



*Bewley's*  
1840

Experts in Coffee

A GUIDE TO  
THE FINEST COFFEES  
IN THE WORLD



[www.bewleys.com](http://www.bewleys.com)

## Paul O'Toole: On the Coffee Trail

For me, coffee is an endlessly fascinating story of discovery. As Bewley's Master Roaster, I've journeyed farther than many have dared - from ancient ruins in Honduras, to rugged Sulawesi peninsulas, and beyond. From the edge of the Quindio Cordillera in Colombia, I've surveyed a bountiful valley, imagining the mist clearing to reveal the fabled city of El Dorado, resplendent in the dawn. But the real gold I discover is the world's greatest Arabica beans.

On my travels, I've met indigenous producers in countries throughout South America, Asia and Africa. I've built lasting relationships with each of them, based on mutual respect.

Bewley's is Ireland's leading Fairtrade coffee company, and we believe in our responsibility to live up to that, trading ethically with a number of Fairtrade co-operatives so that they and their communities enjoy a better quality of life, and we get a superior bean.



Even after three decades in the trade, it's still a thrill to check the crop myself, making sure I've found beans worthy to be called Bewley's. And wherever I go, whether I'm trading, or speaking at a conference, or judging in the annual 'Cup of Excellence' programme, I'm always inspired by the farmers' passion for the quality of their crop.

Back home, the journey isn't over until we roast and blend those beans to bring out their most desirable qualities, unlocking the aromas and flavours our customers love to explore.

So go on, start your own journey of discovery!

Paul O'Toole

Master Roaster, Bewley's



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# Filter Coffee – Blends

In honour of our Grafton Street café, we bring you our exclusive Grafton Master Blend Collection, for which our Master Roaster has carefully selected only the world's finest coffee. Over time he has created a selection of five strength variants to suit every taste, whether your customers enjoy a strong brew, or delight in exploring more subtle, delicate flavours.

## Blue Sky Blend

STRENGTH GUIDE 1  
Light & Subtle



Where lush green coffee plants stand tall under warm blue skies, we sourced these excellent beans from Africa, Central America and Papua New Guinea to bring you our refreshingly light-bodied Blue Sky Blend.

*Delicately roasted. Bright clean acidity, medium body with citrus tones resulting in a fruity finish.*

## Roaster's Blend

STRENGTH GUIDE 2  
Delicate & Complex



To craft a superior coffee the world's best Roasters recommend we roast and blend the greatest Arabica beans to perfection. This is that coffee, presented for all to enjoy.

*A blend with sparkling acidity, medium body with notes of berry leaving a pleasant aftertaste.*

## Café House Blend

STRENGTH GUIDE 3  
Balanced & Refined



Refined and approachable, and as familiar to generations as the inviting atmosphere of our café, this is the coffee people think of first when they think of Bewley's.

*Our signature blend is a well balanced coffee. Bright acidity, smooth body, creamy mouthfeel and pleasant lingering aftertaste.*

## Metro Blend

STRENGTH GUIDE 4  
Rich & Smooth



To pay tribute to the thriving cosmopolitan café culture nurtured by Bewley's, our Metro Blend combines a rich blend of flavours from Africa, South & Central America and Papua New Guinea.

*A well balanced blend of coffee producing a slightly strong but smooth body and creamy mouthfeel.*

## Connoisseur's Roast

STRENGTH GUIDE 5  
Bold & Distinctive



For this sophisticated blend, we source only the finest beans. These we craft-roast for longer, to bring out a fuller flavour appreciated by those who truly know their coffee.

*A seductive coffee, rich and sultry with full body and a smooth, nutty, earthy flavour.*

## Fairtrade Master Blend

STRENGTH GUIDE 3  
Balanced & Refined



When Bewley's Master Roaster set out to discover the perfect beans for our Fairtrade coffee, he found them in Fairtrade co-ops in Colombia, Honduras, Mexico and Guatemala. We always develop equitable long-term relationships with indigenous people, guaranteeing a premium price. It means that they can make a decent living and we are assured of high-quality beans.

*A blend of Central & South American Fairtrade coffee. Full body, lively acidity with hints of berries and a caramel aftertaste.*



# Filter Coffee – Single Origins

## Kahawa Mzuri

STRENGTH GUIDE 3  
Balanced & Refined



In 1893, a party of French Holy Ghost Fathers arrived in Kenya, bringing in coffee trees from Réunion Island. Thus began the Mission farms that grew into the nucleus around which Kenyan coffee-growing developed. When Bewley's Master Roaster came here, locals greeted him with an offer of 'Kahawa Mzuri', the Swahili for 'good coffee', which is what we serve at our Bewley's cafés here in Ireland: Kahawa Mzuri.

*Light and lively. Extra fruity acidity with notes of lemon, lime and tangerines. Full bodied and well balanced.*

## Excellso Cordillera

AVAILABLE  
IN DECAF

STRENGTH GUIDE 3  
Balanced & Refined



Columbus never made it to Colombia, but Bewley's did. Our Master Roaster journeyed to this land of impossibly dramatic natural diversity, trading equitably with indigenous people for a rich and rare treasure - the finest, most exotic coffee beans. From the cordillera of Quindio in the Colombian Andes, famed worldwide for the excellent quality and distinctive taste of its coffee, now comes Bewley's Excellso Cordillera, our most popular single origin coffee.

*Perfect all day drinking coffee with delicate and clean acidity, well balanced with full body.*

## Jinotega Sunrise

STRENGTH GUIDE 3  
Balanced & Refined



Nicaragua enjoys an unusually temperate climate that is perfect for growing excellent coffee. First planted here in 1852, coffee is the main source of income for the locals today. Bewley's have formed trading links with a prominent farm in the coffee growing region of 'La Virgen'. From here, our Master Roaster brings to Ireland the superb, refreshing coffee suitably named after a wondrous morning sunrise.

*A refined and well balanced coffee with sparkling acidity and medium body. Hints of nuts and a pleasant, fruity aftertaste.*

## Java Sulawesi

STRENGTH GUIDE 5  
Bold & Distinctive



One of the world's largest islands, Sulawesi in Indonesia is a place of breathtaking natural grandeur, thronged with people of many different cultures. The locals are rightly celebrated for their dedication to the arts, among them vibrant dance and magnificent pottery. It was here that our Master Roaster encountered another art at which they excel: the fine coffee that Bewley's now brings to Ireland as Java Sulawesi.

*Full body and a smooth, earthy richness. Suitable for the palates of those accustomed to drinking strong coffees regularly.*



# Espresso – Blends

## Bewley's Special Reserve

STRENGTH GUIDE 5  
Bold & Distinctive



All Baristas appreciate the value of quality espresso beans and how to transform them into the finest coffees. To salute their passion and dedication, we have created Bewley's Special Reserve. It's an exquisite blend, for which our Master Roaster selects only the best beans from the worlds most exotic coffee growing regions. He then devotes many long hours to roasting and blending, preparing an espresso fit for the world's greatest baristas.

*Our signature espresso is smooth, well rounded with perfectly balanced body. Rich buttery mouthfeel with a deep, dark chocolate aftertaste.*

## Bewley's Academy Blend

STRENGTH GUIDE 4  
Rich & Smooth



Bewley's were the first to open a Barista Academy in Ireland. Here, baristas learn from masters how blends are created and how to release a bounty of individual aromas that come together as unique expressions of the coffee-maker's art. In honour of this, our Academy Blend is an exciting combination of beans from Colombia, Honduras, Brazil and Sumatra. Everything we know about coffee goes into every drop.

*All the character and flavour of Special Reserve with a lighter roast producing a well rounded coffee with a pleasant lingering aftertaste.*



## Fairtrade Harmony Blend

STRENGTH GUIDE 5  
Bold & Distinctive



Our Fairtrade signature blend is a unique coffee, for which our Master Roaster selects only the finest beans from Colombia, Central America and Brazil. When prepared as an espresso, this blend not only satisfies coffee aficionados but creates harmonious relationships between them and those farmers cultivating the crops.

*A blend of beans from Fairtrade farming Co-Ops in Central and South America. Lively espresso with a hint of spices and orange chocolate.*



## Fairtrade Blend '96

STRENGTH GUIDE 4  
Rich & Smooth



We were the first company to import Fairtrade coffee to Ireland in 1996. We source fine coffees from Fairtrade farms in Colombia, Nicaragua and Brazil, paying the farmers a premium so that they enjoy a better life and we get an excellent bean. Then we craft a lighter roast, giving coffee-lovers an enticing and gentle introduction to the rich and delightful world of espresso.

*Lightly roasted this Fairtrade blend produces a sweet stand alone espresso.*



## Mayan Organic Blend

STRENGTH GUIDE 4  
Rich & Smooth



Bewley's Fairtrade Mayan Organic Blend derives from a centuries-old tradition of farming in the ancient Mayan lands around Central and Southern America, watched over by the ancestral spirits that haunt the local ruins. This organic blend is produced naturally, grown in very fertile soil, shaded by banana trees and orange groves. By paying them a Fairtrade premium, Bewley's support the co-op of small farmers who make a life for themselves and their community in this legendary lost land.

*Smooth and well balanced with a sublime tropical natural sweetness.*

## Papua Java

STRENGTH GUIDE 5  
Bold & Distinctive



A certain alchemy happens when you bring two great individual flavours together. For Bewley's Papua Java, our Master Roaster first sources the finest beans from Java. We carefully roast these beans and blend them with specially roasted beans from Papua New Guinea, creating a night-dark mélange that can be enjoyed by anyone.

*Very dark roast. Strong with bold distinctive aftertaste.*

## Caffè La Scala

According to the Italians, if something is worth doing, it's worth doing beautifully. They bring that aesthetic to their coffee, topping off each intense espresso with a signature schiuma. At Bewley's, we also like a little expression with our espresso. Which is why we've created this combination of specially selected fine beans that come together delightfully to make a perfectly dramatic statement - Caffè La Scala.



## La Scala Prima

STRENGTH GUIDE 5  
Bold & Distinctive



*Slowly roasted for a long period of time to produce a bold bodied espresso with a nutty and sweet flavour.*

## La Scala Bar

STRENGTH GUIDE 4  
Rich & Smooth



*Blended after roasting to create a well balanced, full bodied espresso with notes of nuts and a creamy mouthfeel.*

# Your Guide to Coffee Selecting

We have developed a quick guide to selecting the type of coffee that is right for your customers

**STRENGTH GUIDE 1**  
Light & Subtle



**Blue Sky Blend**

**STRENGTH GUIDE 2**  
Delicate & Complex



**Roaster's Blend**

**STRENGTH GUIDE 3**  
Balanced & Refined



**Café House Blend**  
**Fairtrade Master Blend**  
**Kahawa Mzuri**  
**Excellso Cordillera**  
**Jinotega Sunrise**

**STRENGTH GUIDE 4**  
Rich & Smooth



**Metro Blend**  
**Academy Blend (Espresso)**  
**Fairtrade Blend '96 (Espresso)**  
**Fairtrade Mayan Organic Blend (Espresso)**  
**La Scala Bar (Espresso)**

**STRENGTH GUIDE 5**  
Bold & Distinctive



**Connoisseur's Roast**  
**Java Sulawesi**  
**Bewley's Special Reserve (Espresso)**  
**Fairtrade Harmony Blend (Espresso)**  
**Papua Java (Espresso)**  
**La Scala Prima (Espresso)**

Try offering a range of blends and single origin coffees to suit a myriad of tastes and watch your profits grow!

**ORDER TODAY - CALL US AT 1850 248 484**

## Cup of Excellence

True to our dedication to sourcing only the finest beans for all of our coffee products, Bewley's are proud to offer the prestigious Cup of Excellence.

Cup of Excellence coffees are very rare and only become available on world markets following a rigorously scrutinised international competition held annually in each participating country. The winning coffees are chosen by a select group of international cuppers (including our own Master Roaster Paul O'Toole). Coffees are then sold by an international online auction.

Sourced from farms all over the globe and personally selected at the time of auction, our Bewley's Cup of Excellence range can include coffees from farms in Brazil, Colombia and Nicaragua to name but a few.

Cup of Excellence has featured on menus in a select number of top hotels and restaurants. If you are interested in making this esteemed range of coffees available in your outlet, call us today on 1850 248 484.



## Sustainable Coffee Practices

There are seven million farmers in Third World countries depending on coffee cultivation as their only source of income. Economic turbulence means that these farmers are frequently not paid a good price for their produce.

Bewley's was built on the Quaker values of community, equality, honesty, fairness and integrity of character. It's why we work with certification programs such as Rainforest Alliance, Utz Certified and Fairtrade, all of whom work towards creating a more sustainable coffee sector.

Our focus is on building relationships: we have spent over 150 years developing long term, sustainable coffee supply arrangements with the world's best coffee farmers. As a result the farmers enjoy an improved economic situation, with suitable living and working conditions for their employees and protection for the natural environment.



## Only the finest Arabica Coffee Beans

Our coffee is sourced from the most far-flung corners of the globe, including Central and South America, Africa and Asia. There is a world of difference between coffee beans from different countries or regions.

Just as a very fine wine may be derived from a single vineyard, we roast coffees that can be traced back to a single farm/estate or co-operative anywhere in the world. Coffee is identified by its growing region and thanks to the skill and experience of our Master Roaster, we only source beans that reflect the characteristic flavour profile of each producing country.

## The Roasting Process

After sourcing our coffees are expertly roasted in our Roastery in Dublin to yield exceptionally fresh coffees. Roasting is one of the most important steps in coffee production. During the roasting process, coffee beans undergo many reactions, which lead to the formation of the substances responsible for their sensory qualities, accompanied by important physical changes.

The roasting process can be roughly divided into three phases;

### 1. The Drying Phase

Green coffee beans are initially dropped into the roaster where the heat inside the roaster allows for any moisture inside the bean to be eliminated.

### 2. The Roasting Phase

During this phase flavours inside the bean are forced to their surface resulting in the beans expanding to almost twice their original size and audibly 'pop'. This process is best compared to making popcorn on a stove top. The heat produced during the roasting phase causes a number of complex reactions to take place transforming the beans into the components of roasted coffee.

### 3. The Cooling Phase

Finally, the freshly roasted coffee is removed from the roasters where air is used to cool the coffee back down to room temperature.



Every individual coffee bean has a specific roast profile. At Bewley's, our team of highly skilled roasters "watch" and "listen" to the beans to ensure that every batch is only roasted to specifications that allow the development of the key flavours. Our espresso blends are roasted for longer which allows for the full bodied, dark coffee beans that are required to produce excellent espresso.

## So, which is better, Light Roast or Dark Roast?

We are often asked this question. The answer is simply "neither, it all depends on the bean!". Some beans are more suited to a lighter roast while others need to be roasted for longer to derive the optimum flavour from the beans.

Different growing conditions cause each country's coffee to roast and taste differently. Even coffee from the same country may need to be roasted differently depending on bean variety, crop year, plantation and whether beans were grown on flat or mountainous land.

## Sign up for a Training Programme

The difference between a good cup and a great cup of coffee is repeat business. At our Barista Academy, we train baristas to the highest international standards. We have the largest resource of accredited coffee trainers in Ireland and a former Irish Barista Champion among our dedicated barista trainers.



If you want your establishment to earn a reputation as having the best coffee in town, you can send your staff on one of our Barista Skills Workshops. **To learn more about our Training Programmes log onto [www.bewleys.com](http://www.bewleys.com). Sign up today by calling 1850 248 484**

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