

Academic Essay Source Texts

Title Coffee is one of the most popular drinks in the world. Describe the origins of coffee as a drink, how it is produced and how coffee culture has changed over the ages.

[Text 1] New Consumers

From frappuccino to cappuccino, coffee has undergone many transformations in recent years. Specialty coffees have grown in popularity in many urban centres around the world.

It is estimated that over 2.25 billion cups of coffee are consumed in the world every day. In some countries where coffee is not traditionally drunk, there is an increase in the amount of coffee available in stores and specialty shops. This trend is seen in India, China and Russia where a new middle class has begun switching from tea to coffee. Many popular coffee shops such as Starbucks and Costa Coffee are setting up stores in major cities. These new coffee drinkers are often between the ages of 22-35 years old. They prefer to be seen sipping coffee rather than the traditional teas of their regions.

The growth of global coffee consumption will continue for the next few years. Experts predict that with the rise of salaries in some developing nations, young people with a larger income will head to specialty coffee shops. As more of the world turns to coffee, demand for the beverage will increase by nearly 25% over the coming five years, according to research by the International Coffee Organization (ICO).

Source: *New Consumers*. Retrieved from, <http://coffeemarketing.com/indexrefhtml1234>



[Text 2] **Origins of Coffee**

Several centuries ago, coffee beans were grown in Ethiopia. According to stories, a goat herder noticed that his goats became very active after eating the red berries from a local plant. He told others about his findings and soon people were making a drink with the berries from the plants. The drink was popular as it kept people awake. Eventually, news of the coffee reached the Arabian Peninsula where its popularity would spread further around the world.

The Arabs were the first, not only to cultivate coffee but also to begin its trade. By the fifteenth century, coffee was being grown in the Yemeni district of Arabia and by the sixteenth century it was known in Persia, Egypt, Syria and Turkey.

Coffee was often served in coffee houses which began opening in towns throughout the region. The coffee houses became social meeting places. Not only did customers drink coffee but they engaged in conversation, played chess, listened to music and exchanged news.

Gateway to Europe

European travelers to the Middle East brought back stories of the unusual dark beverage. By the 17th century, coffee had made its way to Europe and was becoming popular across the continent. In the major cities of England, Austria, France, Germany and Holland, coffee houses were quickly becoming centres of social activity and communication. In England 'penny universities' became popular. These were places where people could buy a cup of coffee for one penny and enjoy interesting conversations. By the mid-17th century, there were over 300 coffee houses in London, many of which attracted people like merchants, lawyers and artists.

As demand for the beverage continued to spread, there was a lot of competition to cultivate coffee outside of Arabia. The centre of the coffee trade was in the Arabian Peninsula and traders in the region tried to keep other countries from producing it. In the late 17th century, the Dutch succeeded in acquiring some seedlings, (or young plants). The seedlings were taken to the Dutch colony in Java (Indonesia) and planted. At the same time, French colonists brought coffee plants to their Caribbean colonies. Soon coffee plantations spread all over Central and South America.

Coffee Today

Recently there has been a growing trend in adding special labels to coffee brands. Fair Trade is one label that is becoming a common sight on coffee packaging. Fair Trade means that the farmers growing the coffee are getting a fair price for their product. Much of the world's coffee is grown in very poor areas where farmers struggle to feed their families. Often they receive very little for their coffee beans. Instead, it is the larger companies that are making the most profit. Research has shown that Fair Trade certification is working and that farmers are getting a better price for their coffee beans.

Source: Sawyer, T. (2007). *How Coffee Spread Around the Globe*. Cambridge: CUP.

[Text 3] **From Tree to Coffee Cup**

Before coffee reaches the cup, there are several processes it undergoes. The initial step is harvesting the coffee beans. Most coffee is picked by hand because most coffee is grown in mountain areas, where the use of machinery is restricted. However, in Brazil, where coffee is grown in very flat areas, machines are used to harvest the fruit. Each coffee tree produces about two to four kilos of fruit.

After harvesting, the next step is to remove the coffee seeds (or ‘cherries’) from the ripe fruit and dry them. The harvested cherries are sorted and cleaned by hand to remove unripe, overripe and damaged cherries as well as any dirt, soil, twigs and leaves. The coffee cherries are spread out in the sun, or dried in a mechanical drier.

The dried cherries are stored until they are sent to the mill for hulling, where the outer layers of the dried cherry are removed. The ‘green coffee’ beans are then sorted and graded ready for selling. Before any coffee is sold, it is classified by the number of defects, screen size, and cup quality. The defect count is supposed to give a general idea of the quality of the cup. There are two main green coffee classification methods: the SCAA Green Coffee Classification Method is excellent for specialty green coffee beans, whereas the Brazilian/New York Green Coffee Classification Method is more precise.

The roasting process is done in the areas where the beans will be sold. This is because every region has its own preferred taste for coffee. The roasting process darkens the beans and develops the flavour and aroma. In every roasted coffee bean there are approximately 1000 different aromas and flavours. It takes years of training to become an expert coffee roaster with the ability to “read” the beans and make decisions with split-second timing.

Finally, the beans are ready for grinding. Grinding is done at the roasting plant, at the store when it is purchased or at home. The type of grinding depends on which brewing method will be used. Grinding the coffee increases the surface area of the beans that come into contact with water

Source: Green, B. (2011). Coffee Processing. *Journal of Modern Industry*. 26, pp. 25-29.



[Text 4] Coffee Beans to Brew

The word “coffee” has roots in several languages. In Yemen it earned the name qahwah. It later became the Turkish kahveh, then Dutch koffie and finally coffee in English. Coffee has been an important social element in many cultures over the past few centuries. It was first discovered in Ethiopia and made its way to the Arabian Peninsula in the 15th century. From there, it spread to Europe and the rest of the world. Today, the largest producer of coffee is Brazil.

There are two distinct types of coffee plants. One is called Arabica and it has a richer taste. The other type is known as Robusta and it is quite bitter but it contains 40-50% more caffeine. The fruit or cherries of the tree are round and take from seven to nine months to reach maturity. Inside the fruit are two flat seeds called the ‘beans’. This is what is used to make coffee.

Different cultures have very different methods of preparing their coffee. In every method, ground coffee is exposed to hot water. The hot water dissolves the substances that give coffee its flavour and aroma. In the US, coffee is often brewed by the drip method. The ground beans are placed in a paper filter and hot water is poured over. The coffee drips into a container. Turkish coffee is very sweet and thick. It is made by boiling a mixture of sugar, water and finely ground coffee beans. Espresso coffee is very strong and favoured in many parts of Europe. It is made in a machine which steams the ground coffee. It is served in very small cups because of the strength of caffeine it produces. Cappuccino is an espresso coffee that has steamed milk added to it. In some parts of the world, coffee is sometimes flavoured with chicory, cinnamon, vanilla, chocolate, almond, or other additives.

Source: Ali, A. (2010) *Coffee Culture*. Retrieved from, <http://www.wonderworld.ed>.

Citations

Source references, formatted to APA citations

Text 01	
Text 02	
Text 03	
Text 04	