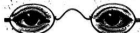


STRONG COFFEE PLEASE



Dark, bitter and high in caffeine. These are qualities which consumers associate with coffee when ordering a "strong" Barista. But have another understanding of strength: TDS (total dissolved solids), i.e. the water to coffee ratio while extracting it properly.

Let's bring this down...

IS STRONG BITTER?

What causes bitterness? There are two classes on compounds that give roasted coffee the bulk of its bitterness. Only 15% of coffee's bitter taste comes from caffeine. Once done, Chlorogenic acid lactones, is present at high levels in light to medium-roast beans.¹ Second class: Dark roasts that showed high levels of pheophenolans, which form when the chlorogenic

acid breaks down and give a greener tinged, harsh taste to their precursors when roasting is prolonged to lead to the formation of the most intense bitter compounds found in dark roasts.

IS STRONG CAPTIVATING? How does caffeine get affected during roast and what is left over?

Coffee breakdown focusing on caffeine. Caffeine is naturally bitter and coffee trees use it as a defense mechanism against disease and pests. Isn't that amazing? On average, arabica coffee has a caffeine content of 1.2% - 1.4% (roughly 500mg less than Robusta) in the bean before roasting. This decreases the darker you roast. Yes, it decreases! The bitterness you get from darker roasted coffee is mostly there because the beans are burnt. The sugar has passed the point of caramelization and is burnt. In short, lighter roasts have a higher percentage of caffeine (not much, but it's there).

STRENGTH IS TOTAL DISSOLVED SOLIDS (TDS)

Coffee-to-Water ratio
Contra to popular belief, coffee strength is deter-

mined by the ratio of coffee grounds to water during the brewing process. Strength comes from how you order your coffee, how your coffee is extracted and what is added to the brew.

When you look at brewing methods and if accompanying water to coffee ratio, a straight up espresso is the strongest you will be able to order because the ratio is 1:15 whereas your typical filter coffee is 1:18 and therefore, considerably weaker in taste.

When looking at your 20th Cafe menu you'll notice a selection of espresso-based beverages on offer: Espresso, macchiato, flat white, long black, latte and the list goes on. Now, to make this fairly simple, each of the coffee have exactly the same amount of coffee going into them (well, if you are using the same blending origin... but that's for another day). What makes them stronger or weaker is what else will go into the cup with the coffee. Espresso is straight up coffee, macchiato has a little bit of milk added on so it, it carries a little more, and so it goes on. The more milk you add, the weaker it becomes in taste.

Bearing all of this in mind, each brewing method uses a different recipe when making a coffee:

OUR NEW AUTO MAGIC BLEND

The age of sleep in the sweatshops of yore is over!

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Truth delivers a new alertness. A coffee built for those new fangled contraptions, the ones that take whole beans and at the magical push of a button, deliver delicious wakefulness and stimulate progress. Office Machine Rentals available. Amazingly works at home too.

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Barista Courses

SHORT & SWEET\$150
A jam-packed 1 hour experience perfect for anyone wanting a fun introduction to coffee. This includes a tour of the roastery, finishing with a professional opening of a single origin origin.

COFFEE APPRECIATION\$450
Dive into the exciting world of coffee theory, history and origin, enjoy a roastery and bean chamber tour, a professional coffee tasting, an introduction to Barista equipment, and a manual brewing demonstration with in-depth discussion.

HOME/BARISTA SKILLS\$650
Put down the basics of true Barista. In this course, you'll learn roasting theory and how to work with different bean profiles, an in-depth equipment introduction, how to extract a perfect brew, pouring 3 different styles and basic milk preparation and visual grading techniques.

START YOUR FUTURE CAREER\$1600
The 5-day intensive course is 16-18 start a professional career in the coffee industry. We will learn everything about the origin, history, theory, equipment and business of coffee and will walk away as a true Barista. The course covers coffee from roasting to harvesting, tasting, roasting, all the way to after sales, as well as a comprehensive guide to the necessary equipment. This course includes a 4 weeks theory oriented practical presentation guided by the trainers. Certification will be provided should the student be passed with 85% or more.

ABID BLAZAR HONEY RECIPE

17g blackberry, 220g water total

- Pre-wet your filter 10 mins before brew
- Grind the coffee fresh
- 50g of water at 50°C. 30s for 5 minutes
- 170g of water at 100°C. 30s for 3 minutes
- Pushout your cup
- It should take 3:45 to drain through

Serve and enjoy!

info@truth.coffee | free wifi | @truthcoffee

The Brasserie Mlemu

AUTUMN '19 EDITION
TRUCK ONE PENNY
CAR TUNING, SOUTH AFRICA

TRUTH
COFFEE

PASTRIES AND BREADS FRESHLY BAKED AT 6AM, AVAILABLE ALL DAY ON WHOLE STUCK LAKE

Brasserie open daily from 07:00 to 18:00. Hot kitchen closes at 16:00. Takeaway open from 06:00 Monday to Friday
TRUTH After Dark 18:00 - Midnight (Thursday to Saturday)

THE TRUTH EXPERIENCE

A perfectly prepared espresso will initially seem to be made entirely of crema, which instantly starts settling out. The shot is intense, flavourful, complex, and thick from start to finish.

To achieve this, you need to be passionately dedicated to the discipline of perfect extraction. Be immaculate in grating, dosing, and tamping. Carefully watch the colour, volume, and time of the pour. You may just produce the elusive "God Shot."

STEP 1 CHOOSE YOUR BEANS

RESURRECTION BLEND\$18
Tasteful chocolate notes with a high acidity that cuts through, best enjoyed on a hot brew

DEEP, DARK & W/STIST\$18
Mild acidity with a rich, deep and full bodied flavour. Best enjoyed on a long black

SINGLE ORIGIN BURUNDI\$18
Fruitful intense raspberry - enough said. Best enjoyed on a black coffee and pulls well with milk

SINGLE ORIGIN INDIA\$18
Spicy and nutty with chocolate undertones. Best enjoyed as a flat white or long black

BLACK HONEY\$18
Beautiful, natural sweetness with a smooth, velvety finish. Best enjoyed as a flat white, espresso, long black or Cortado/Single

STEP 2 CHOOSE HOW YOU LIKE YOUR COFFEE

ESPRESSO

Q1. With hot or cold milk?\$18
"The classic, it's low on my list as my coffee! Allowed to say it's Full Crema!"

Q2. How much coffee?\$18
Long Black, Cortado, Flat White, Long Black, Espresso, Single Origin

POUR OVER

Q1. With hot or cold milk?\$18
"So played, it's low on my list as my coffee! Allowed to say it's Full Crema!"

Q2. How much coffee?\$18
"So much!"

Q3. How over (how long)?\$18
"The only one I know of!"

MBB alternative: Almost Double or tripleadd \$12

ESPRESSO-BASED DRINKS

Flat white (1:1)\$18
Truck shot espresso\$12
Add a dash of Syrup\$22
Long Black\$18
60°C water topped with a Trunk Shot
Cortado (1:1) "to go"\$18
Trunk shot blended with equal parts of water/steaming milk
Flat White (1:1)\$18
Trunk shot blended with 2 parts water/steamed milk\$18
Trunk shot blended with 3 parts water/steamed milk\$18
Butterfly Coffee\$18
Long Black, hot or cold, 30g/ml blended
Beverly's Chocoberry\$18
Flavor coffee topped with a Trunk Shot

POUR OVER AND OTHER BEVERAGES

Pour Over Coffee (60g)\$18
Aldi's ready-made, the perfect amount of coffee, carefully crafted with just the right balance.

