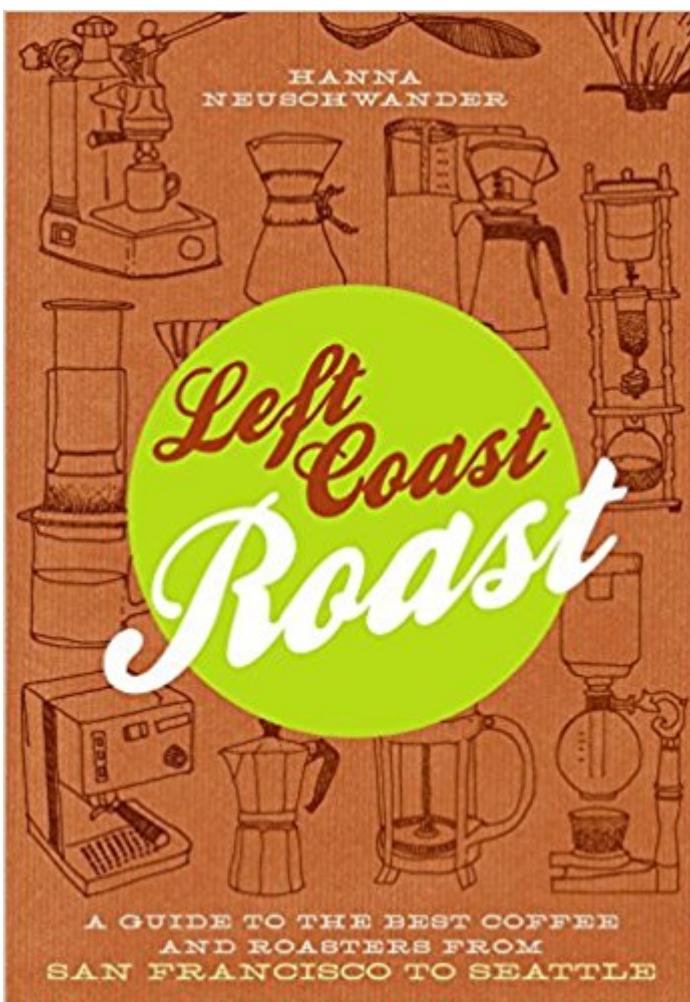


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# Left Coast Roast: A Guide To The Best Coffee And Roasters From San Francisco To Seattle



## Synopsis

From Alfred Peet's original shop on the corner of Walnut and Vine in Berkeley, to the small roasters opening each year, West Coast roasters have largely defined and refined how Americans drink and think about their morning cup of joe. They have turned a morning ritual into an obsession. *Left Coast Roast* is a caffeine-fueled guide to 55 key companies in Washington, Oregon, and Northern California—•from small artisan roasters like Heart, Coava, and Kuma and history-making icons like Peet's and Starbucks, to rapidly expanding shops like Portland's Stumptown and San Francisco's Blue Bottle. Profiles describe each company's background, roasting history, and style, and explain how to visit and order beans for home brewing. A coffee primer—•with notes on lingo, varieties, roasting basics, and how to brew the perfect cup—•makes this an ideal guide to the coffee obsessed. Drink up!

## Book Information

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## Customer Reviews

—“An excellent road-trip companion. Toss it into the glove compartment before your next car trip. Whether you're headed to Bend, Ashland or San Jose, there's great coffee to discover.—•—The Oregonian —“A smartly written, info-packed book that gives coffee lovers the low-down on the businesses that have pushed roasting forward.—•—Fresh Cup Magazine —“A playground of information and art. . . . Required reading, and not just for West Coast coffee types.—•—Sprudge.com —“A fabulous, informative read coffee aficionados will definitely want to check out. In fact, I

would love to use Hanna's guide to coffee as a map for a future, very caffeinated road trip of my own! •TheKitchn.com

Hanna Neuschwander has written extensively about the quality-based coffee-roasting movement in the Pacific Northwest for publications including Portland Monthly, Willamette Week, and Edible Portland. She began her career in coffee working as a barista and has since judged regional barista competitions and written for Barista Magazine. She also writes about food and has produced several travel guides, including Secret Portland and Secret Vancouver. Between the hours of nine and five, she is the communications director for the Graduate School of Education and Counseling at Lewis & Clark College and the managing editor of Democracy & Education, an academic journal of progressive education theory. Hanna lives in Portland, Oregon, with her husband, where they possess an entire kitchen cabinet full of devices for making coffee. She pollutes her morning cup with one sugar and a spoonful of cream, but takes all afternoon espresso neat.

This is really a great book that I will recommend to anyone who is trying to get into the world of specialty coffee. It begins with a little bit of knowledge teaching, not too much that if you have already been brewing your own coffee with your Hario V60 or Rancillio Silvia for a while, you will probably find the content to be too little. However, the vivid writing from Hanna makes the reading a great experience by itself. The rest 2/3 part of the book, as the title says, depicts individual coffee shops/roasteries from San Francisco to Seattle. This is not for tour-guiding to show you where you can find the best coffee, but a well-written account of individual coffee roasters and the history of coffee culture along the way. From the text, you will find the gourmet spirit of coffee making and the current efforts to improve the quality and knowledge of this world's most consumed beverage. For beginners, this book is a perfect 101 textbook. For seasoned drinkers, despite the fact that you might have heard or have tasted most of the coffee, this handy, beautifully designed, well-written book is still a great addition to the collection of one's coffee gears.

I like this book, a lot. It is very informative. I live on the East Coast, so I do not have a chance to visit the coffee shops (mentioned in this book) too often. But, I can visit their online stores. If you are really into third wave coffee roasters, this is a great book to have. You might find your new favorite roaster. I wish there was a book, for the roasters on the East Coast...

This book is amazing. I especially like it because there is something for everyone. The way it's split

between how to and where to is really cool. The instructions on how to make coffee are very accurate. Another highlight is the illustrations. I've been to a lot of the shops that are in this book and I think Hanna is spot on. The book highlights a lot of great roasters from the micro set to the mega corporations. This book belongs on your bookshelf.

I've been toying with the idea of opening a coffee shop, but wanted to make sure I wouldn't be in over my head on what's out there. This book has helped me with some of the nomenclature of the business without being overwhelming. It's a good resource to wet your palate, so to speak, and point you in a direction. It's an easy read too.

Smart, clear, compelling.

This book would serve as a very good reference of all the niche cafes on the west coast. However the reviews didn't go deep and critical which I was looking for. It's a very quick way of getting an idea of what's around the area and which cafes you can try out. Good design and layout I'd have to say, but to have it at home on the bookshelf I feel that it needs to try harder.

Oh, were this book more international in scope! Not that it probably could be either. In essence this is a guide to 55 key companies in Washington, Oregon and Northern California who have placed coffee, great coffee, firmly centre to their business. Whether they are artisan roasters, mega corps like Peet's and Starbucks or even growing regional chains such as Blue Bottle, the author has carefully and lovingly researched and presented the background, coffee 'roasting history' and style behind each company. Preceding all of this great information is a wonderful "coffee 101" primer that does not have any airs of grandeur or pretension (that so many similar coffee books tend to have). It is just frustrating that a lot of this good information will be out of reach for many coffee-lovers who might not be able to make a pilgrimage to the West Coast. The book's design is quirky but engaging. Drawing you in to read about things you might not get chance to experience, whilst managing to make you seethe with jealousy and envy at the same time. The first part of the book is also great for the coffee-newbie who is not ashamed to learn. It is just unfortunate that the latter part of the book serves to tease a large proportion of its potential audience, describing in great detail what they are missing. If you love coffee and live in reach of the areas covered in this book, it is a relatively inexpensive guide to places worth investigating. If you love coffee but don't live in the area, you might need to think carefully if you can cope with the disappointment of reading but not experiencing

great things. If you just want to get behind the mystery of coffee and the oft-strange terms that surround coffee this could be a great little book for you. There's not a lot more one can say about this book! Note to the author: Maybe you could develop this as a sort of franchise, being the coffee world's version of Zagat's, so the love can be shared around the world!

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