COFFEE REVIEW'S SCORING SYSTEM

23 YEARS AND 26,000 SAMPLES

HISTORY & PURPOSE

Founded in 1997 by Kenneth Davids and Ron Walters

First publication to apply 100-point ratings to coffee (in the style of Wine Spectator for wines)

Tasting is conducted blind, using standard industry protocols

Consumer-facing: Focuses exclusively on creating an informed culture of connoisseurship around coffee

Transparently and mindfully confronts the challenges of evaluation and communication

DEMOGRAPHICS

In 2020, *Coffee Review* will host around one million unique visitors from more than 200 countries and all 50 U.S. states.

In 2019, 64% of site visitors were from the United States and Canada, 34% from other countries.

The vast majority of readers are consumers, but tens of thousands of industry professionals also frequent the site each year.

SENSORY VALUES

The acidy sensation in coffee is fundamentally good, so long as it is not harsh, overbearing, or astringent.

Smoothly viscous or lightly syrupy/silky mouthfeel is better than thin, watery, or silty mouthfeel.

Aromatic and flavor notes that are complex and intense are better than those that are simple or faded.

Given that coffee is an inherently bitter beverage, natural sweetness is good, whereas too much bitterness is bad.

A long, sweet, flavor-saturated aftertaste is better than a short, fast-fading, astringent or aromatically empty aftertaste.

We try to apply these criteria without built-in prejudice with respect to processing method or tree variety.

RATINGS

Scores are calibrated to run parallel to consumer wine ratings, not to Q scores. For this reason, *Coffee Review* ratings are usually higher than Q scores.

Also note that we only publish reviews of the highest-rated coffees in a given test group, usually around 25% of the total samples tested for any given article.

REVIEW STRUCTURE

94 Big Island Coffee Roasters

Ka'u Giant Maragogipe

Roaster Location:	Mountain View, Hawai'i	**Review Date:**	June 2020
Coffee Origin:	Ka'u growing region, Big Island of Hawai'i	**Aroma:**	9
Roast Level:	Medium-Light	**Acidity /Structure :**	9
Agtron:	54/68	**Body:**	9
Est. Price:	$35.00/10 ounces	**Flavor:**	9
		Aftertaste:	8

Blind Assessment: Deep-toned, sweet-savory. Nectarine, narcissus, hop flowers, sandalwood, honey in aroma and cup. Richly sweet structure with gentle, round but engaging acidity; plush, syrupy mouthfeel. The richly bittersweet finish centers on honey and hop flowers in the short with nectarine returning in the long.

Notes: Produced on a small farm in the Ka'u growing region from trees of the huge-beaned Maragogipe variety of Arabica and processed by the washed method (fruit skin and pulp are removed before drying). Big Island Coffee is an award-winning coffee roaster and coffee farm operated with hands-on passion by Kelleigh Stewart and Brandon von Damitz. Visit **www.bigislandcoffeeroasters.com** for more information.

The Bottom Line : A beautiful expression of the sweet-savory genius of the rare Maragogipe variety: rich, deep, and confident, with notes of wild honey and sweet stone fruit.

Show all reviews for this roaster

Visit Big Island Coffee Roasters >