire societies are being torn apart by the current obscenely low prices for green coffee. Coffee, fine coffee, should retail for at least \$15 per pound, which would enable roasters to pay growers what the growers need to get by and to continue to improve their production, thus giving us coffee lovers more pleasure."*

Mahalo for your encouraging words, Ken!

## Caffeinated Philosophy Lecture

A philosophy professor stood in front of his class and held up a large mayonnaise jar. Without speaking, he proceeded to fill the jar with golf balls. He then asked the students, 'Is the jar full?' They agreed that it was. He then began to pour pebbles into the jar where they settled into the spaces between the golf balls.

'Is the jar full now?' he asked. Again, the students agreed that it was. The professor then commenced to pour sand into the jar, where it filled the remaining spaces between the balls and the pebbles. Once again, the class agreed that the jar was truly full.

The professor then produced two cups of hot coffee and filled the already full jar to the brim. 'This jar,' he said, 'represents your life. The golf balls are the important things — your family and friends, your health and your passions. If you lost everything but these, your life would still be full.

"The pebbles are other meaningful things in your life — your job, your house, your car. The sand is everything else — the small stuff.

'If you put sand into the jar first,' he continued, 'there is no room for the pebbles or golf balls. And the same goes for life. If you spend all your time and energy on the small stuff, you will never have time for the things that are really important. Make room for the important things in your life. The rest is just sand.'

"And what about the coffee?" one student asked.

The professor smiled and said, "It just shows that no matter how full your life may seem, there is always room for a good cup or two of coffee with a friend."

**SPECIAL OFFER for 100% Kona:**  
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**Free + Fast Shipping to US!**  
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