

# KONA COFFEE NEWS

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What's happening on the farm and beyond

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## Kona Coffee - What exactly makes it so special?

You've probably heard a lot about Kona coffee, but what makes it so special? Some say it's sweeter, while others describe it as 'juicier' than other coffees. Some even notice that the flavor of a single cup changes as it's cooling down. You're simply not going to find this in an espresso.

A good Kona wafts with delicate and floral aromas, subtle sweetness, with notes of chocolate, nuts or citrus. It's those brighter notes that excite coffee lovers as they take increasing interest in single-origin and farm-direct beans. Many that are often prized for their unique characteristics.

When such a coffee is roasted fresh, you'll smell and taste astounding differences based on its specific growing area, climate and soil (also called *terroir*) in addition to varying cultivation practices. So the next time you brew up a cup of Kona, first inhale the aroma for a minute or so before taking a small sip. You might also want to pay attention to every sip thereafter, as each will be slightly different than the one before it.

Long ago, the actual 'product' was the biggest expense for premium coffee brands - although nowadays consumers are paying largely for advertising, middlemen and retail markup. Often this leaves a 'bad' taste in many coffees (literally), as corporate penny-pinching is generated by sacrificing coffee quality.

Here at Blue Horse Kona we are proud to bring you the best quality, 100% Kona coffee at the most affordable price. It simply 'tastes' better whatever way you look at it.



## Once upon a time on our Kona shores...



Common wisdom credits Captain Cook with the discovery of Hawaii in 1778. However, history reveals that the Polynesians landed and settled upon the islands around 150 A.D. Cook might have been the first Westerner to reach the Hawaiian shores, but even that is highly doubtful.

According to oral history, in the early 16th century (under the King Keliioakaloa), a strange ship was discovered wrecked at Keei Beach (located right below the Blue Horse Kona coffee farm). The two sole survivors were described as a 'white' man and his sister. Both of whom later married and had children with Hawaiians, and never left the islands again.

Spanish records indicate two missing ships around this time: The galleons 'Santo Iago' and 'Espiritu Santo', both traveling from the Central Americas to the Moluccas in the year anno domini 1527.

## NEW: Coasters cut from our old Kona Coffee trees



We now offer beautiful, handcrafted [wooden coasters](#) made from up to a century old Kona coffee trees grown on our coffee farm. Perfect way to serve up your hot cup of Kona coffee!

Each 'Kona Coaster' has unique characteristics, so no two are the same. A wonderful gift for the Kona coffee drinker that's not easily impressed. Or an exquisite compliment to any home with a warm coffee mug that needs a 'nice old tree' to rest upon.

## The Reverend & His Coffee Tree Garden



Coffee trees (of the gardenia family) have put Kona on the map and has enhanced the image of Kona as 'coffee country.' But not many are aware that those precious coffee trees were once planted in public locations purely so that their beauty could be seen and enjoyed.

Coffee had been growing throughout the Hawaiian Islands, but surprisingly not in the Kona region until the year 1828, when a Calvinist Reverend from the East Coast known as Samuel Ruggles had purchased a number of 'decorative' coffee plants from Oahu. He then surrounded his small church in Kealahou with coffee plants. The rest is history.

On a side note: Rev. Ruggles portrait above was illustrated by Samuel Morse, better known as the inventor of the Morse code and the telegraph, not known to many as a gifted painter as well.

*"Hawaii may be one of the few remaining American places infused with the simple holiness of things done by hand."*

Guy Trobay

