



# Cupping Joe Is The Coffee Lover's Wine Tasting



**ALICIA SMITH**  
OWNER, COOL BEANS  
COFFEE HOUSE INC.

*Cupping coffee is a way of evaluating and comparing different varieties of coffee for flavor, body and other characteristics.*

It allows coffee to be tasted on its own merits and not be influenced by brewing, mixing of grinds and other factors.

Cupping is very much a social thing. It is best done as a group to compare and contrast samples. It will open your eyes to nuances in coffee that you never knew were there. Doing this at home can create a whole new world that makes coffee the special thing it is to many of us and it is certainly not as complex as professional cupping, but purely for the love of coffee.

To cup at home you can follow these guidelines for a fun and interesting evening or lady's get together in the afternoon.

\*Have a tasting cup for each coffee sample. Choose varieties such as Kenya, Guatemalan, Jamaican Blue Mountain, etc. and not flavored beans.

\*Use about 12 grams of coffee to 7 oz. of boiled water. Measure out the beans in each cup. Try to use filtered water if possible and boil your water right before you are about to begin.

\*Grind each cup individually and be sure to clean or flush the grinder between each type as not to cross contaminate samples. When finished grinding, pour the ground beans back into sample cup.

*Alicia Smith* is the Vice President and Owner of Cool Beans Coffee House Inc. in Toms River. Ten years ago in search for a niche business, she created and opened Cool Beans. A restaurant entrepreneur was a challenging and exciting change from her previous corporate career. Alicia is a 1993 M.B.A. graduate of Monmouth University and earned her B.S. degree in Business from Rider University. She began her career in banking and held a variety of positions ranging from Branch Manager, District Operations Officer and most recently Vice President and Regional Sales Director for PNC Bank. When making the career change into the restaurant business, she knew that success would still be contingent upon the owner's sales and marketing skills. In order to grow your business, Alicia believes in the power of extraordinary customer service coupled with a great product that you can stand behind. In addition to marketing, she is responsible for all of the financial accounting of Cool Beans. She has marketed her company in such a way to achieve many awards such as NJ Monthly Magazine's "Best Coffee House" in 2007, AOL's "Best Coffee House" for 8 years, and the Asbury Park Press Reader's Choice "Best Coffee House in Ocean County" for 9 years.

Alicia is a long time resident of the Toms River area. She and her husband Eddie along with her three children, Alina, 8, Joe, 7, and Justin, 5, enjoy living in this great community that is also home to her very valued, wonderful and loyal customers.

\*Pour approximately 7 oz. of boiled water on to the grounds slowly and saturate them completely. Wait about 4 minutes for the grounds to settle then you can begin.

\*Put your face very close to the cup because it is time to *break the crust*, which has now developed on the top of the sample. Take your spoon and break the crust while you inhale the aroma and evaluate.

\*Skim off the remaining grounds and now it's time to taste. Use your spoon and coat your tongue while inhaling the aromas. This is very similar to wine tasting.

\*Make your way around the table and be sure to rinse your spoon between each sample.

Sometimes it is difficult at home to be silent during tasting but too much fun and chatting during the process can influence opinions. You can also put together an evaluation sheet to jot notes and compare the samples for flavor, smell and after-taste. You can even score the coffee with your own point system. Get creative! It's a fun and whole new way to entertain the coffee lovers in your life.

*Give a Cool Beans Gift Certificate for the Holidays! Remember, you don't just need to love coffee to love Cool Beans!*



Remember Cool Beans when planning your holiday party. Our catering menu offers a variety of healthy foods.

Call 732-797-BEAN (2326) for details.

**Cool Beans Teacher's Appreciation Discount**

**10% Discount**

Monday through

Friday

on all deliveries to Toms River Schools

## A Ladies Night Hot Spot

Tuesday, Wednesday and Thursday nights Cool Beans is bustling with tables of women enjoying a Ladies night out. Friends and groups gather to enjoy a good meal, maybe a "bring your own bottle of wine" and entertain themselves with a psychic reading.

All in fun, Cool Beans has psychic reading entertainment three nights a week from 6pm - 10 pm. It is such a popular activity that they even take psychic appointment reservations in advance. Three psychics perform 15 minute readings for \$13. There is always something fun happening at Cool Beans.

## Karaoke

For ten years, Monday nights and now Saturday nights have been named Cool Beans Karaoke Nights. From 7pm to close anyone can sing Karaoke to the tunes of past and present ... The stage is all yours!

## COOL BEANS COFFEE HOUSE INC.

Seacourt Pavilion, 635 Bay Avenue

Toms River, NJ 08753

**(732)797-BEAN (2326)**

Open: Sunday-Thursday 11 am- 10pm

Friday-Saturday 11am- 11pm

