



BOOT COFFEE consulting & training

Coffee Course

Artisan Techniques for the Coffee Professional

About Boot Coffee Consulting & Training - Willem J. Boot

Willem J. Boot has a proven track record as a professional trainer and consultant for many coffee companies world wide. From 1992 until 1998 he successfully developed his own coffee roasting company in The Netherlands.

In 2001 Willem Boot was the head judge of the Panama specialty coffee tasting competition and in 2002 he was a judge in the Cup of Excellence program in Nicaragua. Our intensive, 'hands on' coffee courses offer a unique opportunity to improve your skills in developing award-winning coffee products.

Day One

Introduction into Professional Cupping & Tasting

Sensory Evaluation of Coffee: An Overview

Coffee Appearance and Quality: Green Coffee Grading

Coffee Defects: Causes and Prevention

Contributing Factors to Quality

Olfactory Evaluation: Discovering Aroma of Fruit, Nuts, Flowers, Spices and Perfume

Test Your Senses: The Aroma Test

Sensory Effects of Coffee Processing

Coffee Tasting Practice

Basic Flavors in Coffee: sweet, sour, salt and bitter

Test Your Senses: Tasting Practice

Day Two

Artisan Roasting Techniques

Theory of Artisan Roasting

Coffee Tasting Practice

Flavor Taints Caused by Roasting

How Green Coffee Parameters Affect Roasting Style

Discover Roast Levels for Optimum Flavor

Sensory Effects of Coffee Roasting

Test Your Senses: Roast Degree Test

Coffee Tasting Practice

Practice Hands on Roasting

Quality Management for Consistent Excellence



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Day Three

Product Development using Descriptors for Flavor

Principles of Product Development
Test Your Senses: Recognizing Descriptors for Aroma and Flavor
Identify Your Customers' Needs: Market tests, Focus Groups
Coffee Blending Practice
Product Development and Green Coffee Buying
Coffee Tasting Practice
Six Elements of a Successful Coffee Assortment
Developing Signature Espresso- and Drip Filter Blends
Flavored Coffee: Do's and Don't's
Test Your Senses: Blind Smelling and Blind Tasting
Participants' Topics

Fees and Participation

Participation is limited to 6 persons per course.
You can decide to participate for 1, 2 or 3 days.
1-day fee: \$ 350.= / 2-day fee: \$ 650.= / 3-day fee: \$895.= per person
Included in registration: lunch, trainingbook and **free follow up consulting**.
Questions? Call us at 415 380 1999.

Bonus with Subscription

For each day of participation in our coffee courses, your company will earn one **free** hour of **consulting** by Willem Boot. (Value up to \$125.= per hour).
For example, you could use this support for strategic business advice or for the review of a new coffee blend.

Location

Our training facility in Mill Valley, CA, just north of San Francisco, 10 minutes from the Golden Gate Bridge and 60 minutes from the wine country.
There are various nice hotels in and around Mill Valley.

Dates

October 16-17-18, 2002
November 20 – 21 - 22, 2002
(and more to follow!)