

The background is a solid teal color. Overlaid on this are several large, light blue, abstract shapes that resemble stylized coffee beans or swirls. These shapes are positioned in the upper and middle sections of the page, creating a sense of movement and depth.

# Coffee & Society

## Introduction to coffee

Coffee to some is a powerful drug that keeps them awake all night and to other a commodity that gets them through the day. It is a beverage and a nutritional food with a variety of health benefits and culture like nothing else. This little bean has influenced societies across the globe more than chocolate or tea and it is still influencing the world as we know it. There is no doubt that coffee is everywhere, there is no escaping its intense aroma or the coffee culture that can be seen in every town and city around the world.

**Coffee is everywhere, there is no escaping it's intense aroma**

The complexity of our relationships with coffee can be seen from the variety of flavours or aromas it produces, the influences it has had on societies over the course of time, and the powerful effects it has on our bodies. To some individuals coffee in their minds is not a food due to the overwhelming psychoactive effects it produces. While according to nutritionists coffee can enhance the quality of life, or improve mental and physical performance from regular consumption it is classified as a food product.

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Exploring the tale of the first consumption of coffee. The so called story of its unique discovery.

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The final chapter will be discussing the coffee culture as we know it.

04

05

“Good communication is  
just as *stimulating* as *black*  
*coffee*, and just as hard to  
sleep afterwards”

— Anne Morrow Lindbergh

# The Origin

*Chapter one*

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It was during the 9th century that coffee is rumoured to have been first used for its energising effects. The legend states that a young Arab goat farmer was starting to experience problems with his goats. They were getting restless, hyperactive and staying up all night. He was struggling to keep them in one place so he turned to his Imam. A religious leader of the Islamic religion, who said he would help him come to the conclusion of what was affecting his herd of goats.

Yet have you  
ever **stopped** to  
question who  
decided to start  
brewing the  
coffee beans to  
get that **rush** ?



# Like most people's experience with coffee a lingering temptation.

Later that day the Imam noticed that the goats were eaten these vibrant red berries and kernels that were growing on the bushes at the edge of the field. However, they didn't look like the usual wild bushes that grow around the land as they were perfectly arranged in lines. Did the religious man dare to try one of those tiny red berries? He decided to gather a few branches with the berries, return to the monastery, and search the library for books on botany. There was no recollection of the plant ever existing, yet why did it seem it was once planted by man due to the way it was growing.

After a few days of contemplation and watching the farmer becoming exhausted from chasing his goats around the farm late into the night. He decided to bite the bullet or in this case the berry. He collected a good amount of the what could be poison and sat down on the grass where he had his first taste. It was horrendously bitter, something only a goat could stomach! The Imam did not attempt to eat any more of the horrendous tasting fruit, but like most people's experience with coffee, a lingering temptation to try it again soon follows.



# VS

*to try it again*

# SOON

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## Experiencing the world's first every caffeine buzz in a society that prohibits drinking alcohol

Still curious about the little red fruit he decided to try it once again. He crushed it and boiled it in clean water creating a little paste. It still tasted terribly bitter. Then out of the blue, he had the idea of roasting the kernels, the way they would make cereals taste more appetising. He placed it in the embers then noticed a delightful aroma before crushing it once again and boiling it into a bitter black liquid which he sweetened with honey. He sips it slowly, then after a few moments, his heart began to race, each beat becoming faster than before. The holy man had to lay down to which he did not feel tired instead quite the opposite. He felt incredible lucid. It was as if he was uncovering the meaning of the universe.

# follow

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The Imam was always a very clever man. However, this new concoction allowed him to become much more insightful. After staying awake all night getting lost in deep thoughts with the fellow goats. He attended the morning prayers without feeling tired after his first night of euphoria and carry on indulging throughout the day, by the midnight prayers while everyone was feeling tired the Imam was still feeling wired. He offered the drink to his fellow men so they could discover the perks of this fruit.

Imagine experiencing the world's first every caffeine buzz in a society that prohibits alcohol, discovering what has been energising the goats and soon the majority of the world. There is not much written about the farmer, his goats and the Imam after the discovery of its euphoric effect. Many historian believe that coffee was used long before this story. While some may argue that it was never discovered by a Goat farmer and his Imam due to the legend being written in books years after it occurred. What we do know is that coffee, since it was first drunk by man, has had an influential effect on our culture.



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Even **bad coffee**  
is better than

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~~No coffee at all~~

— David Lynch

# Coffee

*Chapter two*



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# Europe

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It was during the mid 17th century when coffee was taking Europe by storm, after a unique advertising campaign that enticed crowded cities around Europe, delivered by muscular men causing the ladies heart to race or maybe it was the caffeine. Little did the audience realise that the men were so muscular due to the amount of hard work put into drying, roasting and grinding the beans ready for consumption. During this period of time coffee was sold fresh increasing its weight leading to higher prices. These businessmen knew exactly what they were doing.

# Coffee was being consumed in underground coffee shops hidden from public eyes and

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Britain was still obsessed with the calmer buzz that tea was providing. While King Charles was making it a little difficult for the opposing coffee drinkers. He decided to pass a law making it an illegal offence to drink coffee in public which led to an underground coffee scene like Amsterdam's cannabis culture. The king feared that rumours, political gossip, and ideation developed from people drinking the beverage would lead to him being overturned from the throne.

Once the coffee ban had ended a coffee culture had already begun, delivering an environment for creatives, academics, and rebels alike to indulge in the commodity.

Coffee during this fleeting moment in time was gaining widespread publicity with Doctors arguing the benefits of coffee to help them complete thesis. While others feared it would lead to aggression, addiction, and death.

Whilst many Brits were arguing the dangers of coffee, their favourite caffeinated drink —Tea— was also experiencing dangerous times. With the government's high taxes on selling the drink, it started to become a subtle underground substance where most individuals were getting it from illegal sources. The tea would be smuggled from China, before being stashed in graves and tombs before being sold on the black market to those who couldn't afford the government taxes.

Over a thousand miles away from London was a European city that was welcoming the coffee culture with open arms. Leipzig was undergoing a sort of revolution that some could argue that the combination of coffee and graphic designers were helping create. Coffee houses had become the new beer halls to a slight degree, beer was still the favourite German beverage but coffee was starting a new wave of establishments.

## Over a thousand miles away from London was a European city that was welcoming the coffee culture with open arms

The coffee houses were becoming a unique place where travellers, locals, academics, and creatives would gather. These individuals would play chess, read journals, write articles, and discuss events or fashion. It was something very similar to the coffee culture we have today.

By the 19th century the city —Leipzig— had become the printing capital of Europe with over 10% of residents working in print and over 1500 publishers, book binderies and graphic designers. This increasing coffee culture was unlike anywhere else in Europe.

It was providing an exciting destination for many men of letters. The coffee houses would provide them with a sense of escapism while they waited for their work to become published.

It was providing them with an environment where they would meet like-minded creative and intelligent people. Many historians argue that the coffee culture in Leipzig was what helped start romanticism.

Still, to this day Leipzig is a city that prides itself on its history of coffee and print design. The residents of Leipzig are called Kaffeesachsen —coffee drinkers of Saxony— due to their love for the commodity and still having one of the oldest coffee houses in German. The city had created the first-ever daily newspaper —Einkommende Zeitungen— in the world. The city provides a lot of influence on the print and coffee industries that we have learned to love.

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*Blacke as the Devil,  
Hot as hell,*

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*pure as an angel,  
sweet as love.*

— Charles Maurice de Talleyrand

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# The Science of Coffee

## Chapter three

A lot has changed since coffee made its way through Europe, societies views of it have expanded, shifted, and shuffled. Doctors have stopped viewing it as the Devil's poison and started viewing it as a superfood, like blueberries, green tea, and kale. While most of society is aware that it can produce an energising effect, most people have stopped viewing it as a mind-altering food and just an ordinary commodity to start their day.

### Doctors have stopped viewing it as the Devil's poison

Food scientists have been looking at the chemical compounds in a variety of foods. Strawberries have over 50 contributing to it delectable flavour. While cocoa has over 600 various chemical compounds. These scientists have also broken coffee down to unravel that it has over a 1000 chemicals. Each chemical contributes to its powerful effect and intriguing flavours. Scientists haven't had the chance to study each component but they have worked out what the big four are.

Scientists haven't had the chance to study each component but they have worked out what the big four chemicals are:

### Chlorogenic

This chemical compound has been linked to lower risks of cardiovascular disease and type 2 diabetes, as well as providing anti-inflammatory properties.

### Trigonelline

This bitter alkaloid has been shown to lower total cholesterol and blood sugar. While protecting against brain damage and stopping cancer cells from moving.

### Kahweol & Cafestol

This helps contribute to the bitter taste of coffee and causes a conflicting effect when paired with Trigonelline as it has been linked to raising cholesterol.

### Caffeine

This stimulant is one of the most widely consumed psychoactive drugs worldwide. While scientists believe up to 400mg can be consumed daily as part of a healthy lifestyle. This chemical can provide some intense and strange effects.

These powerful effects may include...

Teeth staining  
Improved physical performance  
Adrenaline  
Addiction  
Euphoria  
Adrenaline rush  
Hallucinations  
Buzz  
Concentration  
Teeth staining  
Addiction

Skin protection  
Dilated pupils  
Dry mouth  
Weight loss  
Dizziness  
Vomiting  
Diarrhoea  
Muscle deterioration  
High Fevers  
Reduce risk of Type 1 diabetes  
Rapid Heartbeat  
Irritability  
Energy  
Sharper vision  
Low blood pressure  
Heartburn  
Improved physical performance  
High blood pressure  
Mentol  
Energy

Altered Mood  
High blood pressure  
Anxiety  
Mental Alertness  
Heartburn  
Restlessness  
Insomnia  
Dehydration  
Bloating  
Rapid Heartbeat  
Energy  
Vomiting  
Liver protection  
Low blood pressure  
Altered Mood  
Heartburn  
Anxiety  
Improved physical performance  
High blood pressure  
Mentol  
Energy

Dehydration  
High Fevers  
Dehydration  
Magnesium  
Dehydration  
Energy  
Sharper vision  
Low blood pressure  
Altered Mood  
Heartburn  
Anxiety  
Improved physical performance  
High blood pressure  
Mentol  
Energy

Dehydration  
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Sharper vision  
Low blood pressure  
Altered Mood  
Heartburn  
Anxiety  
Improved physical performance  
High blood pressure  
Mentol  
Energy

Dehydration  
High Fevers  
Dehydration  
Magnesium  
Dehydration  
Energy  
Sharper vision  
Low blood pressure  
Altered Mood  
Heartburn  
Anxiety  
Improved physical performance  
High blood pressure  
Mentol  
Energy

# The two most common coffee beans are ...

Food scientists have discovered the best coffee bean varieties for the health and flavours. There are at the moment over 70 coffee producing plants —Coffea— which all provide unique tastes, aromas, and effects. The plants take over 5 years to grow before producing the coffee beans. While most varieties need between 1500 to 30000 mm of rainwater a year to grow. The two most commonly used coffee beans are the Arabica and the Robusta.

Along with the choice of beans, there is a variety of roasting methods that turn the colourful beans into deliciously toasted beans, before they get coated in chocolate or ground down for beverages. Each method of roasting will bring out a variety of flavours or chemicals. While certain methods can cause the coffee to become less nutritional.

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## Light roasts

Light roasts are the lightest in colour and provide the most delicate of flavours while often being quite acidic. They have a much more original coffee bean flavour and are most likely to be from a high-quality coffee plant. The light roasts tend to taste much drier due to being roasted for a short duration of time which prevents fewer oils to become extracted from the bean. If you are looking for the healthier coffee bean and most luxurious flavour, light roasts are the best choice.

## Medium Roasts

Medium roasts tend to have a chocolate brown colour, dry surface and full-bodied flavour. They also tend to have less acidity than the light roasts while providing a sweeter and tastier flavour. The balanced flavour and acidity make this roast the most popular choice for most individuals and coffee shops.

## Dark Roasts

The darker roasts will create the sugars in the bean to caramelize and the oils within the bean to rise to the surface. The beans will be roasted for a very long duration over a high heat which causes them to appear very oily or have a slight sheen. The true coffee bean flavour that would be tasted in a light roast is almost completely lost and will become overpowered with the dark roast, leading to a strong, smokey, and spicy essence as it hits your taste buds. Due to the lack of coffee flavour, lower quality beans would be used in the process.

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## Arabica Beans

Arabica beans are viewed as the luxuries coffee beans, they contain lower quantities of caffeine than most varieties. They also produce a much more balanced flavour while they are considered to be much more aromatically pleasing. The Arabica beans are more expensive due to the difficulty in growing. They are grown in high altitudes while once flowered they will provide very few coffee beans, however, most would argue they are worth the challenge to grow.

## Robusta Beans

Robusta beans contain the highest caffeine content of all the coffee bean varieties. They are the easiest coffee plant to grow. It can withstand low altitude, hot climates, challenging conditions, and little moisture making it the perfect to sell in commercial settings. The robusta variety tends to have a pungent aroma and very harsh flavour. If you find coffee too bitter it might be this little bean that's been lurking in your cup or cake. While robusta contains the highest level of caffeine, it also contains the highest levels of heart disease preventing chemicals.



I would rather **suffer**

with **coffee**

than be

*36*

*37*

• • •

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s e n s e l e s s

— Napoleon Bonaparte

# Contemporary coffee

Chapter four

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## **Now the coffee industry is estimated at generating over \$21.6 billion a year**

Coffee has really changed drastically since it was first turned into a drinkable concoction by the beloved Imam over 10000 years ago. Society now has coffee shops, houses, and bars in almost every city in the world. It fuels practically every industry and can be found in pretty much every household. Gone are the days of drinking it hidden from prying eyes or fearing that one bean could send you mad.

Now the coffee industry is estimated at generating over \$21.6 billion, and millennials are contributing towards this rising number more than the previous generation. People are starting to view coffee as an experience more than a commodity. While shops are finding new revolutionary ways to sell it.

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**With almost everyone on the planet having a relationship with the fruit. There is a coffee personality for every one out there and here are the top 10 coffee consumers:**

**The indecisive drinker**

This individual can't decide between a skinny latte, or the regular latte, or the large, or maybe with vanilla, or actually, they won't have a coffee today.

**The cold brew**

The human that will only drink their coffee iced, at room temperature, or with the new exciting nitrogen coffee machine.

**The first timer**

This individual is playing a risky game with caffeine, if they try espresso chances are they won't have another coffee ever again but if they try a vanilla latte, then they are hooked for life.

**The ex-drinker**

They have moved onto the green tea and chai latte's while looking down their nose at the rest of the world's coffee drinkers.

**The decaffeinated drinker**

Almost as irritating as the ex-drinker, yet they haven't made the full commitment to a coffee free lifestyle.

**The addict**

This individual can be seen shaking without coffee and well... shaking with it!

**The non-coffee consumer**

The individuals who rarely visit a coffee shop and have just enough energy to get up in the morning without grabbing the coffee pot to wake up.

**The midnight drinker**

Highly intelligent and creative, chugging litres of boiling black liquid to help reach their deadlines.

**The writer**

They use coffee to help them with their creative blocks and love being around people in coffee shops while they write, however, they don't love people enough to talk.

**The connoisseur**

Can be seen sipping his single origin Colombian americano from a hollowed out avocado while munching on chocolate coated coffee beans.





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**The coffee has been used within dishes for hundreds of years. Here are a few examples of what can go well when combined with the coffee bean:**

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### Smoked Bacon Bagel

Coffee works surprisingly well with thick bacon and chilli. They can be marinated together before grilling then placed in a bagel with goats cheese, chopped dates, and lemon juice.

### Marinated Chicken

Chicken and coffee have been combined together for years. Chicken provides an excellent base for most marinades and coffee is no exception. Mixing coffee, balsamic vinegar, and orange juice before roasting is not uncommon.

### Smoothies & Shakes

Whole coffee beans can be thrown into most smoothies and milkshakes. Depending on the beans that have been used they can complement anything from sweet chocolate shakes to more earthy natural green smoothies.

### Chocolate Beans

Coffee and chocolate are a food combo like no other, from the hot indulgent drink of the mocha to sweet tiramisu. Coating coffee beans in dark chocolate provide one of the most caffeinated, indulgent and rawest combinations of the two.

“Coff ee is

a lan guage

in its elf”

— Jackie Chan



