



EROCK

SOMMELIER DE CAFÉ MEMBERSHIP





# Welcome to our world of coffee!

We love coffee and so do you.

By joining the Sommelier de café membership,  
you will receive your monthly coffee and perks!

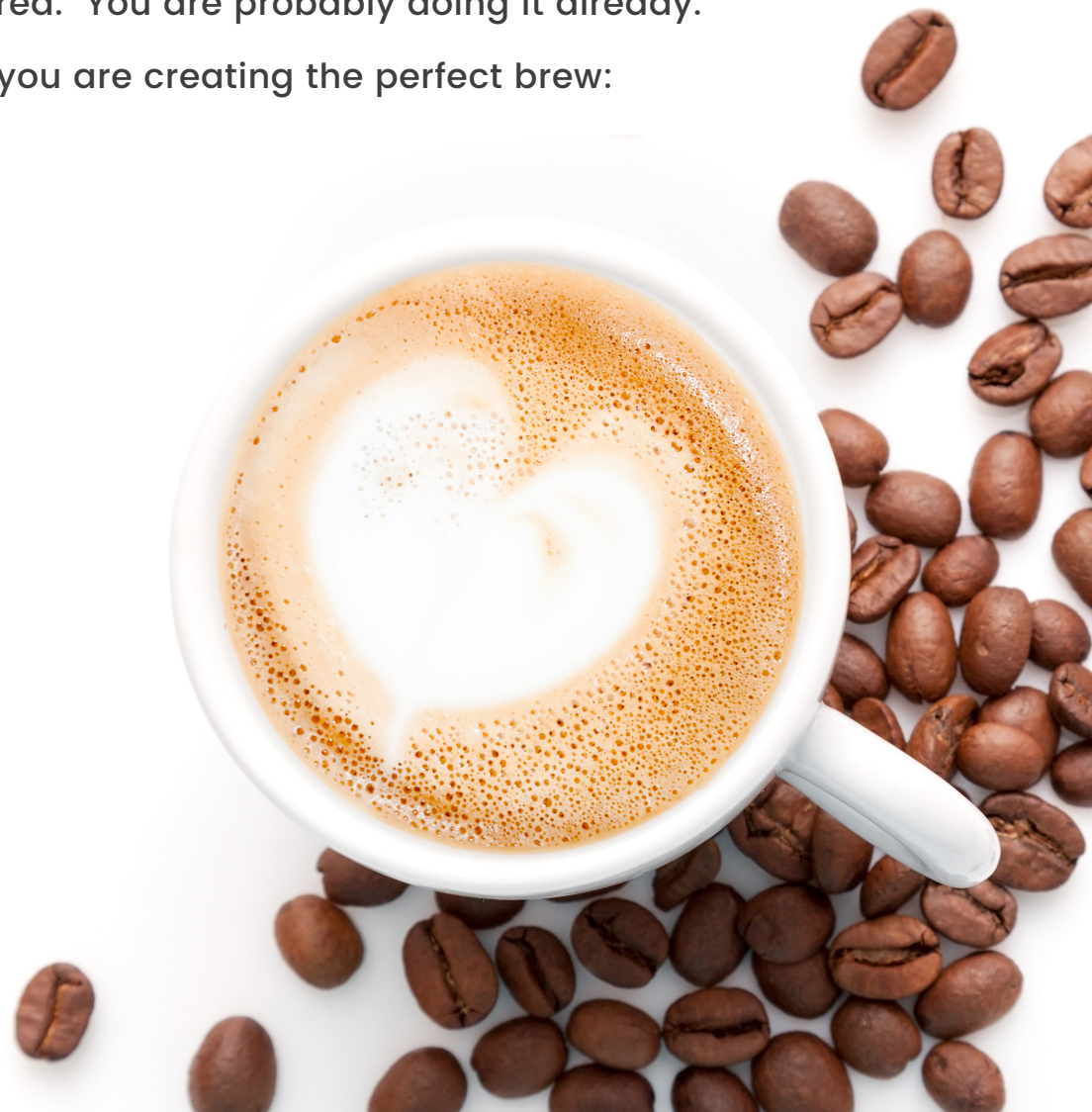
# The 9 Steps to Brew the Perfect Cup

Your morning brew must be delicately prepared. You are probably doing it already.

Check these 9 Old Rock steps to ensure that you are creating the perfect brew:

1. Purchase Whole Bean Coffee
2. Purchase the Right Coffee for You
3. Find a Roast for Your Palette
4. Properly Store Your Beans
5. Grind Coffee Only When Needed
6. The Measurement
7. The Water
8. Pre-infusing
9. Brewing Temperature

Take the time to review the 9 steps to match the desired taste profile of Old Rock coffee.



# Step 1: Purchase Whole Beans Coffee



Grind within  
**3 hours**

Ground coffee starts losing its freshness within 3 hours (after grinded), even in a sealed container.



Consume within  
**3-4 weeks**

Freshly roasted coffee beans can last beyond a month with minimum loss of freshness when properly stored (see step 4). But best to consume within 3-4 weeks.



Serve After  
**2 days**

Roasted coffee beans naturally release carbon dioxide rapidly within the first two days of being roasted.

Although the carbon dioxide releases for up to a week, best to wait a few (2) days after the roast before consuming.



# Step 2:

## Purchase the Right Coffee for You

You need a coffee that meets your taste profile. Everyone's pallet is different. When you host a dinner, you may want to consider what others prefer as well.

Old Rock offers 90 varieties of coffee to ensure that we have the right coffee for you.



### Africa

High Acidity / Low Body

Taste: bright (citrus like), sweet (fruits and floral), with a dry wine finish  
Countries: Ethiopia, Yemen, Tanzania, Kenya, Rwanda ...



### South Asia

Low Acidity / High Body

Taste: rich and full bodied, with heavy earth and spice flavours  
Countries: Java, Sumatra, Papua New Guinea ...



### Latin America

Medium Acidity / Medium Body

Taste: full spectrum from fruit & earth to nut, vanilla & chocolate  
Countries: Mexico, Guatemala, Nicaragua, Colombia, Costa Rica, Peru, Bolivia, Cuba, Jamaica ...



# Step 3: Find a Roast for Your Palette

The darker the roast, the less coffee taste you will have.  
The lighter the roast, the greener the coffee.

After tasting different roast profiles, you will soon identify your preferred roast.

The average populous roasts at Old Rock monthly is the French roast.

Here is a breakdown:

<b>Full City:</b>	0%	(by request only)
<b>Vienna:</b>	37%	(brown without the roast taste)
<b>French:</b>	43%	(dark brown with a toasty taste)
<b>Italian:</b>	20%	(oily darkish brown with pronounced roast taste)





# Step 4: Properly Store Your Beans

## Tip #1

Store your coffee beans in a sealed container at room temperature ideally in a cooler darker area of the house (eg. inside wall bottom cupboard).



Store at  
**Room Temperature**



Store in a  
**Sealed Container**

## Tip #2

Do NOT store your coffee in the freezer nor the refrigerator! Coffee is an absorbent that will absorb the taste of all food items within the refrigerator and freezer when left too long.





# Step 5: Grind Coffee Only When Needed

Grind only what you need. Leftover grinds can be reused if stored properly and not left for more than 2 days.

You must match the grind with the method of brewing.  
Follow this guide on how to grind your coffee.



Turkish  
**Very Fine**



Espresso  
**Very Fine**



Filtered  
**Fine**



Bodum or "Moka"  
**Medium**



Percolator  
**Medium**



French Press or Aeropress  
**Coarse**

The type of grinder will also matter. Burr grinders, electric or manual, are far the best coffee grinders. Blade grinders typically overheat the coffee and will have inconsistent grind size. Burr grinders cost more but are very durable. The grinder is as important as the coffee brewer.

# Step 6:

## The Measurement

A good cup of coffee starts with the right amount of coffee.  
Sounds simple but not obvious.

Depending on the roast of the coffee, you will need to measure different amounts of coffee. Per 1 cup of water and based on the roast, depending on the scoop, Old Rock recommends the following volume based on the traditional Melitta coffee scoop:



Vienna Roast  
**1 flat scoop per cup**



French Roast  
**1 convexe scoop per cup**



Italian Roast  
**1 heaping scoop per cup**





## Step 7: The Water

Ensure you use cold fresh water!

Cold coffee from the tap provides fresher water. The fresher the better!

City water from different cities, lake water and well water will each have their own taste. If you leave home for the cottage, your coffee may taste different.

Filtering your water to remove impurities or unwanted substances like chlorine, fluoride will go a long way in ensuring a good cup of coffee.

Most people have already adapted to their local water and the coffee is fine, but when traveling, remember that the water will influence the taste.

## Step 8: Pre-infusing

Pre-infusing is a really nice feature!

Most residential equipment does not infuse coffee, meaning spray water and let it seep prior to brewing.

Commercial equipment does infuse (like at Old Rock and its licensees) during the brewing cycle.

If you can have access to an infuser, you must use it.





## Step 9: The Temperature

When brewing and extracting the coffee, the ideal water temperature range is 195°F to 205°F.



195°F to 205°F

**Ideal Water Temperature**

Most equipment has already been calibrated for a static temperature setting that most often does not reach the proper temperature.

Specialized equipment allows you to select the temperature.





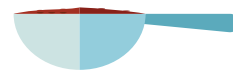
# How to Measure Your Coffee

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Italian Roast  
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# The Science Behind the Measurement

To understand why you need different measurements of coffee per the roast, you first need to understand the science.

Firstly, when you roast coffee, transforming green coffee beans into roasted coffee beans, the bean itself loses approximately 15-19% of its mass (4% variance).

For example, 10lbs of green coffee result in approximately 8.5lbs of roasted coffee. The variance is based on how long you roast - the darker, the lighter the bean.

Secondly, the darker the roast, the larger the bean! The coffee bean expands as it is roasted.

Putting both causes together, the darker the coffee the larger and lighter is the coffee bean!

## **Fact #1**

Have you even noticed that a 1lb of dark coffee is slightly larger (more volume) than a lightly roasted coffee?

## **Fact #2**


Is darker roasted coffee stronger (more caffeine) than lightly roasted coffee? No and Yes!

If you measure the volume of coffee equally, your lighter roasted coffee will have more caffeine. But if you follow Old Rock's recommendation, since you compensate for the volume based on the roast, the darker coffee will have slightly higher caffeine content.

Hence, when measuring your coffee for that morning brew, you must measure the scoop based on the roast. Instead of weighing the coffee, Old Rock has measured the scoop for simplicity.

**Voilà!**





**Signature Blends**

**Single Origin**

**Espresso**

**Decaf**

**Exotic**

**Holiday**

**Discover  
Our Coffee**

Old Rock offers 90 varieties of coffee to ensure that we have the right coffee for you.

MILD



ROBUST

BALANCED

# Signature Blends



ITALIAN ROAST

## Black Bear's Butt

This is our darkest blend, in true form Southern Italian roast. Beans have been specially selected to retain as much flavour even during their darkest hour.

Black Bear's Butt blend will satisfy those who prefer that extra roasted and pungent flavour that endured some sweet notes, just like our region's black bear. Get close if you dare!



ITALIAN ROAST

## La Slague

This wondrous coffee will have the natural burnt caramel tones lingering in your mouth for hours.

A tribute to Sudbury's lingering precious after product: the slag.



VIENNA OR  
FRENCH ROAST

## Breakfast Blend

The workday blend that will ease your transition from bed to work. Who says a work day cannot be enjoyed.

Smooth, lightly acidic, balanced, and rich enough à la North American fashion.



VIENNA ROAST

## California Blues

An anytime coffee for pure seduction. Will refresh your senses; a delight with friends; a godsend for intimacy. Smooth, full bodied taste, some sweetness and spice, and light nutty notes.

One of the beans comes from our old friend Wil in Hawaii. Wil and his family have created this plantation from their own hands and hard work, on the big island of Hawaii.



# Signature Blends



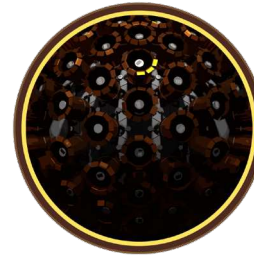
FRENCH ROAST

## Gete-Aazhbik

This is Old Rock's blend for every day.

It carries its Ojibwe Anishnabek name very well since it is wise, faithful and refreshing.

Based on high quality beans, Gete-Aazhbik blend tastes smooth yet intense, well balanced, and definitely a crowd-pleaser.



FRENCH ROAST

## Dark Matter

Made for SNOLAB researchers at large, this blend has a dark fruity nuance with an espresso-like finish.



ITALIAN ROAST

## D. Beaver Dam

This dam smart and dam ethical blend will brighten your day without any dam excuse. Dam bright with great flavor, a light baker's chocolate tone, and pronounced acidity that was lighten from the darker roast.

Rock solid ingenuity with dam good balance. If you have not figured it out, the D stands for Dam.



VIENNA ROAST

## Elgin St. Mission

This blend has been designed for max caffeine without sacrificing taste, well a bold taste.



FRENCH ROAST



## Great Escape

Great Escape was created for drip coffee with an espresso profile. GE has Great body, Great sweetness and Great aroma.

After GE dances on your tongue, you will discover a light fruit and acidic Escape.



FRENCH ROAST



## Mocha Java

Historically known as the world's finest coffee blend, Mocha Java remains popular two centuries later.

Old Rock's own blend with an intense roasted twist. Medium to full body coffee with crisp acidity.



VIENNA ROAST



## Great Outdoors

A truly intense coffee with full body and aroma. Will remind you of those early morning sunrises sitting by the campfire enjoying your manual drip (or percolated) coffee.

A delight for campers and those who wish they were.



FRENCH ROAST



## Night Shift

A blend created for our hard working public service men and women. This blend is an arduous dark roasted coffee with notes of fruits, spices and sweetness. Big body.

The picture commemorates our police force.



# Signature Blends

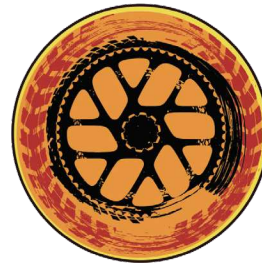


FRENCH ROAST

## Shack by the Lac

A household favorite, this heavy body blend has a peanuttty taste with lingering chocolaty finishing.

This blend was created with our family dream in mind - to have a shack by the lake, or referred to by friends and family as the Shack by the Lac with the Northern Ontario accent.



FRENCH ROAST

## Rusty Hopper

A fragrant coffee for its opulent nutty milk chocolate notes. Medium to full body and high quality durable just like a hopper!



FRENCH ROAST

## Tuco's Bandito Blend

This coffee is a true representation of Tuco in The Good, the Bad and the Ugly.

In partnership with Tuco's Taco Lounge, this coffee has bite, earthiness and oddly, a little sweet espresso-like flavor; a true survivor.



VIENNA ROAST

## Without a Paddle

This vibrant blend is a medium roast with low acidity and medium to full body with a hint of smoky flavour and delicate floral sweetness.

Even losing your paddle will make this moment an enjoyable experience.



FRENCH ROAST



## Boathouse Blend

A velvety and full body coffee blend with caramel after notes.

Created in partnership with Northern Water Sports Centre (NWSC); some real coffee connoisseurs there!



FRENCH ROAST



## TNO: Le rideau noir

Pour les artistes entre nous, il existe un café équitable et biologique qui excite les idées créatives. En partenariat avec le TNO, Old Rock a créé un café parfaitement équilibré au goût sucre brûlé.

Darker version of the Café des artistes, just a little more toasty.



VIENNA ROAST



## TNO: Café des artistes

Pour les artistes entre nous, il existe un café équitable et biologique qui excite les idées créatives. En partenariat avec le TNO, Old Rock a créé un café parfaitement équilibré au goût doux et souple.

Smooth, Caramel tones, light to medium acidity, with a hint of dark chocolate.

# Single Origin



VIENNA OR  
FRENCH ROAST



## Bolivian

This organic coffee is grown in the state of La Paz, Bolivia (about 12 hours from the city of La Paz) in several small communities and villages.

The medium to full bodied coffee has a rich aroma and has a smooth, slightly spicy and sweet milk chocolate flavour.

A well rounded coffee for a varietal (single original bean).



VIENNA OR  
FRENCH ROAST



## Brazil

From the world's largest producer of coffee and from the high hills of Santos, this varietal continues to delight the taste buds of coffee aficionados. For some considered the cowboy's coffee, Brazil's Santos beans have good body and aroma with caramel, chocolate, and brown sugar notes and a degree of natural sweetness not found elsewhere in the world.



VIENNA OR  
FRENCH ROAST



## Tanzanian Peaberry

A peaberry is produced naturally when one of the two seeds inside the coffee "cherry" aborts. The nutrients destined for both seeds are thought to be concentrated in the survivor.

Our Tanzanian Peaberry, directly from the mountains of Kilimanjaro, is very concentrated and offers a livelier cup, full body and distinguished aroma.



VIENNA OR  
FRENCH ROAST



## Costa Rican

If there is a perfect coffee, the Costa Rican is too balanced, too clean and too mild. We categorize it as the "classic cup" - the traditional balanced coffee that has no defects or taints.

Superbly aromatic and medium body with cocoa and candy notes.





VIENNA OR  
FRENCH ROAST



## Colombian Excelsos "La Equidad"

Our top grade Colombian Excelsos Coffee is a fair trade and organic coffee that comes from the Colombian coop "La Equidad".

It is pure seductive traditional Colombian taste – moderate aromatics with caramel-like natural sweetness and balanced acidity.



VIENNA OR  
FRENCH ROAST



## Ethiopian Yirgacheffe

One of the very finest comes from the Yirgacheffe region– the only coffee allowed in the palaces of Ethiopian kings! Today, this bean, which grows in high elevations under a soft canopy of native shade trees, is developing an almost cult-like following among bean aficionados. Widely recognized as one of the world's most exquisite coffees, Yirgacheffe's fragrant and flowery citrus note sets it apart from any other coffee you will encounter. Many compare its rich flavor to that of burgundy wines.



VIENNA OR  
FRENCH ROAST



## Sumatra Gayo Mountain

This coffee comes from the Gayo Organic Coffee Farmers Association, the first, and still the only, coffee co-operative from Indonesia that is Fair Trade Certified.

Our Sumatran medium body coffee is pungent, full and rich with low acidity. Its deep rich bottom has a subtle sweetness on top with papaya, black cherry and chocolate notes.



VIENNA OR  
FRENCH ROAST



## Guatemalan

Our certified Guatemalan coffee is a firm medium to full bodied, strong and sweet coffee with gentle acidity, creamy body and unique smoky and cherry notes.

# Single Origin



VIENNA OR  
FRENCH ROAST

## Honduran "Marcalas"

This fair trade and organic Honduran "Marcalas" coffee is a mild coffee with subtle charm and all day drinkability, with caramelly/brown sugar sweetness, and ripe fruit undertones.

Enjoy especially during lazy weekends.



VIENNA OR  
FRENCH ROAST

## Kenyan

Kenyan coffee will provide a full bodied, juicy berry-flavored cup that is rich in flavor and complex acidity.

Notes include notes of melasse and fruit flavours.



VIENNA OR  
FRENCH ROAST

## Mexican Altura

Who wouldn't want to wake up to the mellow aroma of this coffee every morning?

Our Fair Trade Certified Organic Mexican Altura is grown on small plantations high in the mountains in Mexico - in fact, "altura" is Spanish for altitude. At higher elevations, where the weather is cooler, beans mature more slowly and develop a finer flavor. Our Mexican Altura is a fragrant breakfast coffee with medium body, low acidity, sweet and a hint of dark chocolate.



FRENCH  
ROAST

## Nicaraguan

Our Nicaraguan fair trade and organic coffee has cup character along with body and balance. This Nicaraguan has enough body to stand up to our French roast delivering unparalleled balance and pungent bittersweetness!

Cupping notes include hints of tropical fruit, herby and citrus with sweet dry cocoa.



VIENNA OR  
FRENCH ROAST



## Papua New Guinea

A delightful mild and mellow coffee, where cultivation of this coffee started in 1937 with seeds imported from famous Jamaica's Blue Mountain region. Although often used in blends, we highly recommend by itself.

The PNG is sturdy and robust with spicy chocolate, earthy and nutty with sweet acidity.



FRENCH  
ROAST



## Rwandan

Grown at high altitudes, our Rwanda (Ruanda en français) is sweet and buttery with refined acidity.

It has a very clean cup with an harmonious balance, silky texture and caramelized cane sugar along with spice notes of clove, cinnamon and allspice and rose floral aromas.



VIENNA OR  
FRENCH ROAST



## Peruvian Chanchamayo

Our certified Peruvian coffee creates a medium body with sweet & round cup and crisp acidity.

This coffee comes from the COCLA coop. Tasting notes include spicy, floral, sweet, full creamy body, well-balanced and complex.



# Espresso



## Los Gatos Espresso

VIENNA ROAST



A unique subdued yet intense espresso with delicate acidity and generous crema, both in taste and looks, with teasing chocolate and fruit notes.

Our Los Gatos Espresso is reminiscent of all espresso qualities we liked during our travels around the world. After several months of trial and error, we arrived with a rare quad blend of worldly coffees and a surprise return in time to coffee's origin. By far, this is our highest selling espresso.



## Blue Moon Espresso

FRENCH ROAST



North meets South. Northern Ontario designed and blended with a roast that will reminisce Southern Italy.

A blend of 4 beans that harmonizes complexity, potency, syrupy and spiciness in a medium, balanced and controlled acidity.



## Full Moon Decaf Espresso

VIENNA ROAST



Distant cousin of our Los Gatos espresso but in a decaf version, which is fair trade and organic.

Unbelievably smooth espresso taste with exceptional crema. Non decaf drinkers will be envious!

Full body clean with sweetness.



## The Vault

FRENCH ROAST



The Vault is the French Roast version (darker) of the Los Gatos.

A unique subdued yet intense espresso with balanced acidity and generous crema with teasing dark chocolate and burnt fruit notes.



## Grand'Espresso Scura

FRENCH ROAST



Classic Southern Italian Espresso.

Three beans from Southwest hemisphere deliver a low acidity bittersweet medium coffee with chocolate notes.

Suited for those who enjoy the scura darker taste in espressos.



## New Moon Espresso

FRENCH ROAST



Simply glamorous.

Rich and deeply dimensioned espresso with spicy bittersweet chocolate undertones that carries into the aftertaste and slightly fruity aroma.



## Italo Canadese

VIENNA ROAST



Classic Northern Italian Espresso.

From taste to body, our Italo Canadese represents a new way of creating an espresso - medium acidity with milk chocolate like notes and medium crema.

# Decaf



## Colombian Excelsos Decaf

VIENNA ROAST



This coffee is decaffeinated using the Swiss Water® Process (100% chemical free).

This coffee has a caramel sweetness that is very prominent from this special traditional but decaffeinated. Organic Colombian without spoiling the element which gives this Colombian coffee its full, rich character. Full body with nutty, fruity flavor and crisp aftertaste.



## Sumatra Gayo Mountain Decaf

VIENNA ROAST



One of the world's truly exotic coffees, Gayo Sumatra is known for rich full body, smooth chocolate with earthy hints of nutmeg.

It is co-op grown in the lush volcanic mountains of Northern Sumatra. Using only water, this coffee is 99.97% caffeine free.



## Mexican Altura Decaf

VIENNA OR FRENCH ROAST



Along with the really good, small-farm coffees from Oaxaca, this fair trade and organic Mexican Altura SWB coffee is a real standout with a very balanced, clean cup, mild milk chocolate notes, and a token of brightness (some vanilla notes), hinting at its origin as a true high-grown Chiapas.



## Peru Chanchamayo Decaf

VIENNA OR FRENCH ROAST



From the celebrated Chanchamayo growing region, the Peru Chanchamayo Decaf has a lively aroma, with fresh-cut cedar and cherry-chocolate notes. In the cup simple but deeply resonant, with hints of flowers, chocolate and cherry-leaning fruit shimmering through the gentle roastiness.

An easy, comfortable darker-roasted coffee, soothing but not boring.





## Northern Paradise Blend

VIENNA ROAST



An intriguing balance of sweetness and acidity in the mid-notes, a bit of fruity florals at the top end and bright – full of character with "snap".

To non-Decaf drinkers, this is a full bodied sweet treat that carries its name well.

Our Northern Paradise is fair trade, organic, shaded grown, and decaffeinated naturally (Swiss Water® Process) from the best coffee growing regions of the world.

An intriguing balance of sweetness and acidity in the mid-notes with a bit of fruity florals at the top.



## TNO: Café déc'ART

VIENNA ROAST



Pour les artistes entre nous, il existe un café décafé équitable et biologique qui excite les idées créatives.

En partenariat avec le TNO, Old Rock a créé un café parfaitement équilibré au goût choco noix.

# Exotic



## Cuban

LIGHT FRENCH ROAST



Our Cuban coffee is full bodied and extremely well balanced with a lush smoky flavour. It is a unique clean tasting coffee with mild acidity leaving incredibly long and flavourful aftertaste due to its lower altitude.

Cuban coffee is rare and is one of the best-kept secrets in the world of coffee.



## Kona

LIGHT FRENCH ROAST



Our 100% pure Kona coffee is grown, hand-picked, processed and sun-dried on our 3.8 acre farm at the two thousand foot elevation on the slopes of Mauna Loa Volcano.

Wil and his family take great pride of their wonderful hard-to-get-to plantation.



## Haitian Blue Mountain

LIGHT FRENCH ROAST



This is a gem. From a small co-op in Haiti's Nord region (North), these beans are transplants from the same varietal as Jamaican Blue Mountain. Creamy buttery mellow medium body coffee with low acidity and a little nutty sweet finish like almonds.



## Kopi Luwak

LIGHT FRENCH ROAST



The Kopi Luwak is made of coffee berries that have been excreted from the Asian Palm Civet, a small Indonesian civet.

After cleaning and drying in Indonesia, then shipped and carefully roasted by Old Rock, the Kopi Luwak delivers a thick coffee with great aroma and much less bitterness.



## Jamaican Blue Mountain

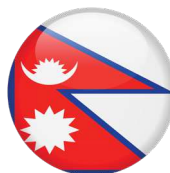
VIENNA OR FRENCH ROAST



Our Jamaican Blue Mountain, famous for its clean, refined taste and hint of natural sweetness, is 100% genuine Jamaican Blue Mountain from the Blue Baron Estate.

Its incredible fragrance, delicate aroma and amazing sweetness will enwrap you, cup after cup with subtle fruit and floral overtones.

The coffee from the Blue Baron Estate is an excellent quality Blue Mountain Coffee due to the unique combination of its enriched soils and superb climatic conditions.



## Nepal Mount Everest Supreme

LIGHT FRENCH ROAST



Nepal's mountainous terrain makes it an ideal place to cultivate coffee.

Original beans imported from PNG, the coffee delivers great body, good acidity and a wonderful lingering baked taste.

Great as espresso.



## Dominican

LIGHT FRENCH ROAST



Our Santo Domingo Cibao is a deliciously sweet full body coffee with moderate to light acidity, rich aroma, and earthy tones. Shaded grown from the small region of Cibao grown by farmers who believe in the importance of sustainable farming.

Clearly an island coffee roasted as a light French roast to bring out a delicious sharp pungency



# Holiday



## Christmas Blend

VIENNA ROAST



Our Christmas Blend is made with family in mind. With today's hustle and bustle, Christmas time (Hannukah for some of our friends) was one of the few times in the year that the world stops for a honest family chat.

This coffee has been carefully blended not to overpower the conversation, but balanced and strong enough with sweet, spicy and dry tones to ignite deep thoughts that you will cherish forever.

Ideal for Christmas morning.



## Christmas Jazz

VIENNA ROAST



For something different, this is a lightly flavored coffee delicately blended with our Christmas Blend. Makes for a nice coffee to impress relatives. Vanilla flavored.



## Christmas Eve Blend

FRENCH ROAST



Based on our Christmas Blend, Christmas Eve is stronger to overpower the strong tastes of Christmas cheers and foods.

It is best after those extravagant holiday dinners. Medium body, balanced and strong with spicy tones.



## Holiday Blend

VIENNA ROAST



A lightly flavored coffee with delicate notes of vanilla and sweetened nuts. Great for joyous occasions.





Check with the sommelier de café for non-listed coffees. Some coffees may not be available.





## Our Address

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