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World Brewers Cup Champion Seminar

Agenda

- ❖ Preparation for World Brewers Cup
- ❖ 4:6 method for Open Service (Hand Drip)
- ❖ Strategy for Compulsory Service (Aeropress)
- ❖ Demonstration
- ❖ Q&A time

Preparing for the World Brewers Cup

What's really important

Preparation for World Brewers Cup

- ❖ Know the world class quality
- ❖ Understand the Rules & Regulations
- ❖ Choose the equipment
- ❖ Choose the coffee beans
- ❖ Determine the theme of the presentation
- ❖ Check the Roast, Extraction, Water
- ❖ Continue practicing to get confidence
- ❖ Arrangements for the competition

Most Important things

- ❖ Knowing what kind of quality is evaluated in the Competition
- ❖ Extraction is easy. But you cannot make what you don't know.
- ❖ Raise your standard(limit)
 - ❖ drink many types of coffee
 - ❖ understand what is the good taste and bad taste

Most Important things

- ❖ Understand the Rules & Regulations
 - ❖ Really understanding the rules will show you how to win
 - ❖ ex) coffee experience, scoresheet
 - ❖ Understand that the competition is evaluated by how well you can adjust to competition standards.
 - ❖ Indeed, it is the same as normal store operation

Advice for Presentation

- ❖ What we should put into the Presentation
 - ❖ Your message / Philosophy
 - ❖ That gives POSITIVE effects for others(Consumer / Industry / Producer / etc.)
 - ❖ That shares new technology / information / value / inspiration
 - ❖ The idea of your own message is always around you

Advice for Presentation

- ❖ What we should put into the Presentation (technically advice)
 - ❖ Why you use the coffee
 - ❖ The correlation between taste and what you do (brewing, water, grinding and so on)
 - ❖ Build consistency into the story

What's important thing to win

- ❖ Understanding what is being evaluated
 - ❖ What is required for compulsory service and open service
 - ❖ Sensory, Presentation, Personality etc.
- ❖ The trend of taste or theme of presentation is always changing

competition is not just to choose a champion
they choose the ambassador of coffee industry

What's important thing to win

- ❖ Basic but difficult things
 - ❖ To be a team
 - ❖ You cannot win by yourself
 - ❖ Don't hesitate to ask for help
 - ❖ Do what you have to do ((Do everything you can))
 - ❖ You can do anything before the time starts

4 : 6 method

4:6 method

- ❖ Summary

- ❖ Divide the total water into 40% and 60%

- ❖ Function of 40% : construction of the sweetness and the acidity

- ❖ Function of 60% : controlling the strength

4:6 method

- ❖ The role of 40%
- ❖ Pour the 40% in 2 pours
 - ❖ 1st pour $>$ 2nd pour \rightarrow acidity becomes stronger
 - ❖ 1st $<$ 2nd \rightarrow sweetness becomes stronger
- ❖ The sweetness and acidity of the final cup is decided

4:6 method

- ❖ The role of 60%
 - ❖ Pour the 60% in 1 pour or more pours
 - ❖ More pours make the coffee stronger
- ❖ Mainly to adjust the brew strength
- ❖ Final taste is determined by combination of taste by 40% and strength by 60%.

4:6 method

- ❖ At WBrC....
 - ❖ 20g of coffee and 300g of water(93°C)
 - ❖ 40% : 120g → 1st : 50g 2nd : 70g
 - ❖ To emphasize the sweetness
 - ❖ 60% : 180g → 3 pours each 60g
 - ❖ To aim for TDS 1.3
(1 pour : TDS1.1 / 2 pours : TDS1.2)

4:6 method

- ❖ How to find this method?
 - ❖ use 1 dripper and some servers
 - ❖ taste each cups
 - ❖ find the differences
 - ❖ the first 40% has clear character
 - ❖ but the last 60% has no clear character

Note

The coffee we usually drink is the blend of each cup

4:6 method

- ❖ Philosophy
 - ❖ It is important that everybody can copy my method
 - ❖ To do this, I explain my method by using numbers
- ❖ The true master's skill is to make the master skill easy to do like the master for everyone

4:6 method

- ❖ Problems
 - ❖ Can we apply this method to all roast levels
 - ❖ Will the 4:6 ratio be appropriate if roast changes
 - ❖ Is 2 pours for the first 40% the best way
- ❖ It's not a perfect method (perfection in coffee is always evolving)

Strategy for compulsory service

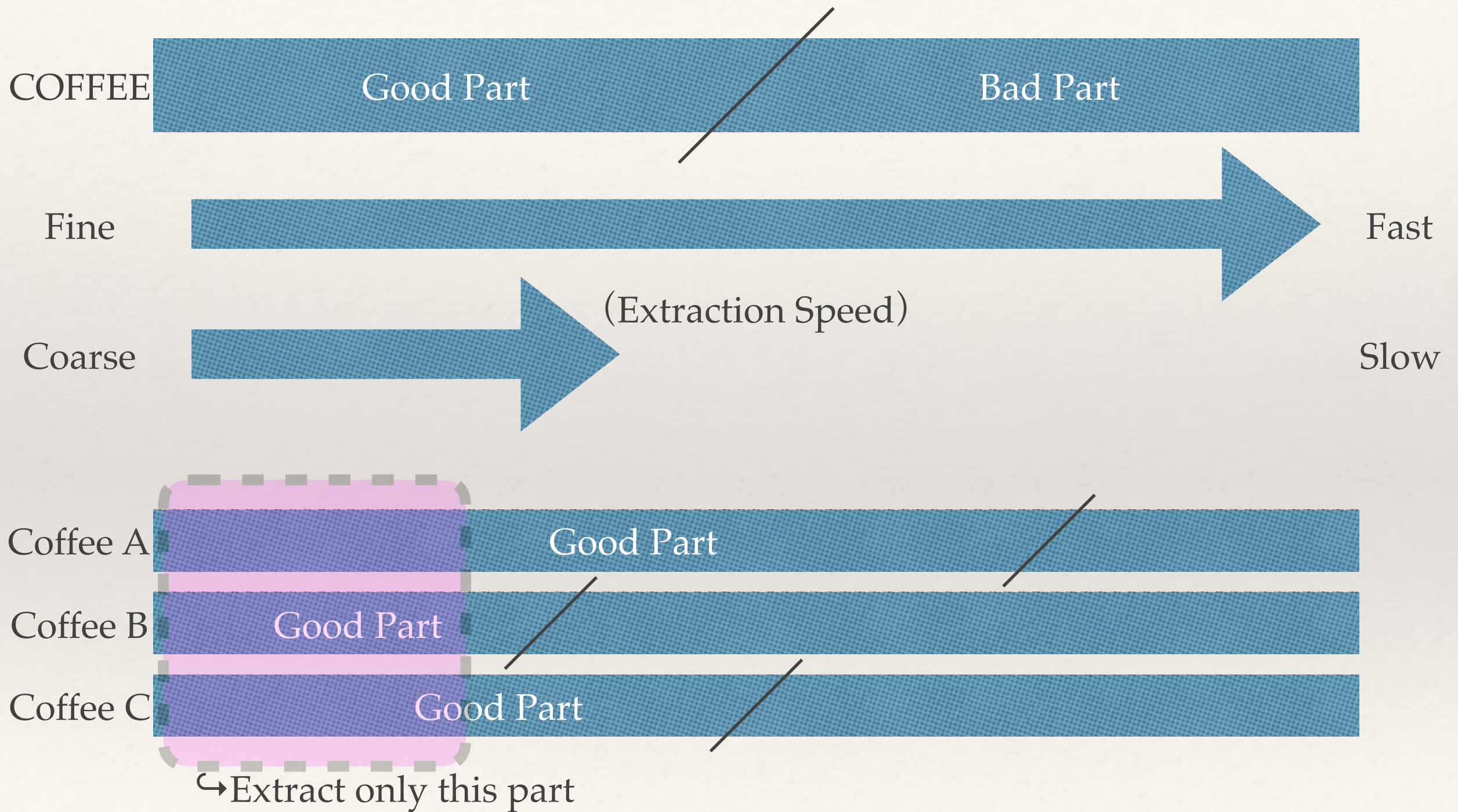
Strategy for compulsory service

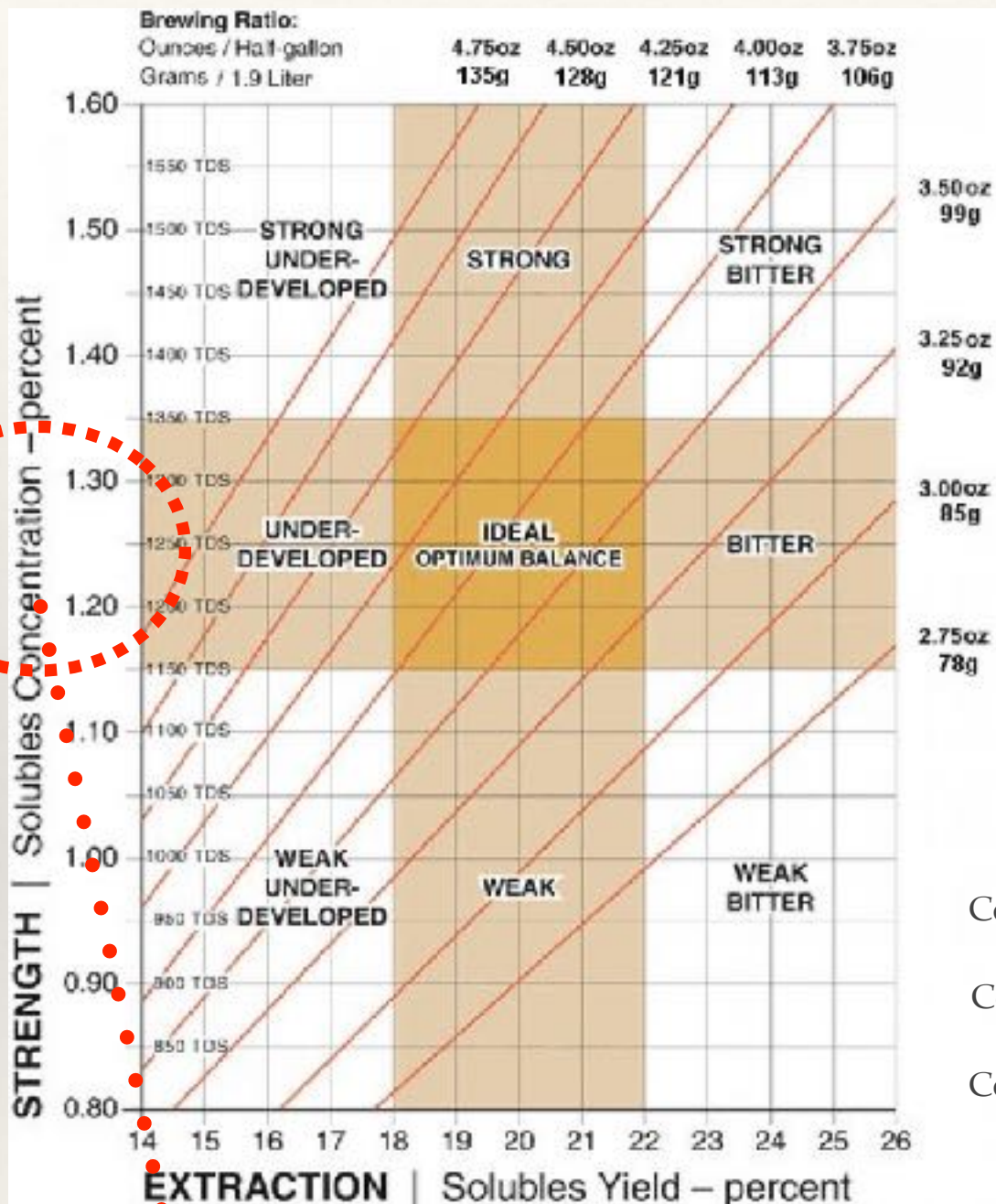
- ❖ How to score high for the Compulsory Service
 - ❖ Find the potential of the coffee in a short time. Gain knowledge and experience to do that. Acquire the skills to brew the coffee to show its true potential
 - Create a recipe that can adjust to different potentials
- ❖ How to use the time efficiently((use time efficiently))
 - Preparing for preparation

Strategy for compulsory service

- ❖ The MOST important thing
 - ❖ To make a perfect cup is not necessary
 - ❖ It is enough making coffee to some degree((To some degree, its enough to make coffee that's "good enough"))
- ❖ How can we brew coffee better (to some degree)?
 - ❖ We need the understanding about extraction ((Understand <how> extraction <works>))

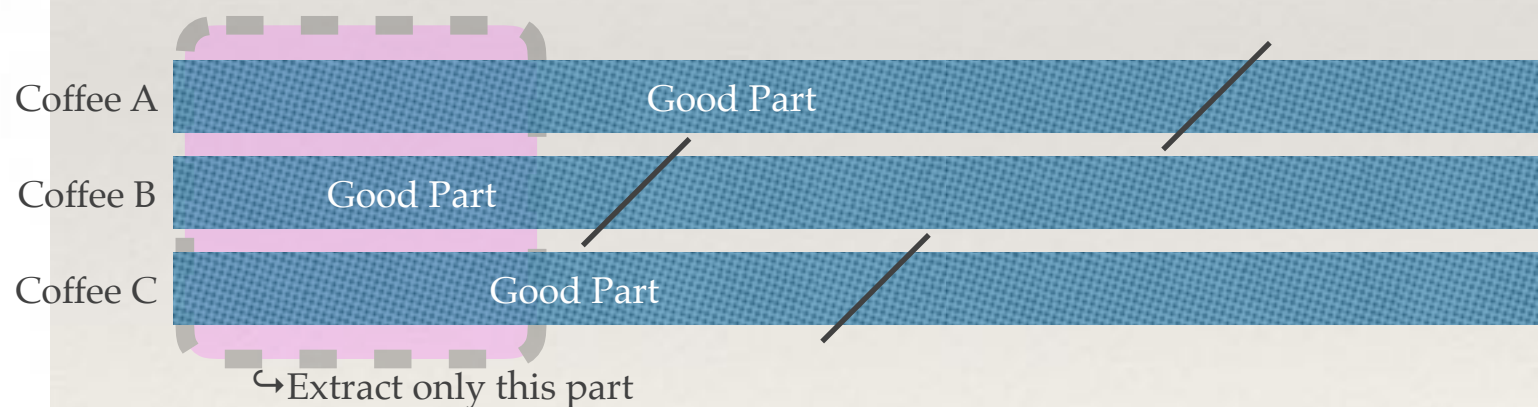
Extraction





GOOD ENOUGH

- ❖ Key point for compulsory service
- ❖ less extraction yield to extract only good parts



Recipe for compulsory service

- ❖ Inverted AeroPress
- ❖ 30 grams of beans (coarse grind)
- ❖ 120 grams of water (at 81 degrees Celsius)
- ❖ Stir for 10 seconds
- ❖ Set the filter (paper) and set the AeroPress on the pourer((Set the filter (paper) then set the AeroPress on the server?))
- ❖ Wait 40 seconds
- ❖ Press for 20 seconds
- ❖ – Add 110 grams of water (or whatever best fits your preference)
- ❖ <http://sprudge.com/aeropress-recipe-won-japan-brewers-cup-87979.html>

Strategy for compulsory service

- ❖ My recipe for Compulsory : Use the aeropress
 - ❖ Use 30g coarse grind coffee, add the hot water after extraction
 - ❖ The amount of coffee is about 180g : inefficient
- ❖ My concept is
 - ❖ To extract only positive(delicious) ingredients of coffee
 - ❖ No matter how the coffee is provided, you can make it good

Additional things

- ❖ Believe your impression / sense. (For competition, use easy expression that everybody can understand.)
- ❖ When you adjust the coffee taste(brewing), change only one element. Don't change two or more elements.
- ❖ For competition, most important thing is serving great coffee experience. Just delicious coffee can't makes you champion.
- ❖ Nobody can make you improve. Be independent.

Q & A - memo area -
