

## the quest to discover the holy grail of caffeine - that perfect cup

 of coffee - can take you on a global adventure throughthe tight, winding vicolos of the tight, winding vicolos of Rome to the bustling
streets of Hanoi and the jungles of Costa Rica. streets of Hanoi and the jungles of Costa Rica.
Since the discovery of this magical bean many Since the discovery of this magical bean many
centuries ago in Ethiopia, coffee has always been the centuries ago in Ethiopia, coffee has always been the
domain of passionate people - from the dedicated farmers who meticulously grow and hand-pick the best beans, to the coffee roasters in search of the world's most exquisite flavor profiles, and finally to you, the coffee connoisseur, who savors every drop.

## how the world drinks its coffee

Today, it's estimated that we consume 3 billion cups of coffee daily worldwide, which has inspired numer-
ous hot and cold preparations and a range of flavors. ous hot and cold preparations and a range of flavor
Vietnam is famous for its dessert-worthy Cà phê Trưng (egg coffee). Unlike anything else, a creamy, custard-like dollop of sweetened condensed milk and whipped egg yolk sits atop a traditionally strong
Vietnamese coffee. Rose Lattes are all the rage everyVietnamese coffee. Rose Lattes are all the rage everywhere from the French patisserie Ladurée to neighborhood restaurants like Stationæry in the quirky artist colony Carmel in California. And at Lofty Coffee Co. in San Diego, you can fee the heat with an Aztec
Mocha that has dark cacao, cinnamon and cayenne. In Italy, baristas serve a Caffé Marocchino. Not too sweet and poured in a tiny glass, it's gone in three sips sweet and poured in a tiny glass, it's gone in three sip
as heavenly layers of bitter cocoa powder, espresso and hot frothy milk melt in your mouth. Spain's signature Café Bombon is a national obsession that combines strong espresso with sweetened condensed milk in equal parts. And the Turks boil fine coffee grounds with sugar and cardamom in an ibrik and serve it in a demitasse cup.
When temperatures rise, a Vietnamese Cà Phê Dứa (coconut coffee) or Hawaiian Iced Coffee may hit the spot. The former contains frozen coconut cream,
condensed milk, ice and strong coffee. The later is a full-bodied ice coffee topped with lightly browned shredded coconut and a sprinkle of dark sugar.


In the summer, Italians cool down with a Caffé Shakerato. Baristas mix espresso with ice in a cocktail shaker and serve it cold in an elegant martini glass. And finally, there's an obsession brewing in
California: Philz Coffee Iced Mint Moito pour-ove California: Philz Coffee Iced Mint Moitto pour-over.
Made with fresh mint and subtly sweetened, it makes coffee purist skeptical -util they taste it

## COFFEE DRINKERS, UNITE!

Coffee was never meant to be hastily sipped solo in a to-go cup. All over the world, coffee culture creates community. lt's an invitation to appreciate meaning ful, albeit brief, moments together with neighbors, family and friends.
Yalem Kiros, lead roaster and co-owner of NABS Deli and Coffee Shop in Rocky Mount, North Carolina, says she roasted beans daily as a child grow-
ing up in Ethiopia. "Everyone, regardless of status lights a small charcoal stove to roast coffee. If you lights a small charcoal stove to roast coffee. If you
lived alone or couldn't afford coffee, there was always an open invitation into a neighbor's home. " In Naples, the heartfelt tradition of Caffé Sospeso

(suspended coffee) is a simple yet profound act of generosity that can bond people together forever. A patron buys two coffees: one for themselves and another for a someone who can't afford it. The emotional Netflix documentary Coffee for All, about this ritual, show how the simple act of buying a stranger a coffee can be deeply and positively affecting.

## bREW IT YOURSELF

From grinding and brewing to pouring and serving, elevate your homebrewing experience with expert tips that make all the difference:
After choosing 100 -percent arabica beans, whether you use a Moka pot, espresso machine, Unimatic or prefer pour-overs, the best cup of coffee comes down to the grinder, says Bobak Roshan from Demitasse
Coffee in Santa Monica, CA. "From everything P've played with, a performance grinder makes the biggest difference in terms of the quality of the cup." Inferior blade grinders are a coffee lover's worst nightmare. Coffee in Greenville SC suggests a Bartza bur grinder for quality and consistency.
While nothing is carved in stone, there are expert recommendations on brewing. Giorgio Milos, Italian barista champion and illy's North American master barista, advises matching the flavor profile of your favorite coffee to a brewing method for best results. Delicate single-origin beans with floral notes, Milos says, require a gentle pour-over method. A Moka pot is best for beans from Brazil, Guatemala and India that express stronger notes of carame, chocolate recommended for blends to taste a complex variety of flavors. And the French press - Milos' favorite way to brew coffee — works for all types of beans.
For delicious froth, Milos recommends using organic whole milk; the fat content makes a rich, creamy foam with a lovely mouthfeel. But adding milk isn't always the best option. For coffee with delicate citrus or flo ral notes like jasmine, Milo advises drinking it black However you enjoy your coffee, one thing remains true: the absolute divine pleasure in a good
cup. Coffee reminds us to stop for a moment and enioy a simple pleasure. To modify the famous W.C. Fields quote about beer every-so-slightly, "Everybody should believe in something. I believe I will have another coffee."

