

Walk into Sacred Ground Coffee Shop or any coffee-house in the world, and you can see the same thing: A line leading up to the counter and a

MOUNTAIN PHOENIX COFFEE ROASTERS
SACRED GROUND COFFEE SHOP

Newsletter—Al Tafoya

IF THE WEATHER IS GETTING COOLER,
COULD A SNOW STORM BE FAR AWAY?

dexterous barista smiling and taking orders for specialty coffee drinks. The steam from the espresso machine evaporates into the air. The sound and smell from a shot extraction envelops the line eagerly anticipating what's bound to follow. And then you get your cup of coffee, that dark, mysterious brew that magically awakens senses and fuels the day. But what happens before the cup is handed to you by the trusted barista? What happens before it gets to the coffeehouse? Before it is roasted? Where does coffee come from? And what does the beginning of life look like for a cup of coffee?

The origins of our fixation with coffee lie shrouded in legend.

Today coffee farmers tend their crops in over 50 countries and coffee is the most heavily traded commodity after oil. Throughout the Americas, coffee is a sole source of income. Its cultivation is often a tradition handed down from generation to generation. Hawaii is known for surf, sun and Kona coffee (which our Roaster feels is overpriced and over valued). The big island's popularity as a vacation spot has lent Kona a near celebrity status. Mexico, Guatemala, Nicaragua, Costa Rica, Panama, El

Salvador and Honduras all produce fine coffees. In South America, coffee can be found growing in Colombia, Brazil, Bolivia, Venezuela, Ecuador and Peru. Brazil, which supplies the world with 35 percent of its coffee, has three major growing regions: Sul de Minas, in the southern part of Minas Gerais, an area called Mogiana and the Cerrado. All of these regions are located on the southeastern edge of the country, just under the bulb that juts into the Atlantic Ocean. The story of how coffee got to Brazil is yet another tale of intrigue...

SPECIAL: Ends October 5th...

If you beat Bryan at tennis he will personally buy you a latte.... Limit 50 cups per victor...



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September 10,,2008

Special points of interest:

- Sacred Ground Coffee Shop receives official designation as a hang-out. AP, NYTIMES lead story.
- Sacred Ground Coffee given as a gift to a family living in Chicago
- Sacred Ground Coffee Shop: ALWAYS OPEN—7am to 5pm most days but not some days.
- Sacred Ground Coffee Shop gets ready for colder weather—turns off air conditioner, shuts windows..
- mountainphoenixcoffee.com our website is ready for ordering your favorites on line.

If you would like to stop receiving this newsletter just drop us an email and we'll remove you from our mailing list

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Trek the CT
Fish a high mountain lake
Bike a steep drainage
Look at an old painting in a
new way



OUR PLEDGE TO YOU

Mountain Phoenix Coffee Roasters will search the world for the best coffee from the best sources and roast it to its absolute perfection. We will use fair trade and/or shade grown coffees, from sustainable sources, whenever possible.

We will continue to challenge ourselves to grow and learn to be the best roasters possible and to use our knowledge to make our customers a cosmic cup of coffee.

We'll work within our community for a better community and do the best to exceed your expectations.

BE A PLAYER

Place your ad in our newsletter and/or on our website....could be read by millions

stellar results possible

Special Rate for new customers.

Contact Bryan or AI for Details

221-0088 or 221-0285

THE BEST BREWING METHOD: THE FRENCH PRESS

French Press: The best way to control the time and temperature is to use a French press coffee maker. The French press offers unparalleled flavor due to perfect extraction time and delivery of the volatile oils that are often trapped in paper filters. A French press is also the least expensive coffee brewer available. To make coffee in a French press: boil the correct amount of water; freshly grind the coffee beans using a course setting, remove the plunger, place the coffee grounds at the bottom of the glass, add the hot water; stir by shaking, and after 4-5 minutes press the plunger down to separate the grounds from the extracted coffee. The best French presses are made by Bodum and come in sizes of 3 and 12 cups. An insulated version is also available. Note: You do not want to pour boiling water directly onto the coffee. The goal is to brew coffee at a temperature between 195-205°E

Unfortunately, French press coffee makers are not quite as convenient as a drip coffee makers due to preparation time and cleaning time. The French press also loses heat faster than some other methods, but extraction at slightly varying temperatures will promote a more dynamic and complex cup of coffee. To minimize heat loss effects, Bodum has developed an insulated coffee press. This press is highly recommended for both design and attention to coffee brewing details.



OLD TIMER SAYS SALIDA HAS CHANGED A LOT IN
PAST HUNDRED YEARS
SPECIAL TO THE NY TIMES

Ed Fargo, coffee fanatic and unofficial Salida historian was saying as he cranked a triple-shot, “There was a lot fewer cars back then, maybe three in the whole county. Parts of town, though, had a lot of foot traffic, it was busy and thriving..” He sipped and had me reload another double shot into his cup, “But where Sacred Ground Coffee Shop sits now...there wasn’t very much going on. Not much at all. You guys would have went broke faster than you could have brewed up a latte.” His eyes widened and then narrowed, I could tell the coffee was getting to him...”There wasn’t such a thing as gourmet coffee back in those days. When the miners and cowboys would have found out about this place they would have had a great time with you two dudes...it might not have been very pretty but it sure would have been funny.” He said standing a little unsteady on his rail thin legs, “Now that would have been worth the price of a moccachino, yeah I would’ve paid extra to see that...”

MINE RS SPECIAL–IN YOUR CUP
HIGH TEST COFFEE , 100% Joe
NOTHING FRILLY ABOUT OUR
COFFEE : A BUCK WITH I.D.

Surf Costa Rica / wax and file e skis/



**We serve
coffee from
sustainable
sources**

*Coffee with
Altitude*

***Hurry can't last at these prices...ends
October 5th 2:59pm***

SPECIALS FOR THE CHANGING SEASON

After 3 Specials

- 1. The Drive By—Drive by any afternoon
after 3 and Get 1/2 off any pastry***
- 2. The Drive By and a Half— Add a cup of
our standard pour and add a buck more***
- 3. The Drive By Squared—A pound of coffee
\$1.00 Cheaper***
- 4. The Drive By Doubled— 2 for 1 specialty
drinks***

FROM THE CUPPING TABLE

BRYAN RECOMMENDS VERY, VERY
HIGHLY

THE BEST CURRENT BREWS

1. ETHIOPIAN
2. MEXICAN
3. SUMATRA

WHAT'S ON AL'S IPOD

These new artists get me

NICOLE ATKINS

THE FLEET FOXES

THE RUBY SUNS

THE DODOS

NEW ON DVD

THE BAND'S VISIT

SURFWISE