

Coffee Selection Guide: How To Choose Coffee According To Your Taste?

For many people, coffee is an essential part of their daily routine. It's often more important than breakfast or getting to work on time. But, whether you start your day with a hot cup of coffee or enjoy a mid-afternoon pick-me-up, many factors influence the flavour of your coffee.

Need a little help finding the right brew for you? Keep reading to learn 4 of the biggest things to consider when choosing your next coffee bean or brew method.

1. Understand the Roast Level

[Coffee bean](#) roasting plays a massive part in determining the flavour of the coffee. This is because when coffee beans are roasted, they undergo a chemical change affecting their taste, aroma, and acidity.

Coffee beans are typically roasted to one of four levels: light, medium, medium-dark, or dark.

Light Roast

Light roast coffee beans are roasted for the shortest period, resulting in a lighter colour and less body.

The taste is usually light and delicate, with moderate to high levels of acidity. The bitterness level is pretty low- which many consumers love!

Medium Roast

Medium-roast coffee beans are the most common and are roasted to a moderate temperature. Medium roast coffee has a balanced flavour profile, with both sweetness and acidity, but with a fuller body than the light roast.

Medium-Dark Roast

Medium-dark roast coffee beans have a richer, fuller flavour than medium-roast coffee beans. More bitterness starts to creep in, but with low levels of acidity.

Dark Roast

As you might've guessed, dark roast coffee beans are roasted for the longest period. If you prefer a bold flavour, look for darker roasts such as French or Italian roasts.

Dark roasts have the boldest, richest flavour profiles, with low levels of acidity. Additionally, the bitterness levels are the highest of the roasts- which some people find a little harsh.

2. Consider the Origin

The origin of coffee beans also plays a significant role in the taste. Coffee is grown in different regions worldwide, and each area has its unique flavour profile.

For example, beans from Ethiopia tend to have fruity and floral notes, while beans from Colombia are known for their nutty and chocolaty flavours.

Do some research on the origin of the beans to get an idea of what flavours to expect. You can also look for single-origin coffee beans, which come from a specific region and have a more distinct flavour profile.

3. Choose the Right Brewing Method

Different brewing methods can significantly affect the taste of your coffee.

Some popular brewing methods include:

- Drip coffee: a straightforward method that produces mild, smooth coffee with a balanced flavour profile.
- French press coffee: tends to be bolder and stronger, with a full-bodied taste.
- Pour-over coffee: more delicate, with a clean, bright taste.
- Espresso: is a concentrated coffee brewed under high pressure, resulting in a strong, intense flavour.

Of course, the brewing method really depends on the user, with changes in the method making significant differences in the overall flavour profile, such as the quantity of coffee used, water temperature, and the brew time. So practice the method you already have at home to ensure you get the best brew out of it.

4. Grind Size

You can choose the grind size of a pre-ground bag of coffee, or you can grind it at home with a coffee grinder.

The size of the coffee grind significantly impacts the flavour of the coffee. This is because the size of the grind affects the surface area of the coffee that comes into contact with the water, which affects how quickly and completely the coffee is extracted.

Main taste differences:

- Finer grinds result in stronger, more intense coffee with higher levels of bitterness.
- Coarser grinds result in a milder brew with less acidity and bitterness.

However, grind size is a little complicated, as different brewing methods recommend using certain grind sizes. More on that in another article- don't worry!

Final Thoughts

The best way to find your perfect cup of coffee is to experiment with different beans, roast levels, and brewing methods. Fortunately, [Coffee Friend](#) has lots of options to choose from. After all, you'll be making a cup of the good stuff pretty much every day, so find a process you enjoy.

Why not challenge your tastebuds and go for a bean variety or a roast level you don't usually try? Who knows, you might surprise yourself with what you like!