

THE BEAN

"A uniform solid bean. The density of well prepared coffee is well understood, giving an average increase of 200 grams of cherry to the litre, which is equal to an increase of 16 kilos in a sack of 80 litres, the volume generally necessary to make up a bag of 60 kilos. In other terms, common coffee, give nearly 400 grams to the litre, and coffees cleaned and prepared in the mechanical plants need nearly 600 grams to the litre. The compactness of coffee berries passed through mechanical plants is great, because by retaining their fleshy texture, essential oils, ethers, acids and juices, the beans do not shrivel, wrinkle or twist, but retain their normal shape. Coffee berries when properly prepared, vibrate with a special sound, if one take a handful and allows them to trickle back into the sack from a fairly good height so that they will strike loudly on the others. They do not produce a hollow pithy sound, as do coffee beans badly dried and treated, but give off a metallic sound, like the jingling of gold coins.

"As the chemical ingredients of the coffee are not lost through volatilization, they will be found afterwards (to the great delight of the drinker) in the cup, giving the infusion its value and unmistakable aroma.

GRADING

"The grading is done with the utmost care, using only the most advanced machinery. The flat beans are separated into five sizes, from 15 to 19 screen, and the round beans (moocha type) are screened to two sizes. The screening is finished by hand to complete and verify the machine screening and so the description 'Fully Screened' on the shipments is thoroughly assured.

ROASTING

"The complete separation into distinct types by the meticulous screening, allows a perfect roast which is impossible to obtain from coffee consisting of berries of mixed sizes and shapes, such as flat beans with moochas, because it is well known that the amount of heat required to roast coffee depends on the volume of the beans. Therefore, knowing this, we see no need to offer further advice on the subject than to remind producers, that the importers of our coffee give the greatest importance to the firmness of the roast, and they are right.

BLENDING

"This is a subject which greatly interests the overseas markets. The blends, improperly called mixtures, are combinations of types and qualities of coffee made up to suit the individual taste, or to characterize the class of drink which one wishes to obtain, of a determined body, taste and aroma. Blends are concocted for three principal reasons: (A) With the idea of lowering the price of coffee of a certain commercial trade mark. (B) To correct the defects which any given type or types of coffee may have by counterbalancing it with other types. And this is the real meaning of the word blending. (C) to give the beverage the maximum quality in body, flavor and aroma. Many types of Brazilian coffee can be used by the Roaster without mixing. However, there are no better coffees than Brazilian for blending with other Brazilian types to form blends of well-known Commercial Trade

Marks. This factor is sufficient in itself to make the Roaster give our coffee a very high commercial value, and preference. The mixing of the many types of Brazilian coffees, allows the formation of a great variety of blends, enough to satisfy all palates, however difficult and refined. The sun-dried coffees have their own utility and characteristics, and the cleaned pulped coffees offer such a wide range of high qualities that full advantage can be taken of them. As blending is an 'art' containing a thousand secrets, known only to the specialists, the blender is always looking out for methods of improving his own particular blend. Knowing that the finer the flavor and aroma he can produce, the greater fame his own particular brand or trade mark will gather among the customers. What constitutes the combinations or blends it is not necessary to explain, because abroad, both in America and Europe, there are many masters of the art of blending, who acknowledge the superiority of Brazilian types for the blending of Commercial Brands of coffee for wholesale and retail trade, and where the wholesaler has the guarantee of continuous business on account of the increasing demand from the consumers.

YIELD

"The yield in the number of cups per kilo of coffee, is in direct ratio to the density of the infusion. This point has been the object of special studies and the most satisfactory results have been obtained. With the certainty of the great number of cups of *good coffee* to the kilo of our fine beans, the preference for Brazilian coffee will constantly increase. The berries from the perfectly mature fruit are like the honeycomb of wild bees, because the cells are filled with juices sweetened by the slow process of ripening.

"The scientific methods by which the berries are prepared, preserves the living organism of the berry, as after preparation, they are 100 per cent germinative. This being so, the berries impart to the infusion the entire chemical richness of their component parts, transformed by roasting, as also their vitamins; this gives to the beverage stimulating and hygienic properties to a very high degree.

FLAVOR

"In this particular the washed coffees of Brazil have all the attributes and prerogatives of the highest qualities, and the coffee in the cup reveals the proof of the excellence of our products, which, when it has been rationally cultivated and prepared, possesses qualities as high as any coffee ever produced. Coffees prepared in our industrial plants are the most highly perfected of any obtained up to now in the Coffee Industry."

CARTAGENA COFFEE EXPORTS

Cartagena, Colombia, coffee shipments, in bags of 60 kilos, according to the New York office of the National Federation of Coffee Growers, were, September, 1935, 79,974 (1934, 26,169), of which the United States took 62,889; Europe, 13,928; and Canada, 3,157; United States ports of destination were: New York, 32,978; San Francisco, 13,145; New Orleans, 7,261; Los Angeles, 3,525; Portland, 2,005; Houston, 1,875; Boston, 1,300; Seattle, 675; and San Pedro, 125.