

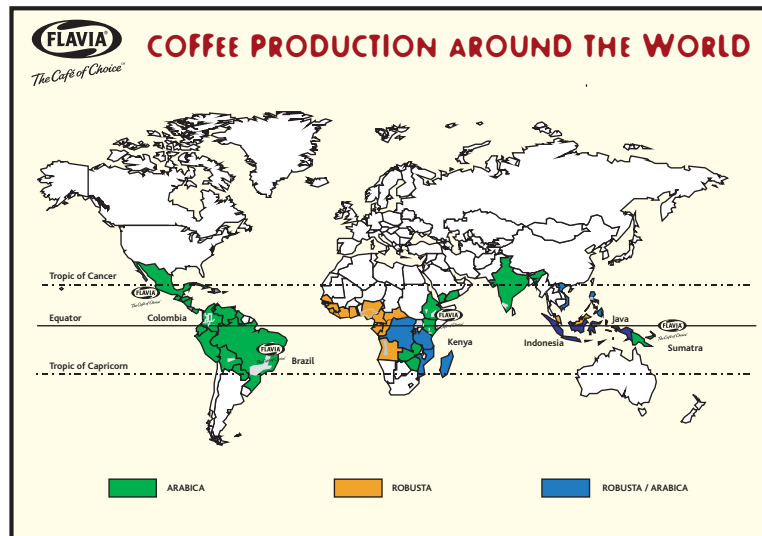
# FRESH GROUND COFFEE

## Choosing the Best Coffee

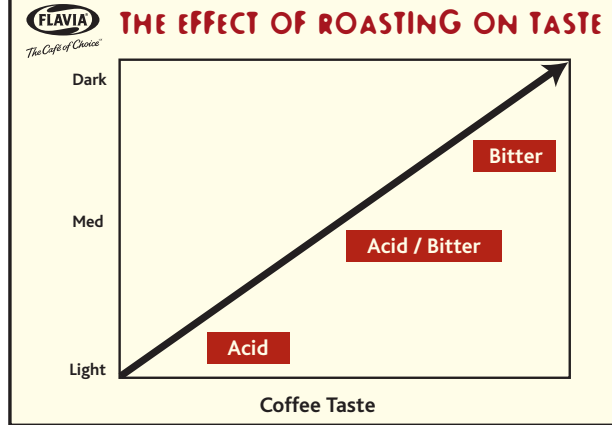
Two types of beans – Arabica & Robusta.  
For Flavia we only use the finest Arabica beans

Coffee is graded A – F we only use AA and AB coffee for Flavia

All beans are hand picked to ensure only the best beans are picked



The oily film on the surface on some of our coffees is a sign of the high quality beans we use



## Roasting the Coffee to perfection

The roasting process releases over 200 hidden flavours

## Blending and grinding the beans to achieve the fantastic taste of Flavia

Coffee beans are mixed (Blended) to create different flavours

The finer you grind the coffee beans, the higher the level of extraction, so the stronger the coffee.

All grinding is done at FSQ factory

**Approx. 58 beans in each 6g filter pack**

**Coffee is kept fresh throughout whole process by nitrogen flushing**

## Describing Coffee

'Flavia drinks are profiled so that we can ensure we have a varied range of drinks, which appeal to the most diverse groups of people.'

There are 3 main ways of describing coffee:

**Aroma**  
**Taste**  
**Body**

Product	Description	Strength	Choice for all
Mild Roast	A light, fruity blend of gently roasted Arabica beans. Great for a refreshing coffee at any time of day	2	Yes
Decafeine	A delicious, well balanced coffee with the caffeine gently removed	2	Yes
Smooth Roast	A well rounded , medium roast coffee, giving you a smooth satisfying taste	3	Yes
Kenyan Dawn	A wonderfully pure and refreshing coffee with a light, acidic character	3	Yes
Hazelnut Coffee	A smooth and creamy mellow coffee with subtle Hazelnut flavour	3	Alternative to Kenyan Dawn
Rich Roast	Our finest Arabica beans, carefully roasted for full flavour, a fruity aroma and a rich velvety body	4	No
Colombia	From the rich soils of Colombia, a distinctive full-bodied coffee with a unique nutty flavour	4	Yes
Italian Roast	An assertive, dark roast with a hint of caramel and spices	5	No
Espresso	A great choice for a really strong espresso kick to cut through milk	5	Yes
Sumatra	Single-origin Sumatra, direct from the volcanic soils of this exotic Indonesian island	5+	Alternative to Espresso