

# Perfect Espresso

## *Espresso Perfetto*

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MAY 2010 – FOR IMMEDIATE RELEASE

## BARISTA BIBLE SET TO BE MODERN GOSPEL ON EVERYTHING ESPRESSO

The **Barista Bible** written by an Australian espresso expert is the most authoritative contemporary book on all things espresso and will be launched at **Caffé Culture 2010** in London on 23-25 June.

As the major title in the collection of **Perfect Espresso books** produced by Coffee Education Network, the *Barista Bible* details the art and science of perfect espresso beverages.

Coffee Education Network director and Perfect Espresso author Christine Cottrell said the *Barista Bible* and its four accompanying titles provide every step essential to preparing and serving perfect espresso beverages – and more.

“We all know a good espresso – one that is pleasantly aromatic, tastes bitter-sweet (rather than just plain bitter), and has great long-lasting crema on top, but it can be surprisingly difficult to make without the right information and skills,” said Ms Cottrell.

“The *Barista Bible* provides all the solutions – it covers coffee beans and espresso machinery, the big three barista skills of grinding, dosing and tamping, how to achieve perfect espresso shots and perfect espresso milk,” she said.

There are also chapters on mise en place (getting the work area organised), cleaning and closure (in the espresso work area) plus the all important espresso-style customer service.

“Professional and home baristas in Australia and New Zealand, as well as Italy, Switzerland and the Middle East, have given us extremely good feedback on the content and presentation of the Perfect Espresso books and resources,” she said.

“The five Perfect Espresso books are full of facts and stories about espresso coffee ‘from seed to sip’, step-by-step instructions, photos and illustrations which all together satisfy the thirst of anyone serious about espresso coffee beverages.”

The five Perfect Espresso titles are:

- **Barista Bible**
- **Conversation: A barista’s guide to questions about espresso**
- **Dictionary: A barista’s guide to the language of espresso**
- **Recipes: A barista’s guide to popular espresso beverages**
- **Troubleshooting: A barista’s guide to common espresso problems.**

“All five books are selling well in bookshops and with coffee companies throughout Australia – and domestic kitchenware and commercial hospitality suppliers stock them because they are popular with domestic and commercial baristas.

“With the Perfect Espresso books, professional and home baristas learn the essentials of a perfect extraction, the things to get right regardless of what espresso machinery they are using.

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“These essentials include the quality and freshness of the beans, consistency of the ground beans, ratio of beans to water, temperature and pressure of the water, extraction time, plus the cleanliness of the espresso machinery,” she said.

“For the lovers of espresso with milk – such as cappuccino, flat white, latte or macchiato – they know the smooth texture and right temperature of milk are also crucial to a perfect espresso beverage. Foaming and steaming are not the only milk skills to be learnt: how to swirl and pour the milk is just as important.

The Perfect Espresso books are great reading for anyone who prepares, serves or drinks coffee.

“Step-by-step instructions and illustrations for preparing 15 popular beverages, plus easy-to-do espresso art are found in *Perfect Espresso Recipes*. “Because problems are inevitable when making espresso beverages, there is *Perfect Espresso Troubleshooting* explaining the source and solution of every possible problem.

“And everyone will be able to talk-the-talk of a coffee connoisseur using the ideas in *Perfect Espresso Conversation* and the language of espresso explained in the *Perfect Espresso Dictionary*.

“These books are also designed to complement the Perfect Espresso Training Resources designed to save hospitality trainers and supervisors time and energy in the planning, delivery and assessment of barista training.”

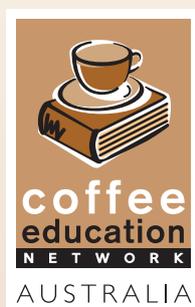
Following the London launch of the Perfect Espresso books and training resources, Coffee Education Network will be sourcing a distributor in the United Kingdom.

Coffee Education Network was established in Australia in 1999 by Christine Cottrell – two years prior to the first World Barista Championship. With over 20 years of experience in teaching and working in the hospitality industry, Christine has meticulously researched and written the most detailed works on espresso coffee in Australia. Her vision and passion for espresso sees her travel Australia and the world to further research trends and developments in espresso as soon as they emerge.

**Interview and photo opportunities available.**

**Christine Cottrell is at stand E136 at Caffé Culture 2010 on 23-25 June.**

**For more information contact Christine on +61 407 021 220  
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