

Barista BIOS!

A barista is similar to what a sommelier is for wine. They are professionals who are highly skilled in coffee quality, roasting, blending and preparation.

Meet Stew Leonard's baristas:



PIERRE ULYSSE Norwalk

Pierre Ulysse has literally grown up around coffee. In his native Haiti, Pierre lived on a coffee plantation,

where he learned about everything from growing to harvesting the best coffee berries. As Stew Leonard's master barista, Pierre has been roasting the coffee beans fresh in the Norwalk store for the last 16 years, and is responsible for training the other baristas at Stew's. On any given day, you will see Pierre roasting as many as 19 different varieties of coffee. His favorite blend is one he also helped create: Café du Jour, a blend of Colombian, New Guinea, Kauai, and Ethiopian coffee beans.



MAURICIO MELENDEZ Yonkers

Mauricio has been the master coffee roaster at Stew Leonard's Yonkers store for nine years. He takes pride

hearing the satisfying crack of the beans coming out of the roaster, knowing they are roasted to perfection. Originally from El Salvador, Mauricio has visited many coffee plantations to learn about all aspects of the coffee growing process. His favorite blend is Stew's New York City blend with cream, which brings out the flavor of this dark roasted coffee.



MARIA CARREIRO Danbury

Maria has been at roasting the coffee at Stew Leonard's Danbury store for 14 years, after being trained

by Pierre Ulysse. She was born and raised in São Miguel, the largest of the Portuguese Azores islands. Maria's favorite coffee is the top-selling Colombian coffee, that she drinks with a little bit of half & half.



OFELIA TOBAR Newington

Originally from Guatemala, Ofelia joined Stew Leonard's with the opening of our Newington store in May,

2008, after being trained by Pierre Ulysse and Maria Carreiro. Her favorite coffee at Stew's is the Guatemalan organic and Kauai coffees that she drinks black. Ofelia is also a fan of iced lattes made with the new Verona espresso blend.

Stew Leonard's
FRESH ROASTED

Smell...
Sip...
Savor!

OUR LOCATIONS:

NORWALK, CT

100 Westport Avenue
Conn. Turnpike
(I-95) to Exit 16,
1 mile to U.S. Route 1.
Turn Right
Open 7 Days - 7 to 11
203-847-7213

DANBURY, CT

99 Federal Road
From I-84 Take exit 7 to
Route 7 North.
The store is on your left
Open 7 Days - 8 to 10
203-790-8030

NEWINGTON, CT

From Hartford...
Take I-95 South 2 miles to
exit 28, Berlin Tpke.
Continue 7 miles
Store on Right across from
NorthEast Utilities
860-760-8100

YONKERS, NY

One Stew Leonard Dr.
2 miles north of the Cross
County Shopping Center on
I-87. Exit 6A
Open 7 Days - 8 to 10
914-375-4700

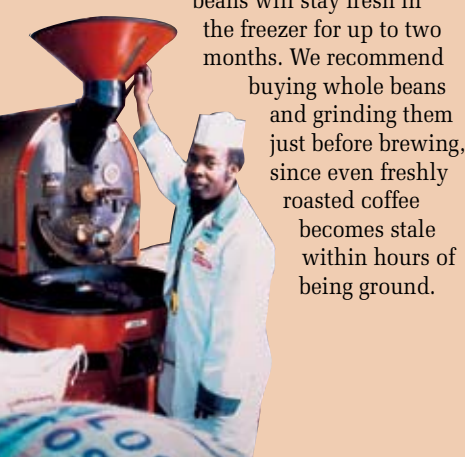
Stew's FRESH ROASTED Coffee...

Coffee is very similar to wine. Beyond the fact that they are both sipped and savored for pleasure, the flavor of the coffee or wine is influenced by where it is grown and the process for how it is made. A great cup of coffee starts with the best beans. The flavor of the beans varies by country, region and even year to year.

Stew Leonard's imports coffee beans direct from esteemed plantations and estates in Africa, India, Papua New Guinea, Colombia, Hawaii, Sumatra, Indonesia, and Jamaica. We purchase only Arabica beans, which are beans that are grown at high altitudes and receive hands-on care and attention during the growing process. Ground coffee sold in cans is typically made from a blend of up to a dozen or more Robusta beans, which are not as flavorful since they are grown at lower elevations.

As equally important as the quality of the beans is that they should also be freshly roasted. Coffee is as perishable as lettuce. When exposed to air and light, coffee beans lose their aroma and become stale within 10 days. That is why Stew Leonard's roasts our beans right in the store, throughout the day, seven days a week. In fact, we roast more than 350 tons of beans per year.

To maximize the fresh roasted flavor, purchase only as many beans as you'll need in a week, and store them in an airtight container, kept in a cool, dark place. Coffee beans will stay fresh in the freezer for up to two months. We recommend buying whole beans and grinding them just before brewing, since even freshly roasted coffee becomes stale within hours of being ground.



Snapshots from

KAUAI

While visiting his uncle on the Island of Kauai, Stew was introduced to the Kauai Coffee Company.

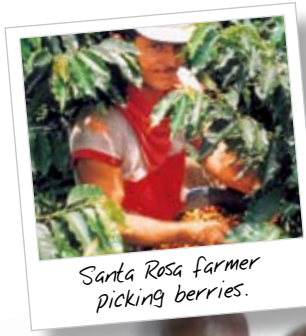


Hand sorting the coffee berries

During a "cupping", he tasted their Kauai #1, and immediately had some shipped directly to Stew Leonard's, where it has become one of our top-selling single estate coffees. Kauai coffee has a sweet, medium-bodied flavor profile and is less acidic than its neighboring coffee from Kona. Since the beans are all grown on a single estate, Kauai Coffee has a natural consistency year after year.

COLOMBIA

Our Colombian beans come from the best regions on farms that have been passed down from generation to generation. The Osorio Lopez family, who owns the Santa Rosa Estate, has been farming coffee since the early 1900s in the Valle de Cauca, Pereira region (Province of Risaralda), where the altitudes range from 5,000 to 6,000 feet. They produce about 5,000 bags a year. Their coffee is known for its



Santa Rosa farmer picking berries.

full body, moderate acidity, excellent flavor and smooth finish.



STEW'S Roast Masters have the most important role; that is to bring out the Unique Flavor in each Bean Variety.

As a general rule, the longer the roast, the bigger the body and flavor of the coffee. The same Colombian bean can vary from a mild Colombian roast (brownish looking) to a French roast (darker yet), all the way to an espresso roast, which is almost black.

DARK ROASTS

- **French Roast:** A medium dark roast with an intense flavor of roasted caramel. Spicy, yet light in body.
- **Espresso Roast:** This is a coffee with a full personality. A deep but dark flavor, it is like what a fine vintage port is to wine.
- **Seattle Roast:** We blended two select roasts: our full personality Italian Espresso Roast with our medium-bodied French Roast that finishes with a hint of caramel.



Coffee ROASTING!

As important as where the coffee beans are from, is how they are roasted. That is why Stew Leonard's roasts their coffee directly in each store location, every day, to ensure freshness and quality.

Here are the steps of the roasting process:

In the early roasting stage, the moisture inside the bean turns to steam, to heat it from the inside out. The coffee bean, which started out green, begins to dry out and gradually change to yellow.

As the roasting continues, the smell of the beans changes from grassy or hay-like to sweet as the sugars in the bean begin to caramelize, and the beans change to a cinnamon color. As they lose moisture, the beans begin to expand until a "pop" is heard – this is called the "first crack". Lighter roasts stop roasting after the first crack.

As beans continue to roast, oils from the inside of the bean are released and the darker the beans become. The beans continue to expand, and a second crack is heard. Robust roasts are stopped here.

Dark roasts continue roasting until after the second crack, until the beans are black in color and the sugars are heavily caramelized. Dark roasts have a very strong body to them as a result of the bean's oils being brought to the surface.

Coffee LINGO!

Do you know your Macchiato from your Mochachino?

Below is a handy reference guide to the specialty coffee drinks available at Stew's.

ESPRESSO: Often thought of as coffee's pure essence, espresso is made by forcing hot water under pressure through finely ground, dark roasted coffee beans. Espresso actually has less caffeine than a regular cup of coffee because the water is in contact with the ground coffee for a short time, so it extracts less caffeine.

AMERICANO: Made with equal portions of espresso and boiling water to make a stronger version of brewed coffee.

CAPPUCCINO: Made with equal parts espresso, steamed milk, and frothed milk on top to hold in the warmth, cappuccino got its name because the peak of foam resembles the cowl of a Capuchin friar's habit.

MACCHIATO: Macchiato means stained with, so it is a shot of espresso stained with a spoon of frothed milk.

MOCHACCINO: A cappuccino made with equal parts of espresso, cocoa, steamed milk and frothed milk.

LATTE: Made with one-third espresso and two-thirds steamed milk.

CAFÉ AU LAIT (or Café con leche in Spanish): Regular coffee with steamed milk.

BREVE LATTE: Espresso with half & half.

RED EYE: Brewed coffee with a shot of espresso



Find your Perfect BLEND!

The caramelization of the beans during the roasting process is what brings out the flavor. Each batch of coffee is roasted at over 400 degrees for 12 to 18 minutes, depending on the roast. Stew's roast masters are constantly monitoring the beans while they are roasting to listen for the telltale "crack" to know when the beans have reached their peak flavor.

Here are descriptions of Stew's most popular coffees, and where they fall on the roast scale:

MEDIUM ROASTS

- **Colombian Supremo:** From the famous Santa Rosa Estate in Colombia, this is one of the finest coffees in the world. The flavor is full-bodied and smooth with a mild, mellow finish, and a hint of nuts.
- **Hawaiian Kauai Blend:** A smooth blend from the island of Kauai. Nestled on the flanks of the Central peaks of Kauai, comes this world class coffee.
- **Sumatra:** This coffee has a full, syrup-like body with slightly earthy, woody undertones and spicy, herbal notes. Its intensity lingers in your mouth.
- **Breakfast Blend:** A careful blend of the mountain grown beans from the Santa Rosa Estate in Colombia and the fertile Chanchamayo valley in shaded mountains of central Peru. These beans combine for a mild, nutty flavor with the earthy richness of the Peruvian bean.
- **Guatemalan Organic:** Grown on small farms near the Mexican border, this coffee is some of the best from Central America. A light-bodied coffee with fruity notes, it presents a floral aroma and finishes with a honey oak-like flavor.
- **Costa Rican:** From the small farms high in the mountainous Tarrazu region, this coffee has been called "too perfect." Well-balanced by fruity or citrus-like notes, finishing with a trace of spicy chocolate.
- **Double D Blend:** A blend using three estate-grown coffees from Brazil, Malawi and Colombia. A smooth and clean coffee.
- **Café Rio:** A light-bodied coffee from the Fazenda Varida in the Mogiana region of Brazil. We roast the beans to a mild full-bodied flavor with a hint of spice and walnut.

ROBUSTS ROASTS

- **Stew's Choice:** A signature blend of the beans from the mountains of Santa Rosa Estate in Colombia with beans from the eastern highlands of Papua New Guinea. These beans combine for a rich, nutty flavor from Colombia and the fruity, floral taste from New Guinea.
- **Café Du Jour:** Smooth, full-bodied taste. It is uplifting, bright and cheerful.
- **New York City Blend:** This is a nice blend featuring the pungent perfume of the earthy Sumatra and the full-bodied Colombian bean.
- **Espresso Verona:** A blend of three different beans (Colombian, Ethiopian and Brazilian) roasted at different temperatures to produce a smooth espresso with a dense yet sweet flavor, with notes of caramel.



our COFFEE ESTATES *around the World!*

PAPUA NEW GUINEA

Stew Leonard's buys our Paupa New Guinea coffee from the Sigrí Coffee Estate, located in the highlands of Wahgi Valley at 5,200 feet above sea level. The plantation employs 6,000 people during peak harvesting season. The estate's strict quality control includes daily cup testing as well as hand sorting the beans for quality and grading. This mellow and full-bodied coffee stands apart in the cup – you can taste the influence of the rich volcanic soil that imparts a pungent, nutty flavor with a superb acidity.



Raking beans as they dry in the sun

ETHIOPIA

Ethiopia is the birthplace of coffee. Stew Leonard's buys Sidamo, a single origin coffee bean grown in the southern region of Ethiopia. The family we work with has been in the coffee business for generations and has their facilities high above sea level. Ethiopian Sidamo is prized for its acidity, with a citrus, lemony flavor and good balance.



Sorting the green beans for size and removing defective beans

INDONESIA

Sought after by coffee connoisseurs, our Indonesian Sumatra Mandheling grade 1 Toba coffee comes from Northern Sumatra in the hills of the Lintong region which surrounds Lake Toba, formed millennia ago by a gigantic volcanic eruption. The result is excellent volcanic soil around the lake, which nurtures the quality of the trees grown by the native Batak tribe that use traditional washing and sun drying methods. The coffee is grown under scattered shade trees, without chemical fertilizers or pesticides. Coffee from Sumatra is full-bodied with slightly woody undertones and an herbal aroma.



Picking coffee berries

KENYA AA

This coffee is sought after for its intense flavor, body and acidity from growing in high altitudes. The coffee is sold at auction, where we bid on only the highest quality beans (Kenya AA) from farmers who have been in the coffee business for generations.



Just picked coffee berries

