How to Choose Coffee by Taste

Origin, processing and roast made simple – and what it means for your cup

What do you like?

You want	Look for	Good for
Chocolate, nuts, low acidity	Brazil, Peru, India; medium-dark roast; espresso blends	espresso, with milk, moka pot
Caramel, sweetness, balance	Colombia, Guatemala, Costa Rica, El Salvador; medium roast; honey process	espresso and filter
Fruit, flowers, bright acidity	Ethiopia, Kenya, Rwanda; light roast; washed process	filter, AeroPress, light espresso
Bold fruit, wine notes, sweetness	natural-process coffees from Ethiopia, Brazil or Colombia	filter, espresso for the adventurous
Full body, bitterness, thick crema	blends with robusta, darker roast, Italian style	espresso, with milk
No caffeine	decaf coffees (Swiss Water, CO_2, sugar cane)	any time, even in the evening

Arabica and robusta

- **Arabica**: more sweetness and acidity, a wider range of flavours, less caffeine.
- **Robusta**: more bitter, earthier, thicker crema, roughly twice the caffeine. In a blend it adds body to espresso.

Processing

Method	How it is done	Taste
Washed	the fruit is removed and the bean is fermented and washed	clean, bright acidity, distinct origin
Natural	the whole cherry is dried, the bean is removed only after drying	sweet, fruity, sometimes winey
Honey	the fruit is only partly removed, the sticky layer stays on during drying	sweet, rounded, in between

Roast level

Roast	Taste	Brewing
Light	fruit, flowers, acidity, tea-like	filter, AeroPress, Chemex
Medium	sweetness, caramel, balance	all-round, espresso and filter
Medium-dark to dark	chocolate, nuts, bitterness, full body	espresso, moka pot, with milk

Freshness

- Buy whole-bean coffee with a roast date. It is best roughly 1–6 weeks after roasting (espresso rather from day 7).
- Store in a closed bag with a valve, somewhere dry and dark, not in the fridge.
- Buy enough for 2–4 weeks.

> Not sure? Try a tasting pack of several coffees at greenplantation.com or write to us, we are happy to help.