



# Historical tasting

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Coffee and the extraction methods from the '900 to the present day.



## INTRODUCTION

How many opportunities have you had in your life to sip a cup of coffee like the one your great-grandparents did? Perhaps none, because preparation methods have changed to such an extent that Italian Espresso, while having inherited the genetic code, has an extremely different appearance from the one people were drinking at the beginning of the last century.



To fully understand how we have reached the point of having a coffee cup ornated with a hazel-colored cream with a reflection of reddish brown color, a solid body, an intense aroma that covers the entire olfactory spectrum, Caffè Milani selected from its own exhibition three machines from different periods, representing three basic changes, restored and got them to work again, and studied the blends that were most likely used.

Soon after, using a group of tasters at the International Coffee Tasting Institute and by using the statistical methods of the Tasting Research Center, it has managed to profile all the blends..

Therefore today Caffè Milani is able to offer its consumer, bartender or scholar a unique experiential journey, starting from the 1900s to the current Italian Espresso.



### CAFFÈ MILANI

Caffè Milani was founded in 1937 and today it is one of the leading roasting factories in Italy. In 1998 it was one of the founding partners of the Italian Espresso National Institute and in 2017, for the occasion of its 80th anniversary, it is celebrating the opening of a new exhibition about the world of coffee and also about its own private history of rare cultural interest.

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### IIAC

The International Coffee Tasting Institute (Iiac) was founded in 1993, boasts today over 10,500 students originally from 40 different countries around the world and its manuals have been published in 11 languages.

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## THREE CENTURIES OF RESEARCH FOR A QUICK, STRONG AND PLEASANT COFFEE

At the end of the 19th century coffee had become a part of the daily activity in the western world for at least three centuries. During this timeframe, many systems and methods had been developed in order to prepare it. In fact, for at least 300 years, the world of coffee worked hard to fulfill the three basic needs which are strongly linked together: quickness, strength, and pleasure. A goal that was only reached in the last century with the birth of the Espresso.



### QUICKNESS

Boil the coffee powder at least three times or wait patiently for the gravity force to allow the hot water to seep through a layer of coffee making the drink free of grinds. This was the challenge which divided coffee lovers all through the nineteenth century. The Italian genius provided the solution: applying pressure to hot water; first through steam, then with compressed air; first using a spring and finally with a pump.

The result? Twenty-five milliliters of pleasant and syrupy coffee in only 25 seconds.

### STRENGTH

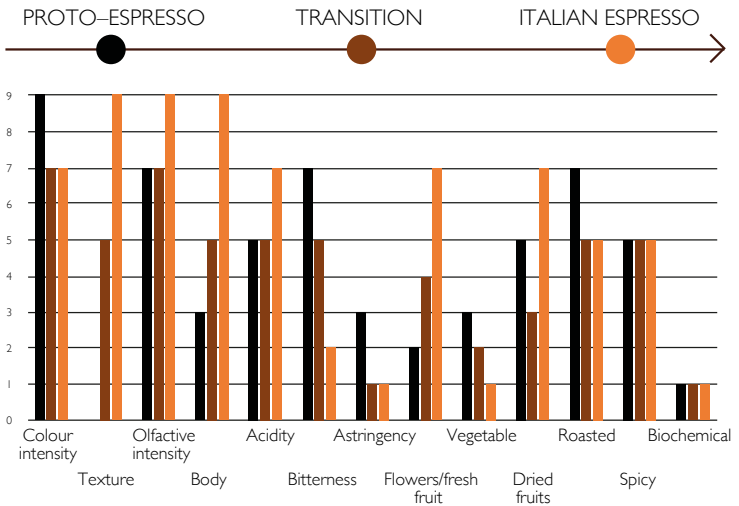
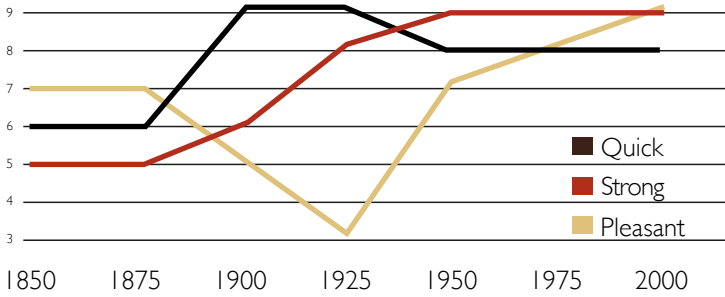
Strength was – and still is - measured by the intensity of the aroma and tactile consistency (the body, or syrupy texture, whatever you wish to call it). The evolution of the espresso technique led to achieving an unprecedented strength, reducing the required coffee dose to half or even less.

### HEDONISM

Small and cuddling sips that carry the aroma within the coffee for a long period of time. It seemed to be an unreachable goal, but the Espresso made it possible, not only through the mechanical evolution of the preparation systems but also through the art of creating blends by choosing the best of what the tropics all over the world had to offer.



## THE VARIATION OF TASTE



## THE EVOLUTION OF THE ROASTING PROCESS

Humanity discovered that fire does not only affect the hygienic characteristics of food, but also the sensory aspects by increasing the pleasure, soon enough this discovery would affect also the coffee consumption methods that had evolved from boiling drupes in water to the infusion of the well roasted grains. Until the end of the 19th century, the roasting process was made by conduction method, for example, by supplying heat through materials like iron etc. The goal was achieved, but frequently the aroma was altered by empyreumatic odors and the taste was damaged by the unpleasant contrasts between bitter and acid. The use of steel spheres that rotate on a heat source, most often made of wood, improved the result of roasting for a greater homogeneity, but the true leap of quality took place after World War II, with the introduction of gas heated roasting machine in which heat transfer was entrusted to hot air. The development of Italian Espresso was synchronized with the evolution of the drum roasting machines the type that work on "batches" with varying cycles of 17 to 27 minutes. Today, equipped with sophisticated software that makes the process safer, but still always supervised by an employee, who through a well-studied setting, is able to obtain from raw coffee beans which arrive from all over the world, the ideal components for composing rich, profound and intense blends.



## **THE BLEND: THE ITALIAN ART OF FINDING THE RIGHT MATCH**

The art of blending was developed in Italy and has been the foundation of the Italian Espresso. In fact chronologically the blend existed even before the espresso coffee machines were invented: already in 1845 the most known treatises described the best qualities of coffee in pursuit of the perfect blend and also describe how to handle the beans while roasting in order to achieve the maximum potential from a single origin coffee.

The creation of a blend is not just in order to give the consumer a coffee with a constant sensorial experience or to improve the resistance of coffee under the pressure of the machine, but rather to enhance the aromatic features of a cup of coffee in a wonderful way, highlighting what every type, variety and region has to offer in increasing the pleasure.



## SEVENTY YEARS OF ITALIAN ESPRESSO



### **GOOD TASTE**

Conquerors first, then conquered by others, Italy has been for millenniums the melting pot of good taste and aesthetics



### **TALENT**

Not just mechanical elements, but a wise combination and selection of the coffee arriving from all regions of the world to give you pleasure and satisfaction at low cost



### **OPTIMIZATION**

Saving hot water and coffee (from 13/15 g to 5/7 g) without sacrificing the pleasure



1900 – 1940

## THE COFFEE OF THE STEAM DRIVEN MACHINE

### THE IMPORTANT LANDMARKS IN THE WORLD OF COFFEE

- 1899 – The invention of the **vacuum-sealing** Method: increases the shelf life of the coffee.
- 1901 – Bezzerà registers the first model of **coffee machines adequate for coffee shops.**
- 1906 – Benzene is the caffeine solvent in the first **decaffeinated coffee.**
- 1908 – Melitta Benz creates the first coffee **filter** with a simple pan with a hole in it and blotting paper.
- 1933 – Alfonso Bialetti creates the **Moka Express.**



### THE STEAM MACHINE

In 1901 thanks to Luigi Bezzerà, the era of vertical steam machines began, most fascinating thanks to their impressive structure. The trend of drinking coffee in the coffee shops had spread, where it was prepared and served "instantly".

In the steam machine the extraction process starts with a first passage of boiling water on the grounded coffee when the coffee maker begins to drip, you close the water tap and open the steam, which pushes the water to go through the coffee in the filter and into the cup. One minute of waiting and the drink can be served.



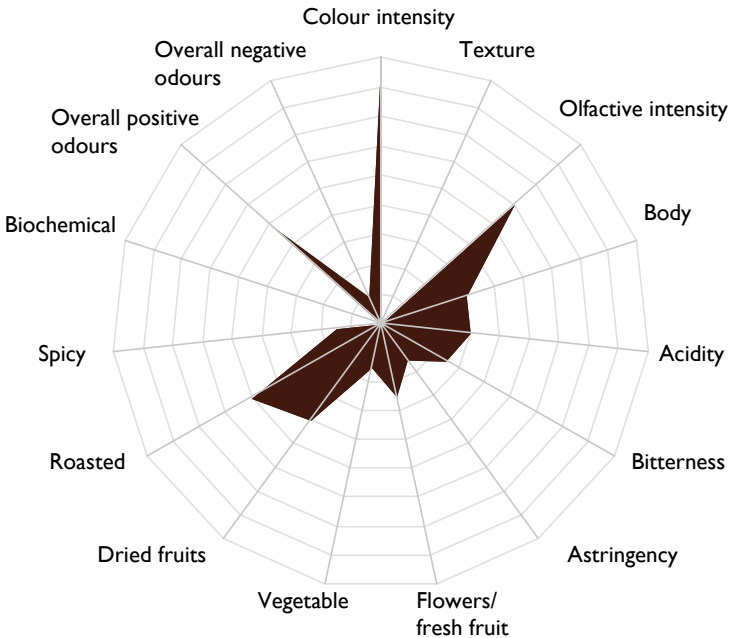
## THE COFFEE

By the middle of the 19th century, Arabica is the only variety of cultivated coffee available and Brazil gains most of the world's production thanks to its wide availability of fertile lands. Due to a roya epidemic, a fungus that causes serious damage to coffee plant and ultimately killing it, begins the search for new varieties that can withstand this parasite in the *Coffea Canephora* (Robusta).

In Italy, during the Second World War, the importation of goods is stopped and coffee is replaced with substitutes such as chicory, hibiscus tea and barley.

When the conflict is over, the coffee makes a comeback and with it the pleasure of going to the coffee shop and enjoying an *instant* coffee.

In the cup the coffee looks like a black beverage mostly free of cream at the surface due to the coarse grinding of the beans and high temperature during the preparation process.



1950

## THE COFFEE OF THE LEVER MACHINE

### THE IMPORTANT LANDMARKS IN THE WORLD OF COFFEE

- 1947 – Achille Gaggia invents and patents the **lever machine**.
- 1947 – The **Espresso** as we know it today, was born.
- 1950 – In America, **instant coffee** is introduced into homes and sales increase. At the work place **coffee break** become a daily habit.



### THE SPRING PISTON LEVER MACHINE

The lever machine was assembled in 1938 by Achille Gaggia a bartender from Milan who patented the lever system by launching the “crema caffè” technology. Ten years later a large-scale production of this revolutionary bar machinery is launched.

The pressure inside the machine is created by a piston driven by a spring, both connected to a lever; lowering the lever the spring is compressed and the hot water fills the cylinder chamber underneath, coming into contact with the blend in the filter holder and paving the way for the pre-infusion.

When releasing the lever, the spring pushes the piston creating pressure and forcing the hot water to pass through the ground coffee, obtaining a dense, syrupy beverage with a persistent cream on the surface.

## THE COFFEE

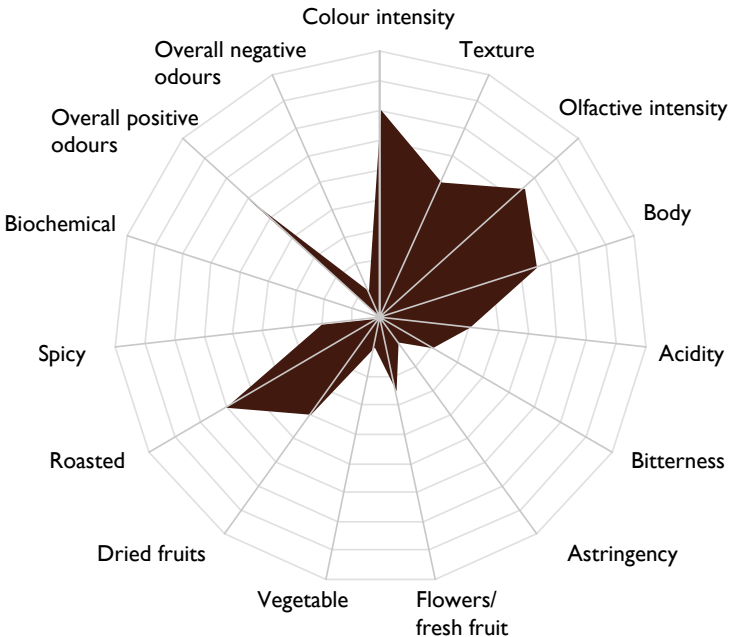
Due to post-war aftermath and climate reasons, finding raw materials is difficult and for this reason the coffee price increases.

African countries are focusing their work on the cultivation of Robusta as a source of self-sustainment and profit.

In Italy, with the distribution of the lever machine, Espresso was born and became the symbol of "made in Italy".

From an elite product, coffee became a common and popular drink consumed by all. In 1953, men consumed an average of 1.7 cups of coffee compared to 1.3 cups of coffee for women.

The quality of the bar Espresso is superior to the home-made coffee; hence the Italian expression of "good coffee like the one you drink at the bar".



1960

## THE COFFEE OF THE A CONTINUOUS DELIVERY MACHINE

### THE IMPORTANT LANDMARKS IN THE WORLD OF COFFEE

- 1961** – The E61 is the first **continuous delivery coffee** machine.
- 1963** – Bunn creates the machine for the automatic preparation of **filtered coffee**.
- 1964** – Maxim is the first **freeze-dried coffee**.
- 1968** – The single **directional degassing valve** revolutionizes the coffee packaging in the world.



### THE CONTINUOUS DELIVERY MACHINE

In 1961 Ernesto Valente designed for Faema the E61, the continuous delivery machine named after the solar eclipse of that year:

This ingenious invention for the coffee world adopts a volumetric pump (instead of the compression spring of the lever machine) that allows you to prepare a perfect Espresso in simplicity. By moving a lever or by pressing a button, powering an electric motor that is connected to a pump that brings the water pressure to 9 bars, keeping it constant throughout the entire dispensing process.

The espresso machine is moved from the counter to the back counter; the customer can follow the bartender's ability and technical skill during the coffee preparation.

## THE COFFEE

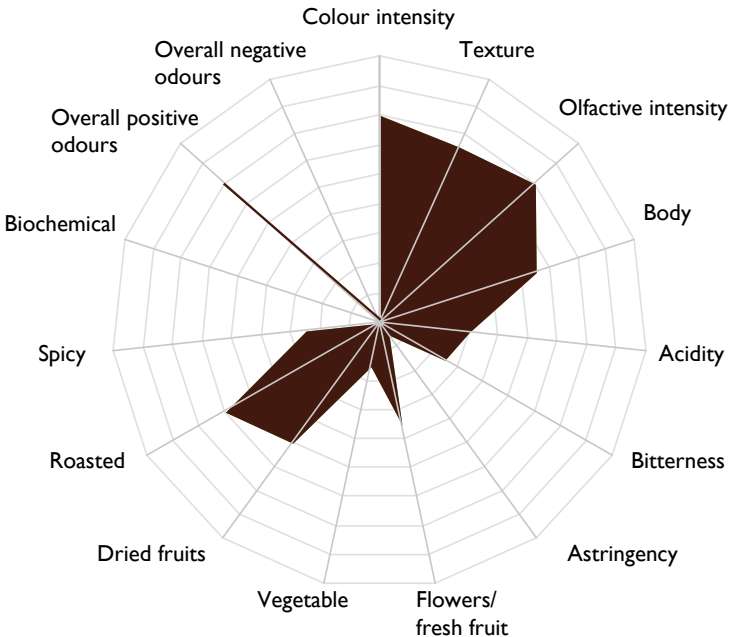
In this decade Brazilian natural coffee is the main component of the Italian blends; in addition to Brazil, the main exporters include Colombia, Costa Rica, Mexico and Uganda.

At the coffee shops the Espresso is the prominent drink during breakfast and work breaks of the Italian people.

In Japan in 1950, coffee importation is officially permitted; in a few years hundreds of kissaten (coffee rooms) are opened.

In the United States the coffee giants offers low quality blends, emphasizing price and brand as opposed to flavor and aroma.

In 1966, Peet's Coffee & Tea opened in Berkeley California, where the Dutch Alfred Peet offered his customers quality coffee. Peet is considered the "grandfather" of specialty coffee.



## 1970 – OGGI

### THE ITALIAN ESPRESSO

#### THE IMPORTANT LANDMARKS IN THE WORLD OF COFFEE

- 1971** – Starbucks inauguration.
- 1974** – Per primo il Tea & Coffee Trade Journal parla di specialty coffee.
- 1982** – SCAA, Specialty Coffee Association of America was born and in 1998 SCAE was born in Europe.
- 1993** – Established IIAC, International Coffee Tasting Institute and in 1998 INEI, National Institute of Italian Espresso.
- 2015** – ICO, International Coffee Organization establishes the International Coffee Day on October 1<sup>st</sup>.



#### CUSTOMIZED EXTRACTION MACHINES

Technologies applied to espresso machines allow you to customize the extraction and achieve levels of excellence in the cup. The first step is the creation of the independent group machine, it continues with the ability to change the pressure or water temperature on the coffee cake during extraction. The single portion coffee spreads in the stores with machines or dedicated groups.

## THE COFFEE

In the 1980s, in United States starts a new research for quality: in 2012, 37% of the total coffee consumption was attributed to Specialty coffee (SCA data).

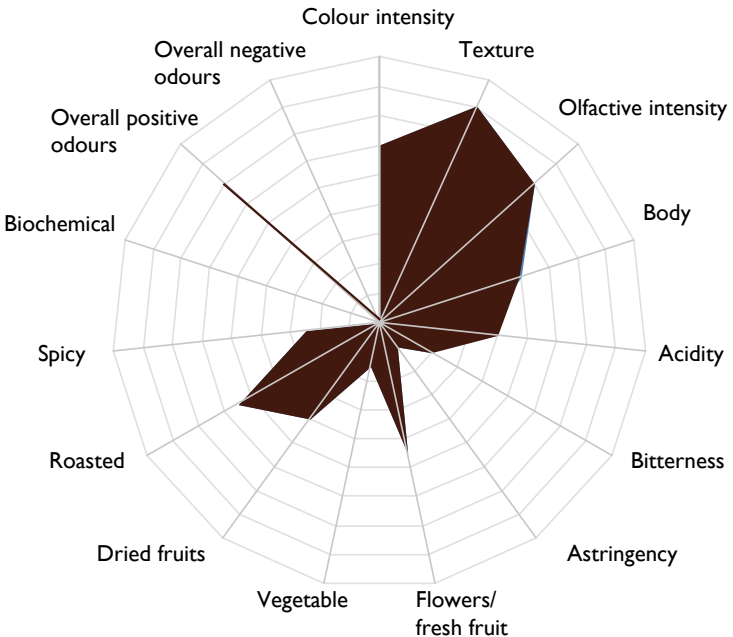
From the 90's in Europe, coffee becomes a drink with a strong cultural and sensorial value. With 12.6 kilos per capita the North Europeans drink the most amount of coffee in the world, but just Arabica.

In Italy the preference for lighter blends, with high percentages of Arabica is in the Center-North, darker blends and greater use of Robusta is common the South.

Japan represents 11% of the world sales by value.

China discovers the coffee and Espresso, the coffee shops became widespread phenomena and the coffee culture grows.

Australia has discovered coffee and espresso thanks to Italian immigration, that is the reason for the popularity of "Latte Revolution", the brewing and also the growth of small roasters receiving massive request for specialty coffee.





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