

# CONTRIBUTORS



<sup>1</sup> **Dan Cole** is a Seattle-area photographer. Dan was educated at the Art Institute of Seattle and the University of Washington, and has worked as an artist in the game industry for over 15 years. He has been pursuing photography since 2005. (Photography for Own Your Own, p. 60)

<sup>2</sup> **Robb Klassen**, who grew up in Cedar Falls Iowa, came to Santa Barbara, Calif., in 2007 to study photography at the Brooks Institute of Photography. Here he was also introduced to the world of specialty coffee while working at the French Press. Over the past few months, he and Kellie Kreiss have been working throughout Southeast Asia on their nonprofit project, Global Populace. (Photography for Field Report: Thailand, p. 30)



<sup>3</sup> **Kellie Kreiss** is originally from the east San Francisco Bay area and a recent graduate of the University of California, Santa Barbara. Over the past four years, while working in specialty coffee at the French Press, she has grown to love and admire the intricacies of coffee. Recently, she and Robb Klassen have been exploring Southeast Asia while developing the nonprofit, Global Populace. (Field Report: Thailand, p. 30)



<sup>4</sup> **Kerry Maloney** is a New Orleans-based freelance photographer with more than a decade of experience shooting for newspapers across the country. As the founder of the wedding and special occasion photography network Heirloom Collective, Kerry both captures couples' most precious moments and manages a nationwide cabal of dedicated photojournalists and artists. When she's not working, there's nothing Kerry loves more than putting down her camera and simply experiencing the magic that happens every day in New Orleans. (Photography for Own Your Own, p. 60)

<sup>5</sup> *Ritual. Community.* These are words that underlie **Emily McIntyre's** writing, whether on alternative milks for *Barista Magazine* or on drinking coffee with her toddler and Q-Grader husband across the country for the *Orange County Register*. A barista and, in a former life, a Celtic-harp teacher and performer, Emily is a freelance beverage-industry copywriter and works with the LAB, an artisan beverages marketing

firm based in Kansas City, Mo., and Portland, Ore. Find her at [www.emilymcintyre.com](http://www.emilymcintyre.com) and [www.softexplosions.com](http://www.softexplosions.com); and on Facebook, Twitter, and Instagram (@mcintyrewrites). (Got Not Milk, p. 72)

<sup>6</sup> **Erin Meister** is a coffee professional with a totally-not-at-all-secret double life as a writer and a journalist. (Worst. Clark. Kent. Ever.) When she's in her coffee cups, she's a regional representative for Counter Culture Coffee's Counter Intelligence education program. She has written about coffee on the regular for *Serious Eats* ([www.serious-eats.com](http://www.serious-eats.com)), and has also contributed editorial and/or written work to fine publications such as *The Boston Globe*, *The Washington Post*, *Time Out NY*, and this gem you've got in your hot little hands. She can be reached at [meister@justmeister.com](mailto:meister@justmeister.com). (Own Your Own, p. 60)

<sup>7</sup> **Chuck Patton** owns Bird Rock Coffee Roasters with his wife, Elke. The former English teacher started the roasting company in 2002 roasting on a one-pound fluid-bed roaster and selling all of the coffee at local farmers' markets and via home delivery. In 2006, Chuck opened the company's flagship location and roastery in Bird Rock, Calif., and in 2012, Bird Rock Coffee Roasters was named *Roast Magazine's* Microroaster of the Year. In 2014, Chuck will open Bird Rock's second retail location in San Diego. (Foam, p. 18)

<sup>8</sup> **Kelsey Snell** is a city magazine editor and freelance writer based in Washington, D.C. She's written about travel and coffee for *National Geographic Traveler* and *Southern Living* magazines, and is a contributor to *National Geographic's Four Seasons of Travel* book. Kelsey also edits coffee maps of London and New York City made by Blue Crow Media, and she thinks you should buy one. Follow her on Twitter (@kelseysnell), and online at [www.fullcircleandco.com](http://www.fullcircleandco.com). (Touring by Café, p. 66)

<sup>9</sup> **Jeff Wenzel** is a New York City-based photographer specializing in music, fashion, and coffee. His specialty-coffee clients include Ritual Roasters in San Francisco, Joe in New York, and Ox Coffee in Philadelphia. He can be reached at [jefewenzel@gmail.com](mailto:jefewenzel@gmail.com). (Photography for Own Your Own, p. 60)

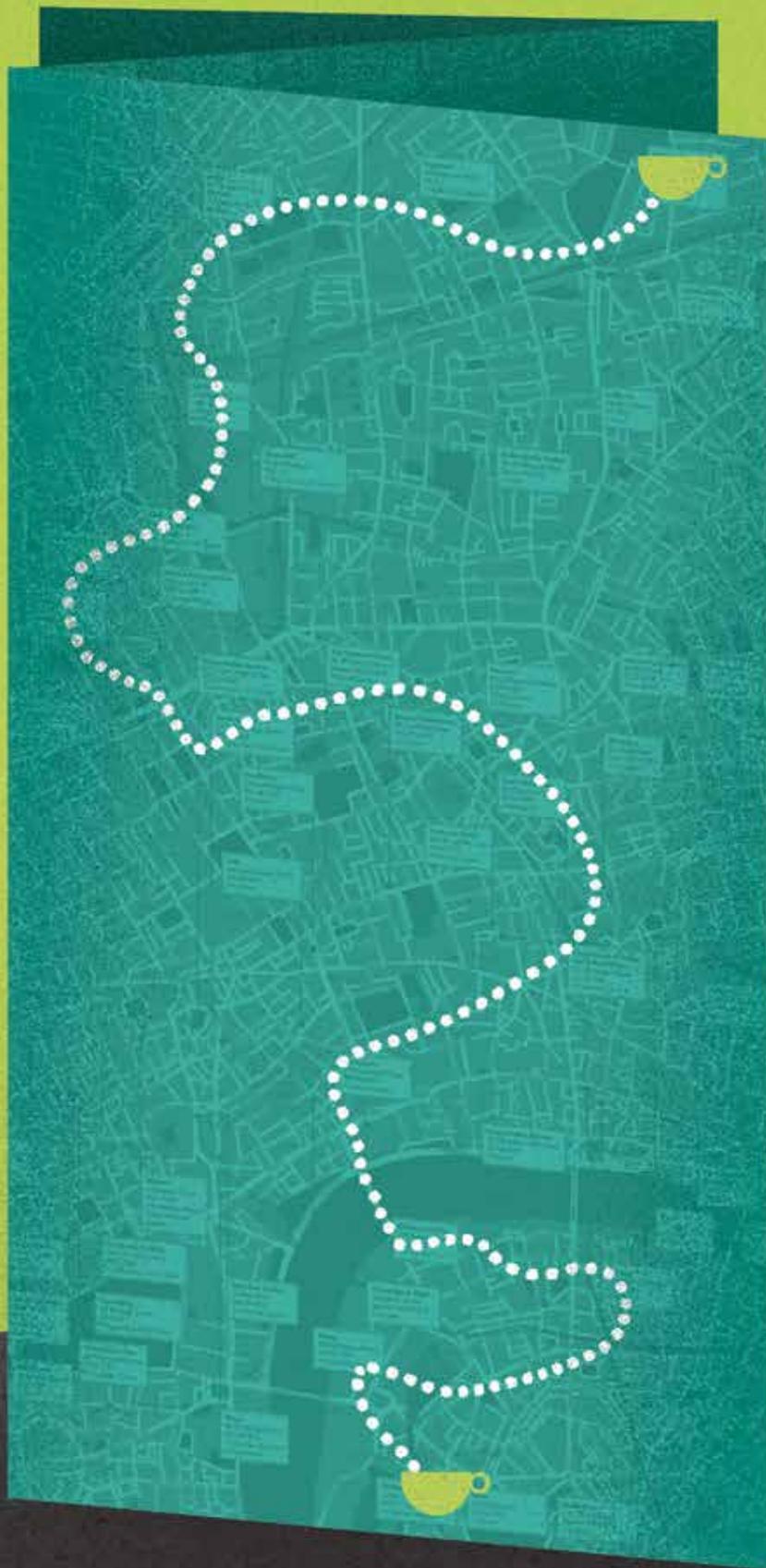


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# TOURING BY CAFÉ

BY KELSEY SNELL  
MAP IMAGES COURTESY OF BLUE CROW MEDIA

**ANDREW EVANS**, *National Geographic*'s "digital nomad," took a trip to Asheville, North Carolina, last October. His full itinerary included a tour of the behemoth Biltmore Estate and bird-watching with ecologists in the Highlands, and although a double-decker-bus-turned-café wasn't on the explorer's agenda, the need for caffeine led him to a local in the know—his barista at Double D's Coffee.

As a professional world traveler, Andrew's job is to find the anchors of a community and experience the richest concentration of local culture in a short period of time. He turns to the coffeehouse.

"Cafés are one of the rare daytime places that allow for true intimacy with locals. Time stops, people share, stories get passed back and forth," he says. "In this century, that kind of thing...only really happens in cafés."

Andrew doesn't claim to be a coffee aficionado, but many *Barista* readers do. As a coffee professional or a savant, you know a thing or two about the stuff. While most of us share an interest in where coffee comes from, how it was roasted and what it tastes like, our love for it grows from the more intangible notions. We're drawn to the culture, community and comfort, which, for Andrew, are what we search for when we travel. So we travel by cafés; we may even travel *for* them.

Coffee-driven travel is not a completely novel concept, but it deserves some recognition as the lens we experience a place through—even our own hometowns. *But why cafés?* Why is the view from a café different than that of an art museum or a retail zone? And really, why navigate to a not-quite-up-and-coming neighborhood for the 30-second thrill of an espresso at a shop with room for three?

For the same reason we eat at greasy spoons, shop an unfamiliar farmers' markets, or drink the local beer, that's why. As travelers in uncharted territory, we want to know what we've been missing. We want to eat what the locals eat, buy what they buy, and drink what they drink. And somewhere in there, we're hoping a little bit of the place settles into us.

As coffee people who savor terroir; the individual factors that influence the bean's overall quality, we want to know the same small elements that give a place its flavor. And in most cities those elements come together around coffee, so we travel by cafés, our instruments to test the terroir of a new destination.

## "STRANGE NEW PLACE"

In the fall of 2012, I returned to the U.K. to see friends from my study-abroad program in Glasgow, Scotland,

# “A CAFÉ REFLECTS ITS NEIGHBORHOOD—THAT MICROCOSM OF INDIVIDUALS. AND BARISTAS ARE GREAT AMBASSADORS FOR THE PLACE.”

KENT BAKER, THE LAB/CAFFEINE CRAWL

three years before. In my first week back, I rediscovered a familiar place and lined up several sweet reunions, but when I later arrived in London, I was alone; we're talking Airbnb alone. But having seen the Frick, Big Ben, and Oxford Circus on a previous trip, my goal for these four days in London was to stay east and explore the 'hoods of Hackney, Hoxton, and Shoreditch by café.

London's coffee culture rewarded my one-track mind, and I faced no shortage: clothing-store espresso counters (Jaguar Shoes and Present), “creative coffee consultancy” Dunne Frankowski's Protein, tiny shoeboxes like 46b Espresso Hut in off-the-grid communities and institutions like Broadway Market's Climpson & Sons, or Department of Coffee and Social Affairs on Leather Lane. When I would get to that shaky peak where no carbs could sponge my caffeine and I was at my limit, I would ask myself, “Why cafés?” I knew it wasn't always about the coffee but, in the words of Mumford & Sons, “the welcome I received with every start.” In a café, I was alone but not lonely—all of a sudden grounded. I knew the places in London where I would find my people, each shop its own but with the same familiar aroma and sounds of clicking dosers, clinking cup to saucer. The strangers making my pourovers became my guides to London, friends enough for the moment.

In Asheville, Evans experienced this, too. He saw the city through the eyes of the coffee-bus barista and her friend, a regular, who joined the conversation. “I got to know the city better,” he said, “And I made two new friends who welcomed me with open arms to a strange new place.”

## THERE'S AN APP FOR THAT

During my time in London, I was told to meet a friend of a friend “because you both like coffee,” she said. That was enough reason for me, and I've been friends with Londoner Derek Lambertson, founder of Blue Crow Media, ever since. Lambertson created a digital travel guide to London cafés, the *London's Best Coffee* app, inspired by a coffee map made for the 2010 World Barista Championship. The following year, Apple named his tool one of the “Best Lifestyle Apps of 2011” and soon thereafter, he produced a New York version (*New York's Best Coffee*) as well as hard copies of the apps in fold-out maps and large-scale posters.

Still baffled by the popularity of chains and just general bad

taste, Derek hopes that if people know where to find quality coffee, they'll begin to develop an appreciation for it.

This coffee cartographer practices what he preaches. When traveling, he maps out cafés to visit in order to find the culture beyond them. “If you find an area in any city with a concentrated number of independent specialty-coffee shops, you know that there will be good things happening there,” Derek says. He recalled a visit to Hong Kong's Knockbox Coffee Company, a tiny shop on the quiet Tai Ping Shan Street lined with other cafés, snack bars, and an outpost of local design collective Start From Zero.

Up next for Blue Crow Media: more coffee map posters of various cities and a Coffee Challenge quiz app. See [www.bluecrowmedia.com](http://www.bluecrowmedia.com) for more.

## HEED THE CRAWL

The LAB, a Kansas City, Mo.-based specialty-beverage marketing team and one of the frontrunners of the “crawl” concept, launched Caffeine Crawl in 2011. Their events spotlight coffee, tea, chocolate, and soda cultures in cities nationwide by offering hands-on experiences during a tour of shops. Caffeine Crawl typically comes to cities with small-but-mighty coffee scenes like Houston, San Diego, or Oklahoma City, and while participants (100–300 people!) are mostly locals, 10 to 20 percent may travel two hours or more for crawls.

Founder Jason Burton said the idea first came after a long conversation with a bartender made him wonder why he couldn't have that same drawn-out interaction with his barista. “We want to break down the barrier between coffee shop employees and the consumer, and connect the two,” he said. Each participating shop on a Caffeine Crawl creates a presentation for “crawlers” on anything from cuppings and pairings to more inventive ideas like bourbon toddy latte tastings. For most cities, multiple routes are available to choose from, some interweaving coffee and chocolate or tea, with about five to six locations per route. (Kansas City and Denver crawls have a bike route.)

So for a team who travels via cafés for a living, why do they do it? “Coffeehouses show different communities and subcultures within a city,” said LAB team member and *Barista Magazine* contributor Emily McIntyre, comparing a cyclist bar with a grittier, more barista-centric café. Fellow LAB staffer Kent Baker added, “A café reflects its



PHOTO BY KELSEY SNELL

neighborhood—that microcosm of individuals. And baristas are great ambassadors for the place.”

This is why Caffeine Crawl hinges on the participation of cafés and their creativity with coffee—because baristas make good drinks, but they also color an unknown city or scene and tell us how to walk in their shoes and experience it. “And whether you choose to talk to the barista or not, you can at least watch, study and learn,” said Burton. “There is this kind of cool community that happens. A lot of it has to do with comfort. A café becomes a comfort house.”

Up next for Caffeine Crawl: international tours and craft-beer events. See [www.caffeinecrawl.com](http://www.caffeinecrawl.com) for a schedule and ticketing.

We define a location by its people, language, architecture, neighborhoods, and foodways combined; they form holistic London or Hong Kong. All of these elements collide in cafés—the hum of voices, the design on the rug, the scones in the pastry case—to create the terroir; the taste, of the place. **b**

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*photo: Aurora's Downfall from the Toddy Cocktails recipe book*

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