

# JOSUMA

COFFEE COMPANY  
a division of Josuma Corporation

**FOR IMMEDIATE RELEASE**

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## **MALABAR GOLD: YOUR NEW FAVORITE ESPRESSO**

If you're attending the 2013 Winter Fancy Food Show in San Francisco, one "must visit" booth is Josuma Coffee Company (booth #1463) where you can sample Malabar Gold Supreme Espresso.

**What is Malabar Gold?** Engineered by a nuclear physicist using Direct Trade coffee beans, this premium espresso blend produces a well-balanced shot that showcases sweetness and body with little bitterness.

The look, feel, and taste of Malabar Gold is unlike much of what is passed off as "espresso" by many coffee purveyors. "An overwhelming majority, 90 to 95 percent, of all espresso made and sold in North America- whether consumed straight or in lattes and cappuccinos- is not espresso at all. It is ordinary coffee, although made with expensive espresso machines," commented Dr Joseph John, President and founder of Josuma Coffee Company in Menlo Park, CA.

Coffee aficionados may also appreciate that Malabar Gold delivers none of the sourness increasingly associated with espresso from "third wave" coffee roasters.

Long a cult favorite among home espresso connoisseurs, a growing number of independent coffee houses have adopted Malabar Gold as their primary espresso blend. With a significant footprint in the West and Midwest, the Silicon Valley-based Josuma Coffee Company has gradually been expanding its reach to other parts of the country.

Experience Malabar Gold, and you'll never again settle for drinking- or serving- bitter, watery espresso.

**What Makes Malabar Gold So Different?** "Producing a top-notch espresso blend requires not just high quality beans but an understanding of which high quality beans to use," added Dr John.

"With brewed coffee, the extraction process simply involves dissolving the water-soluble parts of ground coffee," Dr John went on to explain. "With espresso, though, the extraction process includes not only dissolving the water-soluble components but also emulsifying the insoluble oils. This produces the 'crema' that's unique to espresso. The emulsification of the oils markedly alters the mouthfeel, density, viscosity, wetting power, foam-forming ability of the beverage. It also changes the flavor properties, which results in espresso being noticeably sweeter than brewed coffee. An outstanding espresso blend must therefore contain not just high quality beans but low-acid beans with a lot of oil and then roasted to keep the oils inside the beans."

**About Josuma Coffee:** Josuma Coffee Company is an importer, distributor, and roaster of specialty coffees. As an importer, Josuma is best known as the premier source for top quality coffees from India. As a roaster, Josuma is known for its expertise on the art and science of espresso as well as for Malabar Gold Supreme, its flagship espresso blend.

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