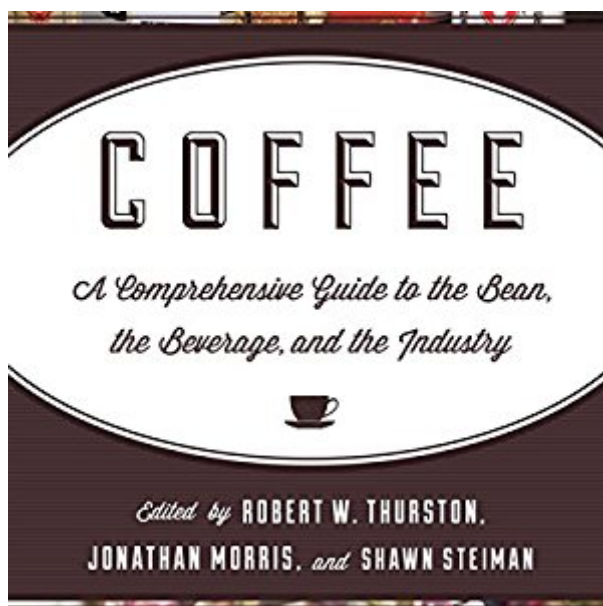


The book was found

Coffee: A Comprehensive Guide To The Bean, The Beverage, And The Industry



Synopsis

Coffee: A Comprehensive Guide to the Bean, the Beverage, and the Industry offers a definitive guide to the many rich dimensions of the bean and the beverage around the world. Leading experts from business and academia consider coffee's history, global spread, cultivation, preparation, marketing, and the environmental and social issues surrounding it today. They discuss, for example, the impact of globalization; the many definitions of organic, direct trade, and fair trade; the health of female farmers; the relationships among shade, birds, and coffee; roasting as an art and a science; and where profits are made in the commodity chain. Drawing on interviews and the lives of people working in the business—from pickers and roasters to coffee bar owners and consumers—this book brings a compelling human side to the story. The authors avoid romanticizing or demonizing any group in the business. They consider basic but widely misunderstood issues such as who adds value to the bean, the constraints of peasant life, and the impact of climate change. Moving beyond simple answers, they represent various participants in the supply chain and a range of opinions about problems and suggested solutions in the industry. Coffee offers a multidimensional examination of a deceptively everyday but extremely complex commodity that remains at the center of many millions of lives. Tracing coffee's journey from field to cup, this handbook to one of the world's favorite beverages is an essential guide for professionals, coffee lovers, and students alike.

Book Information

Audible Audio Edition

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Customer Reviews

It's a very comprehensive coffee book dealt with from seed to cup as well as environmental and social issues for coffee industry. Especially, about specialty coffee. recommend this book for coffee

aficionados.

Very accurate and up to date information. I have successfully tested myself with what I learnt here talking to some people in the industry in several coffee trips and coffee events.

Best way to read about coffee

Very good thanks

This book is great for the photographs & diagrams, and for the section on all of the coffee exporting countries. The other parts are also well done, but there's not as much in-depth, nitty gritty information for a coffee professional (like you would get from a Scot Rao book). Either way I think it's essential for a coffee lover's library.

Read this book, go to a coffee tasting, and (optional) try roasting your own beans .. All of a sudden, for a few hours time you know more about coffee than 99% of people in the world. You will appreciate coffee more. The collection of experts that contributed to this book provide a balanced perspective and coffee and the coffee industry. Must-read.

Great

Excellent, the coffee industry needs it, the coffee lovers need it. The more you read it, the more you feel the passion for coffee. Thank you.

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