

THE BEAN

MONTHLY NEWSLETTER



GOING LIVE

SOCIAL MEDIA

Want to watch the process live from the comfort of your own home? Follow us on TikTok or Instagram and you can catch our roasting live. We have been doing this for a few weeks and the response has been really positive.

If you place an order on the LIVE, we will roast your order on the LIVE and ship it to you the next day. Just another way for you to enjoy the coffee experience.

See you on the next LIVE!

HALLOWEEN GIFT SETS

SPOOKTACKULAR

Direct message or e-mail us for a custom Halloween gift set, what would be a better gift than freshly roasted coffee for this season.

We can create any gift set that fits your budget. Any of our gift sets can be designed around Halloween or any occasion.

Message us on Instagram, Facebook, TikTok or

email at beanteam@berksbeans.com

JOIN THE CLUB

BERK'S COFFEE CLUB

Want our amazing coffee delivered right to your door, when and how you want it. Join Berk's Coffee Club?

- FREE delivery
- Your coffee is high quality and the freshest in the market, roasted to order.
- The more you buy the more you save.
- Get a 10%-member discount on all of our BeanWare
- You get to explore the world of coffee from your home or office.
- You are supporting a local growing business.



BEAN OF THE MONTH! - ZAMBIA KATESHI ESTATE

Zambia is not a typical coffee growing country, there is plenty of coffee being exported from the region, but their coffee-growing history is much younger than those that surround them. The first coffee was planted in Zambia in the 1950s, however, it wasn't until the last few decades that it became a major contributor to Zambia's agri-business sector. Kateshi is one of a cluster of coffee estates are very close to Kasama town, in Zambia's Northern Province. Estates and "plantations" make up the bulk of coffees that are exported from Zambia. Altitude at Kateshi ranges from 1300 to 1500 meters above sea level.

Cupping Notes: notes of apple cider, dried black fig. Caramelized sweetness, note of pancake syrup, and aromatic herbals and pipe tobacco underscore some of the rustic elements.

SUPPORT YOUR LOCAL ORGANIZATION

Come support a local organization, for every 12oz bag of their blend sold, \$5 will be given back to that organization. Currently we are supporting the College Park High School Football program, come get a bag of freshly roasted Falcon Blend. \$5 will be given back to the program to help buy equipment.

If there is an organization that you know that would like to work with us, please have them contact us at beanteam@berksbeans.com, we can put a program together to help raise money for an organization, event or cause. We are always looking for ways to give back to the community.



FINNISH RESEARCHERS GROW COFFEE IN A LAB – WOULD YOU DRINK IT?

Finnish researchers say they have produced coffee in a laboratory that smells and tastes very similar to the real thing. The team reports that lab-grown coffee could be important as climate change continues to threaten traditional coffee farming.

Scientists at Finland's VTT Technical Research Center created cell cultures from the leaves of coffee plants. The process involves floating the cell cultures in bioreactors filled with nutrients. The same method is used to make other kinds of animal- and plant-based products. Heikki Aisala is a VTT researcher who oversaw the process. Aisala told Reuters news agency that cups of the cellular coffee probably would not pass taste tests comparing it to traditional coffee.

"Not like, of course, 100 percent. It tastes like a combination of different types of coffees," Aisala said. The researcher added that while the cellular coffee is not ready for the market just yet, "it certainly does resemble coffee at the moment."

Aisala added it is possible that the lab-grown version could one day develop into a multi-billion-dollar industry. VTT Research team leader Heiko Rischer said cell cultures offer a more sustainable way to make coffee. This is because coffee is in high demand. This has led to countries opening up more land to grow coffee beans, which causes increased deforestation.

Rischer said the environmental benefits of lab-grown coffee include reduced use of pesticides and fertilizer and less need to ship coffee beans long distances to markets. In Europe, lab-grown coffee would need to be approved before it could be marketed. But an important question remains: Will coffee lovers actually drink the lab-grown creation? A Reuters reporter put that question to Satu, a server in a Helsinki coffee shop.

"I think someday we're going that way because of all the natural coffee sources vanishing," she said. "So, we have to move along...if it tastes good and the aroma is coffee based, so why not? I think it's possible."

*** Reuters reported this story. Bryan Lynn adapted the report for VOA Learning English. Susan Shand was the editor. – Science & Technology*

<https://learningenglish.voanews.com/a/finnish-researchers-grow-coffee-in-a-lab/6271165.html>

"I never drink coffee at lunch. I find it keeps me awake for the afternoon. "- Ronald Regan

COFFEE STATISTICS & FACTS

- Men drink as much coffee as women. Women seem to be more concerned about the price than men. Among coffee drinkers, the average consumption in the United States is 3 cups of coffee per day.
- The average coffee cup size is 9 ounces. 30% of the population drinks coffee occasionally.
- 65% of all coffee is consumed during breakfast hours, 30% between meals, and the remaining 5% with other meals.
- 35% of coffee drinkers prefer black coffee. 65% prefer to add sugar and/or cream.
- The average price for an espresso based drink is \$3.45
- The average price for brewed coffee is \$2.38.