

# Steps to a Successful Coffee Tasting

What to do after you get the green light to host a coffee tasting:

- 1) If there is a bulletin board in the break room get permission to post an announcement about the upcoming event. You make the sign (s) to be posted.
- 2) Two days before the event ask your contact person to send a blast email or a message to all employees reminding them that Wisconsin Glacier Water will be hosting a coffee tasting on (date) at (time) in the break room. Coffee, bagels or donuts will be served. You write the email if possible.

Morning of the event:

In your coffee tasting kit have the following:

- ✓ Stir sticks
- ✓ Napkins
- ✓ A small flower vase
- ✓ A serving platter ; for bagels or donuts
- ✓ 4-ounce tasting cups
- ✓ Sweeteners-Equal (Blue), Splenda (Yellow), Stevia (Green) , Sweet N Low (Pink)
- ✓ Standard sugar
- ✓ Serving dishes or trays for Sweetener and Sugar
- ✓ Serving pitcher for cream or half and half
- ✓ Nice but not expensive table covering

- 1) Brew the coffee in your office using filtered water.
- 2) Pour the coffee immediately into thermal airpots.
- 3) You should have two airpots filled for each blend of regular coffee coffee you are serving. If you need to have a decaffeinated coffee one airpot is usually sufficient.
- 4) You can transport the coffee in totes (like milk crates) or cardboard boxes. The airpots tip easily so make sure they are properly secured in your vehicle.
- 5) Arrive about an hour before the employees do so that you are completely setup before they begin arriving.
- 6) If you are using voting ballots make sure you have enough copies.
- 7) You can do a blind taste test or you can tell them the name of the blend or single origin coffee they are drinking. If you are doing a blind taste test make

sure you mark each server with the correct letter or number that corresponds to the ballot.

- 8) Stack 4-ounce hot cups next to each server
- 9) Encourage everyone to taste each offering with no additives. They will protest but do your best to have them taste each coffee straight up.
- 10) After they taste each coffee make sure they vote for their favorite and you collect that vote.

General comments:

- Someone will come through the line and want to fill-up their 32-ounce travel mug or their standard 10-ounce coffee mug.
- Tell them you will be glad to give them a full cup but after all of the employees have had a chance to taste each coffee and vote.
- That is why you have that extra server as backup.
- If possible have a preset appointment with your contact person to go over the results of the voting and to hear their feedback.
- Have the votes tallied before you go in for the presentation. You can come back after and clean-up.
- If they like the coffee employees will return for a second cup.
- If the airpots are empty it makes it easier for you to transport them back to the office.
- Work the room and get as many comments and votes as possible.
- If you feel the need to serve a tea fill one airpot with hot water. Don't make it complicated only offer a Green Tea or something like Earl Grey.