



The Essence of Flavor

A GUIDE TO SPECIALTY COFFEE,
TASTING NOTES & COFFEE SELECTION

Beyond Light, Medium & Dark

“Most coffee is sold by roast color.
We believe coffee should be discovered by flavor.”

— MICHAEL FEWSON, FOUNDER & MASTER ROASTER



THE ESSENCE OF SPECIALTY COFFEE

At Essence of Coffee, we believe great coffee is about more than roast color. Every bean has its own story, shaped by origin, variety, climate, processing, roasting, and brewing. Our goal is simple: reveal the flavor of the bean and help you discover the remarkable diversity that exists within specialty coffee.



HOW WE ROAST

Many coffee companies describe their coffee as light, medium, or dark roast. While those terms describe color, they tell you very little about flavor.

At Essence of Coffee, our Master Roaster, Michael Fewson, approaches coffee differently.

Rather than roasting to a color, we roast to highlight the natural sweetness, balance, body, and complexity of each coffee.

Every origin has its own personality, shaped by variety, altitude, climate, soil conditions, and processing methods.



**Our goal is simple:
Reveal the flavor of the bean—
not the flavor of the roast.**

From seed to cup, we strive to preserve and showcase the unique characteristics that make each coffee special.



WHAT ARE TASTING NOTES?

Tasting notes describe naturally occurring flavors that are already present in the bean. Nothing is added during roasting.

Think of it like wine. A wine may be described as having notes of blackberry, cherry, chocolate, tobacco, or vanilla, yet none of those ingredients were added to the bottle. They are simply flavors and aromas perceived by the taster. Coffee works the same way.

Coffee is one of the most complex beverages in the world, containing hundreds of aromatic compounds that create an extraordinary range of flavors and aromas.

When we list tasting notes such as chocolate, caramel, berries, citrus, nuts, or floral tones, we are providing a guide to what you may experience in the cup.

Different people may experience different flavors from the same coffee—and that's perfectly normal.



UNDERSTANDING BODY (MOUTHFEEL)

When customers ask for a “dark roast,” they are often describing the feeling they enjoy in the cup rather than the roast level itself.

Understanding body helps us guide customers toward coffees they'll truly enjoy.



FULL BODY

Rich, heavy, syrupy, or buttery. Leaves a lingering sensation on the palate and creates a substantial, satisfying cup.



MEDIUM BODY

Balanced and smooth. Offers a pleasant weight without being overly heavy or delicate.



LIGHT BODY

Clean, crisp, and delicate. Provides clarity of flavor with minimal lingering sensation.

By focusing on body and flavor rather than roast color, we help customers discover coffees that perfectly suit their preferences.



SERIOUS COFFEE



GREAT FOOD



CASUAL ATMOSPHERE



essenceofcoffee.com