

The Professional Baristas Handbook Scott Rao

New York Times bestselling psychologist Dr. Meg Jay uses real stories from real lives to provide smart, compassionate, and constructive advice about the crucial (and difficult) years we cannot afford to miss. Our "thirty-is-the-new-twenty" culture tells us the twentysomething years don't matter. Some say they are a second adolescence. Others call them an emerging adulthood. Dr. Meg Jay, a clinical psychologist, argues that twentysomethings have been caught in a swirl of hype and misinformation, much of which has trivialized what is actually the most defining decade of adulthood. Drawing from almost two decades of work with hundreds of clients and students, *The Defining Decade* weaves the latest science of the twentysomething years with the behind-closed-doors stories from twentysomethings, themselves. The result is a provocative read that provides the tools necessary to make the most of your twenties, and shows us how work, relationships, personality, social networks, identity, and even the brain can change more during this decade than at any other time in adulthood—if we use the time wisely. *The Defining Decade* is a smart, compassionate and constructive book about the years we cannot afford to miss.

The definitive guide to coffee and the world of the barista.

Are you curious to know how or struggle to make latte art? it seems like a hardship to be a cafe barista or home barista, unable to serve a coffee with a decent latte art and there's not much of materials on the internet that could assist you on this matter. The author has been through such hardship and the sole reason to write this book to serve those who need help to understand further on latte art pouring, espresso-making, and milk frothing with technical explanation and illustrations. This book will cover how to pick a suitable coffee machine and coffee grinder, up until how to pour various latte arts. For coffee lovers who want to go deeper to become a cafe barista or home barista, please have a read on this handbook to cut short your barista learning journey.

Welcome to *The Artisan Roaster* - your complete guide to setting up and running an artisan coffee roastery café from start-up to sale. This comprehensive book covers everything you need to know to run a professional, rewarding business, from choosing a great location, fitting out your coffee roastery café, sourcing, roasting and blending specialty coffee, managing your staff and more. Written in an engaging and easy-to-read manner, yet packed with essential practical advice as well as fascinating facts on all-things-coffee, this book is designed to give you all the expert tips you'll need to hit the ground running in this exciting industry.

David Rosa is an award-winning Australian coffee roaster with a twenty-year career in running a successful coffee roastery and brand. David's previous experience in consumer marketing and advertising proved invaluable in setting up his coffee roastery café. He currently runs coffee roasting and industry-related courses and provides private consultancy services. "David shares his expertise on all aspects of establishing a roastery and the various pitfalls of running a successful business. What David shares is invaluable, informative and concise. It perfectly reflects his enthusiasm, honesty, thirst for knowledge and not least, his sense of humour. I have no doubt this will be read, enjoyed and used as a guide for all new roasters as well as current roasters worldwide."

ANDREW MACKAY - COFI-COM TRADING

The definitive guide to the extraordinary world of coffee from growing and roasting to brewing and serving the perfect cup. This is the ultimate guide to the history, science and cultural influence of coffee according to coffee aficionado and master storyteller Tristan Stephenson. You'll explore the origins of coffee, the rise of the coffee house and the evolution of the café before discovering the varieties of coffee, and the alchemy responsible for transforming a humble bean into the world's most popular drink. You'll learn how to roast coffee at home in the fascinating *Roasting* section before delving into the *Science and Flavour of Coffee* and finding out how sweetness, bitterness, acidity and aroma all come together. You'll then get to grips with grinding before learning about the history of the espresso machine and how to make the perfect espresso in the *Espresso* chapter.

Discover how espresso and milk are a match made in heaven, yielding such treasures as the Latte, Cappuccino, Flat white and Macchiato; you'll also find out how to pour your own Latte art. *Other Brewing Methods* features step-by-step guides to classic brewing techniques to bring the coffee to your table, from a Moka pot and a French press to Aeropress and Siphon brewing. Finally, why not treat yourself to one of Tristan's expertly concocted recipes. From an Espresso Martini to a Pumpkin Spice Latte and Coffee Liqueur to Butter Coffee, this really is the essential anthology for the coffee enthusiast.

NEW YORK TIMES BESTSELLER • This instant classic explores how we can change our lives by changing our habits. NAMED ONE OF THE BEST BOOKS OF THE YEAR BY *The Wall Street Journal* • *Financial Times* In *The Power of Habit*, award-winning business reporter Charles Duhigg takes us to the thrilling edge of scientific discoveries that explain why habits exist and how they can be changed. Distilling vast amounts of information into engrossing narratives that take us from the boardrooms of Procter & Gamble to the sidelines of the NFL to the front lines of the civil rights movement, Duhigg presents a whole new understanding of human nature and its potential. At its core, *The Power of Habit* contains an exhilarating argument: The key to exercising regularly, losing weight, being more productive, and achieving success is understanding how habits work. As Duhigg shows, by harnessing this new science, we can transform our businesses, our communities, and our lives. With a new Afterword by the author "Sharp, provocative, and useful."—Jim Collins "Few [books] become essential manuals for business and living. *The Power of Habit* is an exception. Charles Duhigg not only explains how habits are formed but how to kick bad ones and hang on to the good."—*Financial Times* "A flat-out great read."—David Allen, bestselling author of *Getting Things Done: The Art of Stress-Free Productivity* "You'll never look at yourself, your organization, or your world quite the same way."—Daniel H. Pink, bestselling author of *Drive* and *A Whole New Mind* "Entertaining . . . enjoyable . . . fascinating . . . a serious look at the science of habit formation and change."—*The New York Times Book Review*

A guide to selecting and brewing artisan coffees covers how to use standard kitchen tools to make professional-tasting coffees and espressos and is complemented by recipes for coffee-inspired treats.

The popularity of espresso, coffee at its purest and most intense, has grown exponentially in the past decade. In this revised edition of his book on the ultimate coffee, Kenneth Davids provides a lucid, engaging examination of espresso's lore, legend, and culture. A finalist for the James Beard Award upon its original publication. *Espresso* is the perfect introduction to the world of specialty coffee.

More than 150 million Americans drink coffee each day. We're not the only nation obsessed: More than 2.25 billion cups of coffee are consumed in the world each day. In *Coffee Obsession*, we take a journey through the coffee-producing nations around the world, presenting the different styles, flavors, and techniques used to brew the perfect cup. We explore how coffee gets from bean to cup in each region, and what that means for the final product. Through clear step-by-step instruction, *Coffee Obsession* will teach you how to make latte, cappuccino, and other iconic coffee styles as if you were a professionally trained barista. With more

than 130 classic coffee recipes to suit every taste, detailed flavor profiles and tasting notes, as well as recommended roasts from around the world, Coffee Obsession is like nothing else out on the market.

There's nothing like a good cup of coffee in the morning, right? Most people simply buy their espresso, latte, or macchiato from their local coffee shop and be done with it. To others, however, their morning cup of coffee is more than just a swipe of a credit card and a quick energy boost—it's an art form. With this book, world-renowned latte artist and barista Hiroshi Sawada offers step-by-step instructions on how to make more than fifty delicious coffee drinks. Including recipes for some of the popular drinks in this world—lattes, americanos, cappuccinos, espressos, mochas—and world-class tips from Sawada himself, this coffee compendium is the premier guide for aspiring baristas and amateur home brewers alike. These invaluable skills can be applied either at home or in a professional setting—helping even the most seasoned barista hone their craft. In addition to the recipes, learn the intricacies of the pour, about the different varieties of beans and how to store them, and all the crucial elements necessary to make the perfect cup.

A literary cookbook that celebrates food and poetry, two of life's essential ingredients. In the same way that salt seasons ingredients to bring out their flavors, poetry seasons our lives; when celebrated together, our everyday moments and meals are richer and more meaningful. The twenty-five inspiring poems in this book—from such poets as Marge Piercy, Louise Glück, Mark Strand, Mary Oliver, Billy Collins, Jane Hirshfield—are accompanied by seventy-five recipes that bring the richness of words to life in our kitchen, on our plate, and through our palate. Eat This Poem opens us up to fresh ways of accessing poetry and lends new meaning to the foods we cook.

For courses in Introductory Public Relations. Cutlip & Center offers students the gold standard in public relations, providing the most up-to-date reference in the market. In the new edition, Glen Broom continues the work of Cutlip and Center by providing the most up-to-date reference for students.

Ever wondered how the professional barista can create all of those great designs on the top of your coffee? This is the guide they read, and is your opportunity to learn and become your family's own barista. Written with advice and instructions from international award winning baristas this book provides a step by step breakdown of a variety of coffee art, designed to assist you to become an artist in your own coffee making. You will love the intricate designs, and be surprised at how easy they can be achieved. Also included are some fantastic cake and biscuit recipes containing coffee as an ingredient.

Longlisted for the National Book Award New York Times Bestseller A former Wall Street quant sounds an alarm on the mathematical models that pervade modern life -- and threaten to rip apart our social fabric We live in the age of the algorithm. Increasingly, the decisions that affect our lives--where we go to school, whether we get a car loan, how much we pay for health insurance--are being made not by humans, but by mathematical models. In theory, this should lead to greater fairness: Everyone is judged according to the same rules, and bias is eliminated. But as Cathy O'Neil reveals in this urgent and necessary book, the opposite is true. The models being used today are opaque, unregulated, and uncontestable, even when they're wrong. Most troubling, they reinforce discrimination: If a poor student can't get a loan because a lending model deems him too risky (by virtue of his zip code), he's then cut off from the kind of education that could pull him out of poverty, and a vicious spiral ensues. Models are propping up the lucky and punishing the downtrodden, creating a "toxic cocktail for democracy." Welcome to the dark side of Big Data. Tracing the arc of a person's life, O'Neil exposes the black box models that shape our future, both as individuals and as a society. These "weapons of math destruction" score teachers and students, sort resumes, grant (or deny) loans, evaluate workers, target voters, set parole, and monitor our health. O'Neil calls on modelers to take more responsibility for their algorithms and on policy makers to regulate their use. But in the end, it's up to us to become more savvy about the models that govern our lives. This important book empowers us to ask the tough questions, uncover the truth, and demand change. -- Longlist for National Book Award (Non-Fiction) -- Goodreads, semi-finalist for the 2016 Goodreads Choice Awards (Science and Technology) -- Kirkus, Best Books of 2016 -- New York Times, 100 Notable Books of 2016 (Non-Fiction) -- The Guardian, Best Books of 2016 -- WBUR's "On Point," Best Books of 2016: Staff Picks -- Boston Globe, Best Books of 2016, Non-Fiction

Describes the equipment, ingredients and techniques used for roasting a variety of styles of coffee at home.

Written by leading coffee technology specialists in consultation with some of the world's biggest coffee manufacturers, the second edition of the successful Espresso Coffee will once again comprehensively cover the current status of the chemistry and technology of espresso coffee. It comprehensively covers topics such as agronomy, green coffee processing, roasting/grinding, packaging, percolating and decaffeination techniques. It provides a comprehensive resource for those interested in the fundamental notions of coffee quality; with a point of reference given in the form of a detailed bibliography to provide direction to the wider literature. Chapters Include: * Quality of espresso coffee * The plant * The raw bean * Roasting * Grinding * Packaging * Percolation * The cup * Physiology

In this text, Roemer proposes a new future of socialism based on a redefinition of market socialism. The Achille's heel of socialism has always been maintaining innovation and efficiency in an economy in which income is equally distributed. Roemer points out that large capitalist firms have already solved a similar problem: in those firms, profits are distributed to numerous shareholders, yet they continue to innovate and compete. The author argues for a modified version of socialism, not necessarily based on public ownership, but founded on equality of opportunity and political influence.

From the bestselling author of The 48 Laws of Power and The Laws of Human Nature, a vital work revealing that the secret to mastery is already within you. Each one of us has within us the potential to be a Master. Learn the secrets of the field you have chosen, submit to a rigorous apprenticeship, absorb the hidden knowledge possessed by those with years of experience, surge past competitors to surpass them in brilliance, and explode established patterns from within. Study the behaviors of Albert Einstein, Charles Darwin, Leonardo da Vinci and the nine contemporary Masters interviewed for this book. The bestseller author of The 48 Laws of Power, The Art of Seduction, and The 33 Strategies of War, Robert Greene has spent a lifetime studying the laws of power. Now, he shares the secret path to greatness. With this seminal text as a guide, readers will learn how to unlock the passion within and become masters.

I have a history of picking the wrong guy. Gay? Player? Momma's boy? Check, check and check. Now I can't stop fantasizing about one of the customers at the coffee shop I work at between classes. It's just a harmless crush, right? It's not like I ever see this guy outside of the coffee shop. It's not like I'm going to see him while attempting to get birth control

at the student clinic. While wearing a paper gown. While sitting on an exam table. Because he's the doctor. Shoot. Me. But what if, for once, the man I've had the dirtiest, most scandalous fantasies about turned out to be everything but wrong?

Beginning with the absolutely critical first moments of the outbreak in China, and ending with an epilogue on the vaccine rollout and the unprecedented events between the election of Joseph Biden and his inauguration, Lawrence Wright's *The Plague Year* surges forward with essential information--and fascinating historical parallels--examining the medical, economic, political, and social ramifications of the COVID-19 pandemic.

Material compiled from various sources concerning railroads and locomotives which have operated in East Texas. In *Talking Art*, acclaimed ethnographer Gary Alan Fine gives us an eye-opening look at the contemporary university-based master's-level art program. Through an in-depth analysis of the practice of the critique and other aspects of the curriculum, Fine reveals how MFA programs have shifted the goal of creating art away from beauty and toward theory. Contemporary visual art, Fine argues, is no longer a calling or a passion—it's a discipline, with an academic culture that requires its practitioners to be verbally skilled in the presentation of their intentions. *Talking Art* offers a remarkable and disconcerting view into the crucial role that universities play in creating that culture.

The Physics of Filter Coffee is a deep dive into the science behind coffee brewing. In the book, renowned astrophysicist Jonathan Gagné brings welcome scientific expertise to coffee making. Not only does the book contain numerous original ideas about coffee brewing, but Jonathan lays to rest many controversial ideas about coffee making.

The worldwide bestseller - 1/4 million copies sold 'Written by a World Barista Champion and co-founder of the great Square Mile roasters in London, this had a lot to live up to and it certainly does. Highly recommended for anyone into their coffee and interested in finding out more about how it's grown, processed and roasted.' (Amazon customer) 'Whether you are an industry professional, a home enthusiast or anything in between, I truly believe this is a MUST read.' (Amazon customer) 'Informative, well-written and well presented. Coffee table and reference book - a winner' (Amazon customer) 'Very impressive. It's amazing how much territory is covered without overwhelming the reader. The abundant photos and images are absolutely coffee-table-worthy, but this book is so much more. I think it would be enjoyable for an obsessed coffee geek or someone who just enjoys their java.' (Amazon customer) For everyone who wants to understand more about coffee and its wonderful nuances and possibilities, this is the book to have. Coffee has never been better, or more interesting, than it is today. Coffee producers have access to more varieties and techniques than ever before and we, as consumers, can share in that expertise to make sure the coffee we drink is the best we can find. Where coffee comes from, how it was harvested, the roasting process and the water used to make the brew are just a few of the factors that influence the taste of what we drink. Champion barista and coffee expert James Hoffmann examines these key factors, looking at varieties of coffee, the influence of terroir, how it is harvested and processed, the roasting methods used, through to the way in which the beans are brewed. Country by country - from Bolivia to Zambia - he then identifies key characteristics and the methods that determine the quality of that country's output. Along the way we learn about everything from the development of the espresso machine, to why strength guides on supermarket coffee are really not good news. This is the first book to chart the coffee production of over 35 countries, encompassing knowledge never previously published outside the coffee industry.

Entrepreneurial phenomenon Ari Weinzweig, co-founder of the much-loved Zingerman's Deli, shares the secrets to providing world-class customer service. Zingerman's in Ann Arbor, Michigan, is a beloved deli with some of the most loyal clientele around. It has been praised for its products and service in media outlets far and wide, including the New York Times, Men's Journal, Inc. Magazine, Esquire, Atlantic Monthly, USA Today, and Fast Company. And what started out as a small deli has grown to a flourishing restaurant, catering service, bakery, mail-order operation, creamery, and training business. Booming business and loyal customers are proof enough that the Zingerman's team knows a thing or two about customer service. Now in *Zingerman's Guide to Giving Great Service*, co-founder Ari Weinzweig shares the unique Zingerman method of treating customers, giving the reader step-by-step instructions on what to teach staff, how to train them, how to implement the training, how to measure their success, and finally, how to reward performance. Some of Zingerman's time-tested principles: Customers who get a great product but poor service won't be as loyal as those who are disappointed with a product but get great service. You'll get more complaints if people believe you care enough to listen to them. And that's a good thing. Employees who are rewarded, respected, and well cared for treat customers the same way.

If you want to know how to brew the ultimate cup of coffee in the comfort of your own home (and save some money too!), then you want to read this book. You see, making great coffee boils down to doing a number of little things right, such as selecting the right beans and roasts, and creating the right blends; using the right coffee machine and grinder; using the right amount of grounds; brewing at correct temperatures and for the right amount of time; and more. If all that sounds complicated to you, don't worry--this book breaks it all down and teaches you, step by step, everything you need to know to brew heavenly cups of coffee that are the hallmark of true coffee maestros. In this book, you'll learn things like... How to pick the right coffee machine and get the most bang for your buck, regardless of your budget. (Please don't buy a drip brewer before reading this chapter!) Everything you need to know about coffee beans to master the art of creating incredible blends that create rich, complex coffee. You'll be blown away by how much better your coffee will be when you use this information. Why you should seriously consider getting a coffee grinder, and which types are the best for making coffee. The step-by-step, no-fail method of brewing sweet, decadent coffee every time. Say goodbye to coffee that's too weak or strong or bitter, and say hello sweet, aromatic indulgences. 30 delicious coffee recipes including classics that are to die for, espresso drinks that every coffee lover should try, holiday drinks that will make you cheer, and dessert drinks that are like heaven in a cup. And more... Brewing mouth-watering coffee and making your favorite coffee drinks are a breeze after reading this book! Scroll up and click the "Buy" button now to learn how to make coffee so good that your friends and family will rave.

The liberal arts major is often lampooned: lacking in "skills," unqualified for a professional career, underemployed. But studying for the joy of learning turns out to be surprisingly practical. Unlike career-focused education, liberal education prepares graduates for anything and everything--and nervous "fuzzy major" students, their even more nervous parents, college career center professionals, and prospective employers would do well to embrace liberal arts majors. Just look to Silicon Valley, of all places, to see that liberal arts majors can succeed not in spite of, but because of, their education. *A Practical Education* investigates the real-

world experiences of graduates with humanities majors, the majors that would seem the least employable in Silicon Valley's engineering-centric workplaces. Drawing on the experiences of Stanford University graduates and using the students' own accounts of their education, job searches, and first work experiences, Randall Stross provides heartening demonstrations of how multi-capable liberal arts graduates are. When given a first opportunity, these majors thrive in work roles that no one would have predicted. Stross also weaves the students' stories with the history of Stanford, the rise of professional schools, the longstanding contention between engineering and the liberal arts, the birth of occupational testing, and the popularity of computer science education to trace the evolution in thinking about how to prepare students for professional futures. His unique blend of present and past produces a provocative exploration of how best to utilize the undergraduate years. At a time when institutions of higher learning are increasingly called on to justify the tangible merits of the liberal arts, *A Practical Education* reminds readers that the most useful training for an unknowable future is the universal, time-tested preparation of a liberal education.

East Texas Railroads and Locomotives Collection

Follow the ultimate coffee geeks on their worldwide hunt for the best beans. Can a cup of coffee reveal the face of God? Can it become the holy grail of modern-day knights errant who brave hardship and peril in a relentless quest for perfection? Can it change the world? These questions are not rhetorical. When highly prized coffee beans sell at auction for \$50, \$100, or \$150 a pound wholesale (and potentially twice that at retail), anything can happen. In *God in a Cup*, journalist and late-blooming adventurer Michaele Weissman treks into an exotic and paradoxical realm of specialty coffee where the successful traveler must be part passionate coffee connoisseur, part ambitious entrepreneur, part activist, and part Indiana Jones. Her guides on the journey are the nation's most heralded coffee business hotshots: Counter Culture's Peter Giuliano, *Intelligentsia*'s Geoff Watts, and Stumptown's Duane Sorenson. With their obsessive standards and fiercely competitive baristas, these roasters are creating a new culture of coffee connoisseurship in America—a culture in which \$10 lattes are both a purist's pleasure and a way to improve the lives of third-world farmers. If you love a good cup of coffee—or a great adventure story—you'll love this unprecedented up-close look at the people and passions behind today's best beans. "Weissman illustrates how the origin, flavor compounds and socioeconomic impact of a cup of coffee are relevant now more than ever. . . . Tagging along behind the main characters in today's specialty coffee scene, [she] travels from the exotic to the expected to artfully deconstruct the connoisseur's cup of coffee." —Publishers Weekly

"Build a better brew by mastering 10 manual methods, from French Press to Chemex, with this comprehensive guide." —*Imbibe Magazine* Named a top food & drink book of 2017 by Food Network, *Wired*, *Sprudge*, and *Booklist* This comprehensive but accessible handbook is for the average coffee lover who wants to make better coffee at home. Unlike other coffee books, this one focuses exclusively on coffee—not espresso—and explores multiple pour-over, immersion, and cold-brew techniques on 10 different devices. Thanks to a small but growing number of dedicated farmers, importers, roasters, and baristas, coffee quality is at an all-time high. But for nonprofessionals, achieving café quality at home can seem out of reach. With dozens of equipment options, conflicting information on how to use that equipment, and an industry language that, at times, doesn't seem made for the rest of us, it can be difficult to know where to begin. *Craft Coffee: A Manual*, written by a coffee enthusiast for coffee enthusiasts, provides all the information readers need to discover what they like in a cup of specialty coffee—and how to replicate the perfect cup day after day. From the science of extraction and brewing techniques to choosing equipment and deciphering coffee bags, *Craft Coffee* focuses on the issues—cost, time, taste, and accessibility—that home coffee brewers negotiate and shows that no matter where you are in your coffee journey, you can make a great cup at home. "Engaging and fun . . . I really can't recommend *Craft Coffee: A Manual* enough. If you're even mildly curious about brewing coffee at home, it's absolutely worth a read." —*BuzzFeed* *The Craft and Science of Coffee* follows the coffee plant from its origins in East Africa to its current role as a global product that influences millions of lives through sustainable development, economics, and consumer desire. For most, coffee is a beloved beverage. However, for some it is also an object of scientific study, and for others it is approached as a craft, both building on skills and experience. By combining the research and insights of the scientific community and expertise of the crafts people, this unique book brings readers into a sustained and inclusive conversation, one where academic and industrial thought leaders, coffee farmers, and baristas are quoted, each informing and enriching each other. This unusual approach guides the reader on a journey from coffee farmer to roaster, market analyst to barista, in a style that is both rigorous and experience based, universally relevant and personally engaging. From on-farming processes to consumer benefits, the reader is given a deeper appreciation and understanding of coffee's complexity and is invited to form their own educated opinions on the ever changing situation, including potential routes to further shape the coffee future in a responsible manner. Presents a novel synthesis of coffee research and real-world experience that aids understanding, appreciation, and potential action. Includes contributions from a multitude of experts who address complex subjects with a conversational approach. Provides expert discourse on the coffee value chain, from agricultural and production practices, sustainability, post-harvest processing, and quality aspects to the economic analysis of the consumer value proposition. Engages with the key challenges of future coffee production and potential solutions.

When I started a coffee company in April of 1988, my approach to espresso was formed from these two disciplines which can be summed up in a tidy little sound bite: scientific precision guided by artistry. First and always foremost: all information is geared to making an espresso that is characterized by a heavy red-brown syrup called crema. This crema features an intense coffee flavor that is free of bitterness. Ideally, espresso should always taste like the freshly ground coffee smells. Texture is featured always, and should feel like a pair of velvet pajamas wrapped around your tongue. - Introduction.

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