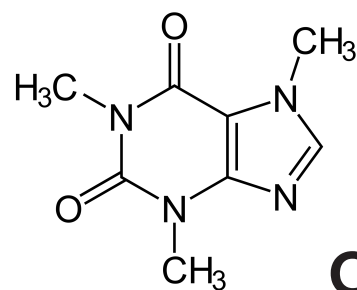
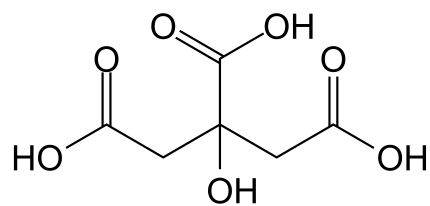


What's In Your Cup?



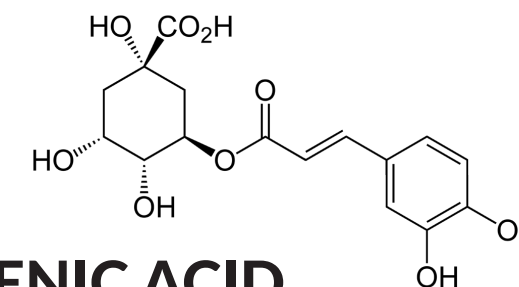
CAFFEINE

For many of us this is the only reason we get up in the morning. Extremely stable at high temperatures – caffeine survives the roasting process and readily extracts into solution during brewing. At higher concentrations caffeine works as an excellent chemosterilant for insects.



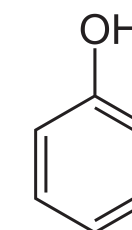
CITRIC ACID

While easily recognizable in lemons, limes and other citrus fruits – citric acid is only one of about thirty organic acids found in coffee. Approximately half is destroyed in medium roasts where it contributes to coffee's bright acidity.



CHLOROGENIC ACID

We love it, we hate it! Acclaimed as potent antioxidant and responsible for a myriad of health benefits – chlorogenic acid is also responsible for the undesirable bitterness found in brewed coffee. Latest research suggests chlorogenic acid may assist in weight loss by modulating blood glucose levels.



PHENOLS

Formed from the decomposition of chlorogenic acid and numerous other compounds - phenols are responsible for much of the harsh bitterness found in darker roasted coffees. At higher concentrations phenols serve as potent disinfectants. Listerine anyone?

