

Innovations in Coffee

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"Coffee culture" can be witnessed all over the world, from South America and Africa to the Western World. In Europe it ranges from the espresso connoisseurs in Italy to the afternoon Kaffee und Kuchen enjoyed over a good round of gossip in Germany. Coffee culture is also spreading in Asia, where tea is typically favoured; over a third of the Chinese are now said to consume coffee outside the home.

This is a hot market, leaving room for a lot of unique innovation. We've seen so many creative ideas revolving around coffee and espresso, and the rate of new discoveries in this category doesn't seem to be slowing down.

If you love your cup o' joe as much as me, you'll really drink up this caffeinated cluster of inspiration!

What experience are you looking for in your next cup of coffee. Taste and stimulation spring to mind, but the latter would normally mean an energy boost. In this case, Italian coffee company Lavazza is using sex appeal to sell coffee.

So just when you thought American's use sex to sell almost anything, you remember that Europe, that's been the trend for years.

I don't know why, but I feel like drinking some coffee.

Implications - Eryk Fitaku is the creative mastermind behind this brilliant photo project -- shooting, directing and designing the graphics. His finishing techniques are most recognized, as he uses innovative techniques like hand coloring, double exposing and others that enhance his images. The multi-talented artist's career is skyrocketing as a result of this striking campaign. This is an ad from Stella Espresso Coffee which seeks to express to coffee drinkers in Italy just how strong their coffee is and how much "bite" it really has. The scorpion, which is made out of coffee beans, is crawling up the woman's nose and lingering around her mouth to graphically represent that "bite". I am not a coffee drinker but that's way too much bite for me! Implications - For those of you who don't suffer from a weak stomach or legitimate fear of bugs, this shockvertising can actually be seen as super effective. Using dramatic imagery like this for the Stella Espresso Coffee print ads gets people thinking outside the box about their favourite java!

Depending on your morning and evening commute, I'd said most of us spend quite a bit time in our vehicles so why not make them as comfortable as possible. WMF had the same thought and decided to create the WMF espresso machine, which is featured in the Audi's latest concept car. The espresso machine sits inbetween the passenger and driver seats for easy access. So now while you sit in traffic you can enjoy fresh cup of coffee! Ideally this would also reduce road rage.

Espresso snob? If so, then you're likely very apprehensive to stop for a Tim Horton's on the road. You may even skip that caffeine fix altogether if you know you can't get a good brew. Thanks to a fancy new gadget for the nomadic espresso connoisseur, you may never have to find yourself in this dilemma again. I bring you the Handpresso Wild, a portable espresso maker for the perfect Americano anywhere. It also happens to have a hilarious TV commercial which you'll find above. The clear pod on a black stick comes complete with a pressure pump and gauge to ensure that perfect cup with immaculate crema. And don't worry about electricity; all you need is hot water, our Handpresso and the convenient little pods that come in a wide variety of flavors! It's eco-friendly, too. "You drink coffee outside or inside and you save energy by not leaving your machine in standby mode. You use Handpresso made to last from selected environmentally-friendly materials and parts," the site says.

Last year, the launch of cocaine energy drink became headline controversy. You knew another brand would follow. Well, here it is: Meth Coffee. Meth Coffee is a Super Caffeinated Brew from San Francisco. It'll crank up your morning and make you feel like the caffeine addict that you are. The company's press release describes, "Meth Coffee, a rebel coffee company in San Francisco, opened for business today with the launch of its hard- hitting coffee roast for energy addicts and caffeine freaks. Meth's super- caffeinated beans are amplified by the addition of yerba mate, a powerful natural stimulant and antioxidant used by shamans of the Amazon for boosting stamina and mental clarity. Boasting an intense buzz and cocoa-tobacco finish, Meth Coffee is fresh-roasted within 48 hours of shipment to jumpstart workaholics, thrill seekers, artists, and subversives seeking an exciting new fuel for their endeavors."

References:

- <http://www.trendhunter.com>
- <http://en.wikipedia.org>
- Magazine "Innovations in Food Technology"

Scientific supervisor: K.Chala.