



Coffee Time!

Canadians are a coffee-loving people. According to a recent study reported by telegraph, among twenty countries in the world that drink more coffee per capita, Canada is placed at number 10, overcoming the US in 26th, and the UK that turns up at number 45.

Indeed, Canada, with a population of only 37 million, has a coffee consumption estimated around 3.9 million (60-kilogram bags), with a coffee per capita consumption more than 7 kg. According to the Coffee Association of Canada, 2/3 of Canadians enjoy at least one cup a day with the average at 3.2 cups/day (2018). Coffee is consumed by adults (ages 18-79) more than any other beverage, even tap water. A coffee study reported that among the number of cups consumed each day by coffee drinkers, men consume an average of 3 cups of coffee, while women drink just 2.4 cups (2011).

Canadians prefer, above all, traditional coffee, followed by espresso based beverages. In the last 5 years (2014 - 2018), the penetration espresso-based beverage among adults between 18 - 79 has had a steady increase, from 14% in 2014 to 24% in 2018.

PLACE OF PREPARATION AMONG CANADIAN COFFEE DRINKERS:

	Caucasian	South Asian	East/South-east Asian
In-home	81%	65%	60%
Out-of-home	37%	50%	53%

BREWING GUIDE: LATTE ART

Pouring latte art is like dunking a basketball. Tremendously awesome, but not totally necessary. To be a professional baller (and a professional barista) means spending years honing your craft, obsessing over fundamentals, practicing over and over again the essentials: passing, dribbling, shooting, defense. Only when you've really mastered the fundamentals of hoops does it make sense to try to jump up there and slam one home. Without basic skills, a slam dunk is all flash and no substance.

Ballin' behind the bar is no different. Before tomahawk-jamming a five-tiered tulip, you've got to master the basics of espresso: grinding, dosing, tamping, and extracting. Without delicious espresso, a perfectly-symmetrical heart doesn't taste very loving. Having said that, dunking a basketball--and pouring many-tiered tulips--is really, really cool.

As baristas, we want to give our customers a great experience. Just like basketball players putting on a show for the fans, we want to wow our "fans" with a gorgeous visual experience. Throwing down a pristine rosetta shows our talent, care, and attention to detail.

But that's enough talk. Let's get out on the court--er, espresso bar.

Prep milk pitcher. For a ten-ounce latte (standard size), fill milk up to about a pinky's width from nozzle of pitcher. Steam milk while shot is extracting. (Once in a blue moon you'll have to stop your shot and turn off the steam wand at the exact same moment which for some reason causes a neurological freak-out and you might spill scalding milk all over your pants.) Steam milk to 140 degrees, and so that it has the texture of wet paint. While,

the shot is pulling, begin steaming your milk. Swirl milk in pitcher to smooth out textures. Knock mug and pitcher against counter to remove bubbles. Recite soothing incantation, maybe a verse from Kahlil Gibran's *The Prophet*. Hold the cup and the pitcher parallel and perpendicular to each other.

Begin pour with high, thin stream. Too forceful and the milk will "wash out" the espresso--too thin and the design will be all bubbly. Continuing this dunk analogy, you are Michael Jordan about to take off from the foul line. Begin the pour with a thin, high stream. Don't want to disrupt that beautiful crema. When the cup is about half-full, "dive" down into the crema, lowering the spout of your pitcher so that it is very nearly touching the liquid. Raise your pitcher and, just like at the beginning, finish the pour with a thin, high stream, cutting the design in half, creating symmetrical leaves.

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When Michael Jordan was a freshman in high school, he was really terrible at pouring latte art. But with much practice and determination, he became the best NBA basketball player of all time.

Be like Mike. Practice.

The Art of Brewing Coffee

The balance of acidity, sweetness, and bitterness of a cup can be significantly altered depending on how it is brewed, and finding the ideal ratio is a detailed process.



If you like to caffeinate yourself with lattes, you're probably not a fan of how expensive they can be. It's much cheaper to make your own, and not nearly as complicated as you might think. In its simplest form, a latte is espresso mixed with steamed milk that culminates into a foamy surface of sippable heaven.

While drawing the espresso itself is definitely important, this skill builder will primarily address the technique for steaming milk. Once you've mastered steamed milk, you can take it further by decorating with basic latte art and creating your own designs.