



The French Connection

What is French Roast?

When many people think about French Roast Coffee they wince a little. French Roast has gotten a bad rap over the years as a bitter strong coffee. A quality French Roast gourmet coffee is not harsh or bitter, although historically this has not always been the case.

French Roast started as a way of masking poor quality beans. Traditionally, much of the coffee that came to France came from their colonies in West Africa and was of low quality. The French would roast these beans very dark to hide their poor flavor characteristics. This is where we get the term French Roast.

The truth is that quality French Roast gourmet coffee

is not harsh and bitter because of the superior quality Arabica beans it is made from. The most common reasons for that harsh and bitter tasting coffee are:

- low quality beans.
- over-roasting of the coffee beans .
- grinding the coffee beans too fine for the type of coffee maker you are using.

Many of major coffee brands sell French Roast Coffee that is lower quality Robusto beans that are higher in caffeine and lower in quality and price. Some even, I shutter to say, sell it in a tin can.

Others seem to be convinced that French Roast means burnt. At Javaholics.com

we go to great lengths to avoid all of these pit falls. We use only the best Arabica beans, roasted to perfection and we sell what may be the world's best coffee grinder, the Bunn Home Coffee Grinder. Because of this you are in for a rare treat this month with our French Roast Coffee. Whether you make it in a drip coffee maker or go all of the way and brew it in your French Press you are going to love it. No need to wince.



Don't forget... February 14 is Valentines Day. Nothing says hot love like a steaming cup of Javaholics.com French Roast. Coffee

I Know Coffee . . . It's French

Welcome to the February 2003 issue of the Javaholics.com "I Know Coffee" club newsletter.

This month is all about the French. We'll look at what French Roast Coffee is, where it came from and how to make the perfect

cup in your French Press.

As you might notice from the Volume number and Issue number this is the first month of the "I Know Coffee" Newsletter. We are very interested in your input so please be sure to tell us what you like and

what you don't like about this newsletter.

Thank you for being a part of this first "I Know Coffee" Coffee Club mailing. We've got a great lineup for you in the next few months, so stay tuned!

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French Coffee Lovers in History:

- *Napoleon once had to leave his tricorne hat at a coffee shop as security for an unpaid bill.*
- *Voltaire drank 50 cups of coffee a day.*
- *When Benjamin Franklin, died in 1791 the French coffee house Café Procope was draped in black bunting.*



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Coffee Quote of the Month:

"The Coffee is prepared in such a way that it makes those who drink it witty; at least there is not a single soul who, on quitting the house, does not believe himself four times wittier than when he entered."

Montesquieu; Writing about the Parisian Coffee Houses

Hardware Corner

How to Use a French Press Coffee Maker

The French Press is arguably one of the best coffee makers in the world. It is cheap to purchase, easy to find and makes some of the best coffee in the world. Plus it allows you to manage all of the steps involved in creating the perfect cup of coffee exactly to your taste.

The French Press is designed very simply with a glass carafe that has a handle. The lid is designed with a plunger that allows you push all of the grounds to the bottom and pour out a perfect cup of coffee.

Probably the most important issue in making good coffee is using the proper amount of the right ingredients. Of course it goes without saying that Javaholics.com French Roast Coffee is the right coffee. Grind it rather coarsely for a French Press.

Water is the other major ingredient in coffee and you should take extra steps here to make sure that the end

product is Outstanding. First, filter the water. I use a Brita filter Jug that I got at a local retailer and it works well. Second, don't brew the water in a metal pot because the metal will give the water tastes that you don't want.



A French Press; like this one made by Bonjour is a great way to make high quality coffee with complete control over the results and very little investment.

So now that we have our ingredients, ready how do we do this?

1. Heat the water to boiling
2. Mix Proper Proportions of Coffee and water into the French Press. Standard proportions are 6 ounces of boiling water for every 2 tablespoons of coffee. You can adjust this to taste, but it's a good place to start.
3. Stir the coffee and boiling water mixture then let it stand for 5 minutes.
4. After 5 Minutes put the top in and plunger the grounds out of your perfect coffee.

It's that easy. Once you've tried this method don't be afraid to experiment. More or less coffee and more or less time to steep will change the finished product. You'll be an expert in no time!