

# MANIFESTO FOR BETTER COFFEE



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## Drop Coffees Manifest för bättre kaffe

Joanna Alm  
160x220, 160p

**B**rewing good coffee at home doesn't have to be particularly complicated. All you really need is clean basic equipment, freshly ground coffee beans, a set of scales, a timer and the expertise taught in this book. But good coffee is not only about having good brewing technique. Just like tea or a bottle of wine the coffee is a natural produce in which taste and quality varies a lot according to type, origin and how it has been harvested, processed, roasted and finally brewed. In this book we follow the coffee from its beginnings to when it lands in the cup and learn how to get the best result from every sort of origin and type.

But it also tries to create an awareness of all that happens in the stages that the coffee goes through, before it ends up in our cups and how our decisions affect all this. The global market price of coffee has not risen since the 1970s and those who have had to pay for this are the people who actually produce the coffee. So to truly enjoy a really good cup of coffee we should probably start with being prepared to pay for it.



## About the author

**Joanna Alm** is three-times Swedish champion in coffee roasting and has taken second, third and fourth place in the same competition. Her company *Drop Coffee* has thanks to its expertise and refusal to compromise become a trendsetting and internationally famous roastery. Joanna every year visits all of her cultivators to ensure both quality and to make sure that they get properly paid for their work.



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