



#### THIRD WAVE COFFEE

#### FIRST WAVE

1930's to 1960's

Long distance distribution of roasted coffee became feasible with the development of vacuum packaging, which led to bulk production and mass consumption of coffee. Large corporations, such as Folgers and General Foods, expanded their sales worldwide. At the time, cheap price was of primary concern and taste or quality were took the backseat. In this way, coffee consumption spread among the homes and offices worldwide.



1960's to 1990's.

Some of the coffee roasters, who no longer could tolerate the marketing by large corporation in which taste or quality had to take the backseat, became independent and started to market their own business. "Specialty coffee" gradually gained recognition among coffee lovers with discerned taste, which ensued to a global boom of coffee consumption as culminated in the global operation of Starbucks Coffee.



### THIRD WAVE

1990's to now.



Coffee is no longer a bulk produced item. Rather, coffee is blossoming as being an refined article of taste. Coffee has evolved to meet the refined demands of a matured market.

### Clean Cup

- + purity clarity
- dirtyearthymoldy

#### **Balance**

- + harmony equilibrium stable-consistent from hot to cold
- hollow excessive aggressive, inconsistent change

#### **Acidity**

- + lively , crisp refined firm
- sharp, dull hard thin

#### Mouthfeel

- + creamy buttery round smooth
- astringent , rough waterly , gritty

# CUP OF EXCELLENCE

#### Flavor

- + fruity smoky floral spicy
- vegetal , grassy woody , peas

#### **Aftertaste**

- + sweet clean disappearing pleasantly lingering
- bitter
   harsh
   dirty , metallic

#### **Sweetness**

- + ripened honey caramel
- green undeveloped closed

#### Overrall

- + complexity dimension uniformity richness
- simplistic , boring do not like



## V60 DRIPPER

# Good accessibility easy to understand, easy to replicate

If a customer really enjoys the cup we made at the store, they can purchase the same equipment as well as the same coffee and make it at home if they wanted to. Plus, it's an easy system to understand.

# Manual control

With the brew bar, we can control the rate of extraction by how fast or slow we pour, and are able to adjust on the fly. The brew bar also brings the focus back to the coffee instead of the technology of the brew method.

# Individual brew

Each cup is an individual creation prepared by the barista. Not only that, but it helped eliminate a barrier between the person working the brew bar and the customer.





VD-01/02/03 Cups:1-2 / 1-4 / 1-6

Plastic

Color: O O



VDC-01/02 Cups:1-2 / 1-4 Ceramic

Color: (



VDG-01/02 Cups: 1-2 / 1-4

Glass

Color: (



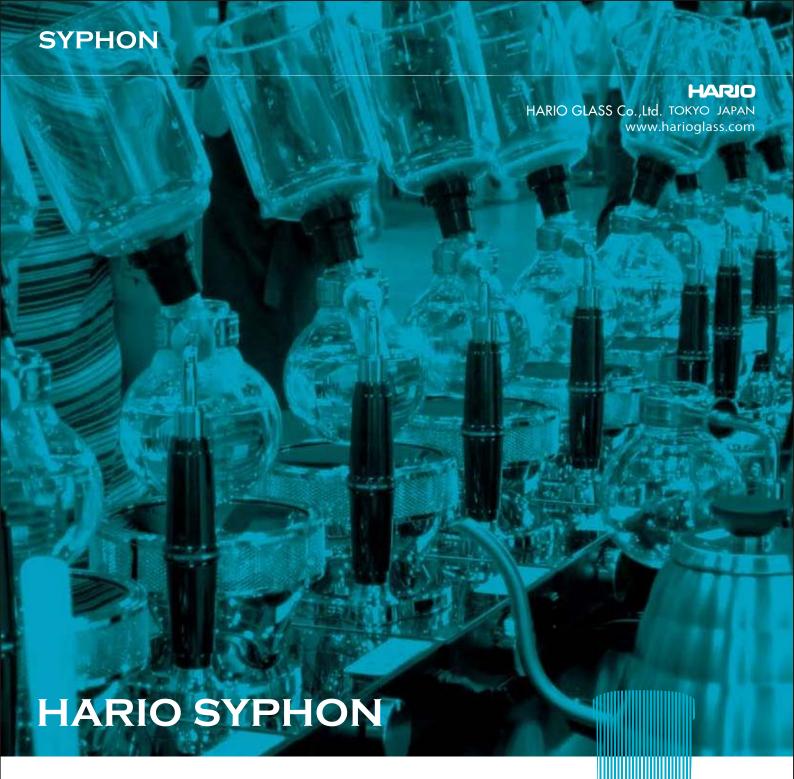
VCF-W Size:01/02/03 Paper Filter(White)



VCF-M Size:01/02/03 Paper Filter(Brown)



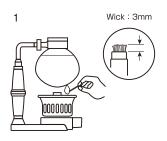
XGS-36/60/80TB 360/600/800ml 12/20/27oz



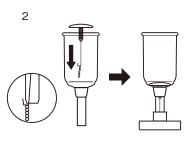
HARIO syphon is a modern update on a technology that has been around for over 50 years. THE bottom glass bowl is filled with water, which, when heated, rises to the top glass bowl and saturates the coffee grounds. To complete the brew cycle, simply remove the heat and allow the coffee to return to the bottom.

HARIO syphon allows for greater control and user input over the entire brewing process and yields a clean coffee with no sediment and pronounced flavors.

# **SYPHON**



Pour water or hot water into the lower bowl to the desired level.

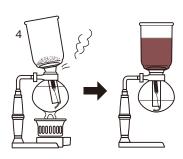


Attach the filter to the upper glass bowl stem like the picture.

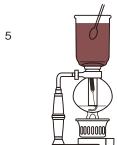


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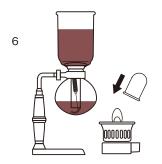
Measure the coffee using the measuring spoon and place inside the upper bowl.



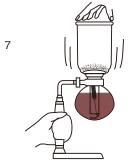
Position the upper bowl at a tilt on the lower bowl before boiling.



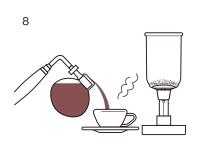
When water from the lower bowl rises to the upper bowl, with the spoon handle to mix lightly.



Move the stand away from the burner and extinguish the flame by placing lid on the burner.



Remove the upper bowl by gently rocking back and forth, and place it on stand.



You now have a perfect pot of coffee to be served straight the cup.



MCA-3 Cups:3 360ml/12oz



NCA-3 Cups:3 360ml/12oz



TCA-2/3/5 Cups:2/3/5 240/360/600ml 8/12/20oz



## PROFESSIONAL BARISTA TOOLS



## Grinder

Count on this eco-friendly, hand-cranked coffee mill to provide the perfect grind for your preferred brewing method. Fast and easy to use, it features ceramic conical burrs for precision grinding without producing the heat that can destroy coffee's delicate essential oils.



## Cloth Filter Drip

This professional-quality pot makes it easy to brew perfect coffee using the traditional drip method. Showcasing the distinctive flavors and aromas of your favorite coffee beans, it brews with drop-by-drop precision to ensure a rich, full-bodied cup of coffee.



# **Drip Kettle**

To use a pour-over brewer most effectively, you have to dispense water right where you want it. The spout of this Kettle allows you to effectively control your pour. This kettle can be used on the stove top. A stainless steel finish and a great shape.



# **Cold Water Drip**

A favorite among coffee lovers who prefer a smooth, mellow brew, this elegant coffeemaker uses the classic cold-drip method to produce a full-flavored coffee concentrate ideal for making iced beverages.



MSS-1B Ceramic Mill



MSCS-2TB Ceramic Mill



DPW-1/3 240/480ml 8/16oz



VKB-120HSV 1200ml/40oz Stainless Kettle



WDC-6 780ml/26oz Water dripper



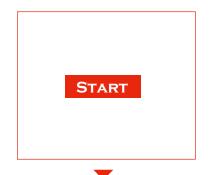
Best Brewing system
Best brewing system for single origin coffee.

2 Simple Operation
Efficient and simple brewing operation for Baristas at peak time.

3 Demonstration of making coffee Attractive demonstration in front of customer eliminate a barrier between Barista and customer.

4 Reasonable equipment
V60 dripper realize the best coffee brewing bar
with reasonable equipment investment.

# V60 Coffee Bar Flow





















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