

U-ROAST-EM, INC.

GREEN COFFEE SALES

P.O. Box 789 HAYWARD, WI 54843
PH: 715-634-6255 – FAX: 715-934-3221
WWW.U-ROAST-EM.COM

COFFEE ROASTS

Finding the right roast profile for the maximum enjoyment of each individual coffee can, and should be, half the fun. The coffee industry has no set roast profiles and roasts vary from roaster to roaster. Since you are now a roaster and will soon develop your own interpretation of roasts and what serves you best, here are some guidelines for your journey.

Cinnamon or City Roast: This is generally the lightest roast and is the most popular roast in the mass manufactured coffees. This roast is just after the first crack (a popping which takes place during roasting). It is also a roast we use in cupping as it unmasks the most cup characteristics while allowing for the beans individual profile to be exposed. Some coffee at this roast will brighten up a blend.

Full City or Vienna Roast: Coffee pops almost like popcorn when roasting. In the industry it is called cracking. There are two distinct cracks when roasting coffee. Just after the first crack your roast is light. As you get into the second crack (more of a crackle) the beans become dark, smoke more and develop into dark roasts. Just into the second crack when the oils are just visible you are at Full City or Vienna Roast.

French Roast: The most popular of dark roasts, French Roast is the roast achieved when you allow the roast to continue into the second crack until the beans are very dark and oily. The second crack will be pretty much over at a French Roast.

Italian or Espresso Roast: The roast most often used in making espresso drinks and shots of espresso. All of the dark roasts make great espresso drinks and should be tried to see what suite your pallet best. Italian roast is achieved when you allow the beans to roast to almost black, very oily and beyond French Roast. As roasts get darker they speed up considerably so the difference in time between French and Italian is only seconds.