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The Coffeeist Manifesto: Learn How to Make Coffee YOURSELF

Steven Ward

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Make Coffee and Espresso at home! Make sure you're not getting ripped off at your local coffee shop! Revised and Expanded Second Edition for 2016 ~50% Additional Content This 'coffee for beginners' book will take you from zombie to full on coffee geek by teaching you everything from the basics of coffee brewing to coffee roasting at home. I've always loved coffee and wanted to know more about it, but I hated all the pretense and mystique that surrounded it. Most of all, I hated walking into a coffee shop and feeling like I had to learn a new language just to order my black coffee. Still... Coffee is more than just a caffeine delivery system! This book sets the record straight and separates fact from fiction. Description from 1st Edition I, too, was a coffee zombie, walking around calling myself a coffee lover. For years I stumbled around in a daze drinking stale, bitter coffee and grumbling “beans… beans…”. Thank Goodness I finally woke up to the world of coffee. By Immersing myself in the coffee world via reading every book I could find, visiting trade fairs, every high-end cafe I could find, and barista competitions, I realized that, while there is a huge amount of information out there free on the Internet and in artisan coffee shops, there was no single resource that connects all the dots and spells it all out for confused novice coffee drinkers. Until now. Fact: Making a great cup of coffee requires focus and commitment. This means that to make a billion dollar for-profit coffee franchise, you MUST find ways to cut corners and short change your customers. Fact: There are some GREAT coffee shops out there that care about coffee and customers and are worth every penny they charge, but they can be hard to identify, making it easy to just settle for familiar chain coffee. Fact: Making very good coffee is NOT THAT HARD. With a minimal investment in time and education you can make the best cup of coffee you’ve ever had in your life in the comfort of your own home. This book shows exactly why billion dollar for-profit coffee chains are inherently unable to produce coffee of the quality you can make in the kitchen. The Coffeeist Manifesto is half self-defense manual and half how-to instructional. By the end of it, any coffee beginner will have a foundational understanding of the coffee industry and know how to identify the good coffee shops from the bad ones. But most importantly, you’ll know how to beat them at their own game by making coffee at home that blows the cafes out of the water. Table of Contents: Part I -Coffee Theory Coffeeists of the World, Unite! History The Politics of Coffee Barista's Dilemma Coffee Myths (caffeine facts, health, etc) Four Keys to Killer Coffee Coffee Roasting at Home Part II - Coffee Brewing Methods Zen and the Art of Brewing Coffee Instant Coffee Cowboy Coffee Cold Brew Percolator Pot Coffee Pot Press Pot/French Press Aeropress Pour Over/ Mr. Clever Vacuum Pot Regional Variations Trendy coffee brew methods Part III - Espresso A word about Espresso Moka Pot ("stovetop espresso") Grinders ROK Espresso Machine Rancilio Silvia Espresso Variations Part IV - The Truth About Coffee Shops Coffee Shop Appreciation Coffee Tourism The Rules Decoding the Menu Other Coffee Drinks Coffee Recipes -Green tea extract -Butter Coffee / Paleo Coffee / "Bulletproof coffee" -"Umpkinpay Picesay" latte From Coffeeist to Aficionado In summary, there's no shame in not being an expert on coffee. For dummies like us, I teach you what you need to know to go out and explore the world of coffee for yourself.

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