

## Coffee Qualities

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| <b>Acidity</b>           | <b>This is the tangy flavor similar to lemon, orange or grapefruit. Known as the ‘high notes’ in coffee, this can be both a positive or a negative. Does the tanginess enhance the overall flavor or detract from it? Does it lend a sweetness to the flavor or is it sour?</b>   |
| <b>Aroma</b>             | <b>Coffee should smell like coffee. Is it a slight smell or does it smell strong? Does it smell nutty, earthy, floral, fruity, rotten, smokey, or leathery?</b>   |
| <b>Bitterness</b>        | <b>Coffee should not be bitter. Bitterness is one of the four taste sensations, sharp, unpleasant, like the taste of quinine.</b>   |
| <b>Body</b>              | <b>Body is how the coffee feels in your mouth; like comparing cream to skim milk.</b>   |
| <b>Finish</b>            | <b>This is how long the aftertaste lasts. Is it short and weak, or long and strong? Does it leave you ‘wanting’ for another taste right away or are you still tasting the coffee several moments after the swallow. Is it smooth or harsh? A long, smooth finish should be a few seconds and leaves you anxious for the next sip.</b>   |
| <b>Flavor or Balance</b> | <b>Here you measure how all of the above harmonize with each other to create balance.</b>   |
| <b>Plant Species</b>     | <p><b>Arabica:</b> This is one of the two main species of coffee known for better flavor against its sister Robusta. It has less caffeine, and depending on the variety within the species, the bean can be very versatile in roasting profiles. ALL Hilo Coffee Mill coffees are Arabica.</p> <p><b>Robusta:</b> The other of the two main species, has primarily been known for its inexpensive cost. Because it is known to be higher in caffeine and inferior in the major flavor characteristics, it is often used for blending, or filler to reduce the cost of a quality coffee (Arabica). Hilo Coffee Mill does NOT sell Robusta.</p> |

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## Coffee Origins

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| <b>Hawaii Hamakua</b>     | <b>Grown north of Hilo on the Big Island of Hawaii; medium acidity; medium body; full aroma; medium finish; pesticide free; Arabica</b>  |
| <b>Hawaii Ka`u</b>        | <b>Southern most coffee region in Hawaii. Shares a border with Kona. SCAA award winning district. High grown; medium body; mild acidity; fruity and chocolaty notes; very smooth bright finish; pesticide free; Arabica</b>  |
| <b>Hawaii Kauai</b>       | <b>Western most island in the Hawaiian chain. Low grown, medium acidity; light body, smooth clean finish; pesticide free; Arabica</b>  |
| <b>Hawaii Kauai DECAF</b> | <b>SWP - Swiss Water Decaffeination Process; 99.9% caffeine free; 100% chemical free coffee decaffeination process that uses only water to remove the caffeine, resulting in great-tasting decaf. Most other processes use chemical solvents, like methylene chloride, to decaffeinate coffee beans. Arabica</b>   |
| <b>Hawaii Kona</b>        | <b>One of the best Kona estates we've found, with beautiful large beans. High grown; medium body; medium acidity; buttery; spicy; pure finish; pesticide free; Arabica, Typica</b>   |
| <b>Hawaii Kona DECAF</b>  | <b>SWP - Swiss Water Decaffeination Process; 99.9% caffeine free; 100% chemical free coffee decaffeination process that uses only water to remove the caffeine, resulting in great-tasting decaf. Most other processes use chemical solvents, like methylene chloride, to decaffeinate coffee beans. Arabica</b>   |
| <b>Hawaii Maui</b>        | <b>Grown on the island of Maui, this is the Mokka variety. Small beans; super rare; medium body; light acidity; smooth chocolaty finish; pesticide free; Arabica</b>   |
| <b>Hawaii O`ahu</b>       | <b>From the island of Oahu's north shore, grown on the old Dole Pineapple Plantation. Medium body, medium acidity; light clean finish; pesticide free; Arabica</b>   |
| <b>Hawaii Puna</b>        | <b>Very Limited Supply! Grown on the Big Island of Hawaii in the oldest coffee growing district in Hawaii. Sugarcane was planted and replaced coffee and now that sugarcane is not being produced, coffee is coming back in a big way. Nice medium body, medium acidity, fruity notes; beautiful clean finish that lingers in the mouth; pesticide free; Arabica, Typica</b> |