



A Taste of... *Kona*

Coffee, along with tea and water, is one of the most popular beverages world-wide. In fact, like cocoa, its such an important commodity it even has a specialized United Nations agency, the International Coffee Organization (located here in London), dedicated to its trade and protection. And why not? It tastes great, provides a nice boost to start the day and has even been touted to reduced the risks of certain diseases.

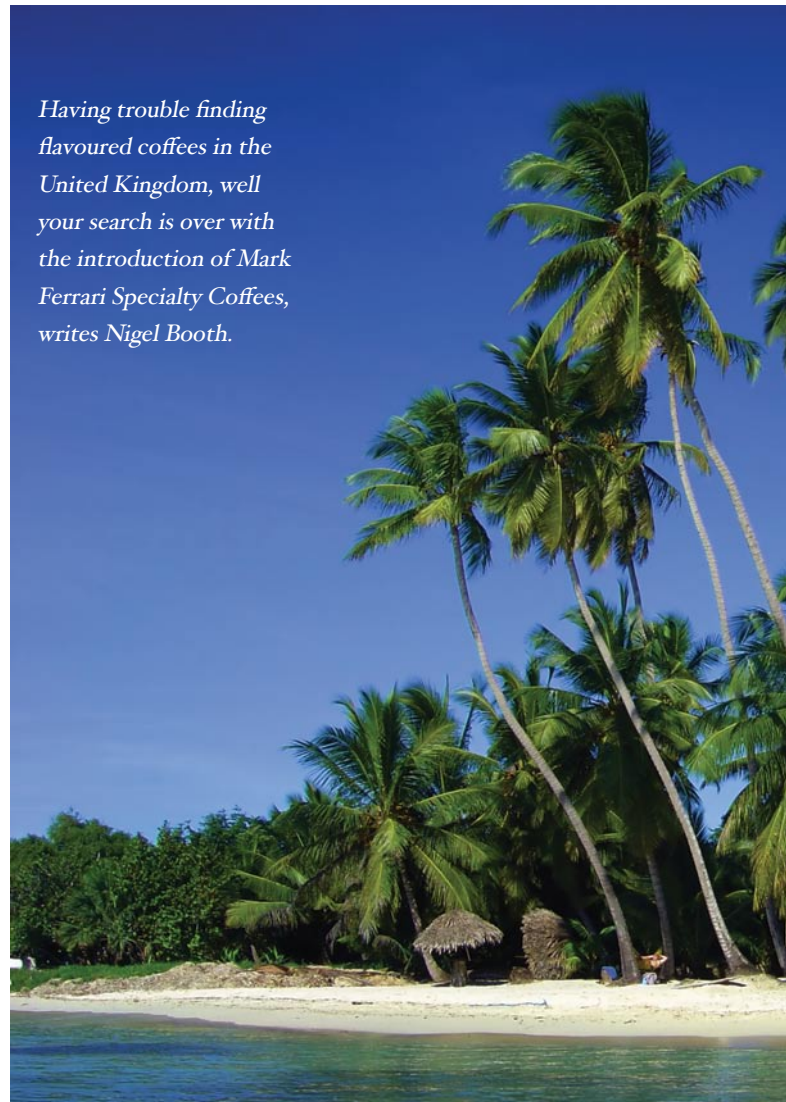
If you're a frequent traveller or an expatriate, you have already learned the hard way that not all coffee is brewed the same around the world. Some cultures like it strong and robust (most of the planet) while others like it smooth and full bodied.

If you're from North American, your probably accustomed to buying flavoured coffees from the local supermarket. Hazelnut cream, chocolate almond, crème brulee - the choices are endless, that is, until you move abroad. You have a better chance of finding buried treasure in your garden than finding a flavoured coffee you can brew at home.

For those who love flavoured coffees, help is finally at hand with the introduction of Mark Ferrari Specialty Coffees. Harking all the way from Kona, Hawaii, Mark provides a selection of aromatic full bodies flavoured coffees as well as 100% Pure Kona Coffee. Whether you're a coffee purist or just a coffee lover, Mark's specialty coffees can satisfy every taste.

Mark's interest in coffee started in the 1980s in the quaint little town of Holualoa, the heart of Kona Coffee Country on the Big Island of Hawaii. After moving to Kona from Newport Beach, California, he was immediately fascinated by the coffee industry and soon became determined to learn and develop his skills in the unique art of coffee roasting. Mark was fortunate to study under the direction of one of Hawaii's most notable Master Coffee Roasters. After attaining the title of Roastmaster in 1986,

Having trouble finding flavoured coffees in the United Kingdom, well your search is over with the introduction of Mark Ferrari Specialty Coffees, writes Nigel Booth.



Images Clockwise: A beach on the Hawaii coastline, where Kona coffee is grown. Whole coffee beans. A smooth cup of coffee. Mark Ferrari, Roastmaster.





he founded the Hawaiian Mountain Gold Coffee Co with his sister, which still produces a wide selection of pure and blended Kona coffees.

Kona Coffee is one of the rarest, and considered one of the smoothest, premium coffees in the world. This unique and rare coffee grows only on the mountain slopes along the pristine Kona Coast of the “Big Island” of Hawaii, where the warm pacific sun, rich volcanic earth and abundant mountain rains combine to create the perfect climate for growing this exotic coffee. Pure Kona is loved by coffee purists world-wide for its aromatic, full bodied, rich flavour. Of course, anything rare does not come cheap and Kona coffee is no exception.

It wasn't until 2003, after 17 years of fine tuning his craft and developing an appreciation for specialty coffees from all over the world, that Mark decided to create his signature collection. To create his signature blends, he chooses only the finest coffees of exceptional flavour from the world's premium growing regions, including Southern and Central America's, Africa, Indonesia, Jamaica and, of course, Kona.

His signature collection is comprised of flavoured coffees such as hazelnut supreme, chocolate almond, crème brulee and vanilla royale, all of which are roasted to perfection. These delicious aromatic full flavoured coffees are also available in decaf and are wonderful for relaxing anytime of the day. My favourite is crème Brulee, but they are all wonderful.

In addition to offering 100% Pure Kona Coffee, Mark also offers estate blended coffees including dark roast, breakfast blend, Jamaican Blue Mountain and Kona Gold, which contains 10% pure Kona in the blend. These blended aromatic full bodied coffees have a smooth and delicious flavour. The dark roast is also great for making espresso.

You can find Mark's mouth-watering coffees at the upcoming International Lifestyle Show to be held at Mercedes-Benz World at Brooklands, from 17-18 March 2007. For more about the Show and how to get FREE tickets, see our article on page 52 or the website www.ilifestyleshow.com. So don't forget to stop by the Show and have a taste. ■

Aloha!

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