

Obtaining a Coffee Education

It is a seminar unlike any other. Participants to Boyd's **Coffeology** course are pleasantly surprised to find they are in for much more than just a lecture on coffee. Once a month, the BCCPI showroom is transformed into a laboratory – where a maximum of 12 course participants learn about bean and brew by listening, feeling, smelling, and tasting.

If there is anything one wants to know about coffee, this is the place to learn it. BCCPI President Roberto Francisco, whose love for coffee is the driving force behind this one-of-a-kind course, is one of the country's top coffee authorities. His coffee expertise has made him one of the most sought after speakers in the field, offering his take on coffee at UP fora, coffee festivals, and hotel & restaurant seminars alike. Mr. Francisco's passion for coffee is infectious. Instead of the usual talk, he regales his audience with the story of coffee, detailing its journey from the plant to the cup.



During **Coffeology**, what starts out as an exposition of coffee soon becomes a lively group discussion – with participants picking Mr. Francisco's as well as each others' brains. Often, the discussions are so fascinating; they carry on way past the three-hour duration. But with free flowing Boyd's coffee and a wealth of information, who's keeping track of time?

Yet it is hardly all talk – being in the warehouse that holds the roastery itself, a mini field trip that offers attendees a unique peak into the world of coffee making is a welcome highlight.



Coffeology participants, who run the gamut from students to housewives to restaurateurs, have one thing in common: they all want to advance their knowledge and appreciation of coffee. And how better to do this than by going through different varieties of coffee beans, inspecting the various types of coffee brewers, and preparing an espresso by oneself, then evaluating its look and taste?

Coffee as an enterprise is also taken up, with Mr. Francisco presenting and defending the profitability of a café business. He also discusses options of franchising and setting up one's own café.

At the end of the seminar, **Coffeology** participants contentedly depart, armed with handouts and a course certificate, but more importantly, with a greater appreciation of what goes into preparing a perfect cup of coffee, how a cup of real coffee should taste, more ideas on improving their coffee system, and what it takes to set up a successful coffee shop.

And this is just the foundation. With **Coffeology** on its 7th year, Mr. Francisco is developing new modules for baristas and brewmasters. Certainly, coffee education is nowhere more comprehensive than at BCCPI.

Coffeology™

Part 2: Coffee Varieties

There are four known varieties of coffee, all of which grow in the Philippines.

Arabica – Noted as the finest coffee, it has a balanced aroma and a sweet, acidic taste. It makes up 75% of the world's coffee production, but only 4% of the Philippines' coffee production. It grows in the higher areas of Northern Luzon.



Canephora – Better known as Robusta, this variant has a stronger flavor and twice the caffeine content of Arabica. Canephora makes up the other 25% of the world's coffee produce. It is more abundant in the Philippines, making up 89% of the country's production. It grows in all of the country's coffee producing areas.



Next issue: Excelsa & Liberica

***Coffeology** is a proprietary course on coffee developed by BCCPI to educate clients on anything and everything about specialty coffee. The course covers each step coffee beans take, from farm to cup.