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Angels' Cup Offers Coffee Tasting App

Angels' Cup coffee tasting app and website is a new platform for recording and sharing cupping notes.

The mobile app offers a streamlined digital way for roasters through to consumer aficionados to document their observations on various coffees that they either cup seriously or taste informally. The Angels' Cup app stores users' overall satisfaction with a given coffee, and the website portion of the platform then generates suggestions of other coffees based on past enjoyment of coffees a user has tasted.

The app offers two levels, Beginner Tasting and Advanced Tasting, which reflect the dual purposes of the platform: to offer professional roasters an alternative, pocket-and-travel friendly way to record cupping notes and to make the coffee-cupping process and its vocabulary more accessible to consumers. As more cafés and retail brands include tasting notes in their store signage and packaging, consumers are beginning to wonder, "How can I taste things like cherry and dark chocolate in my coffee? What else can I taste? How do professionals learn to notice these flavors?"

Rather than writing or typing cupping

notes, Angels' Cup lets users select aromas, flavors, and even defects by categories and sub categories based on the language of the SCAA Coffee Taster's Wheels. This model of subdividing the extensive cupping vocabulary into categories is designed to make the tasting process less simultaneously overwhelming to new cuppers and more suited to a mobile interface.

The newest feature the Angels Cup app, which ran in beta this fall, is the Roastmasters' Notes, where master roasters have entered their notes for a given coffee, such as Cameron Covey of War Eagle Coffee, Hindsville, Ark., recording his notes on War Eagle's Brazil/Colombia blend. Users can record their observations on that same coffee and then compare their notes to those of a seasoned roaster and cupper. Users can also choose to share their notes via linked social media outlets.

The Angels' Cup app and website hopes to promote a dialogue between both established and emerging roasters and the newest wave of consumers interested in fully understanding and appreciating the coffees they drink. Visit tasting.angelscup.com to experience the note-taking platform.—RN

Dubai's Specialty Coffee Challenge Attracts First UAE Participants

It was coffee week in Dubai from Oct. 9-14th, and one month later, the commercial capital in the Middle East hosted no less than two international coffee events, which drew an enthusiastic participation from the crowds of industry professionals and coffee lovers.

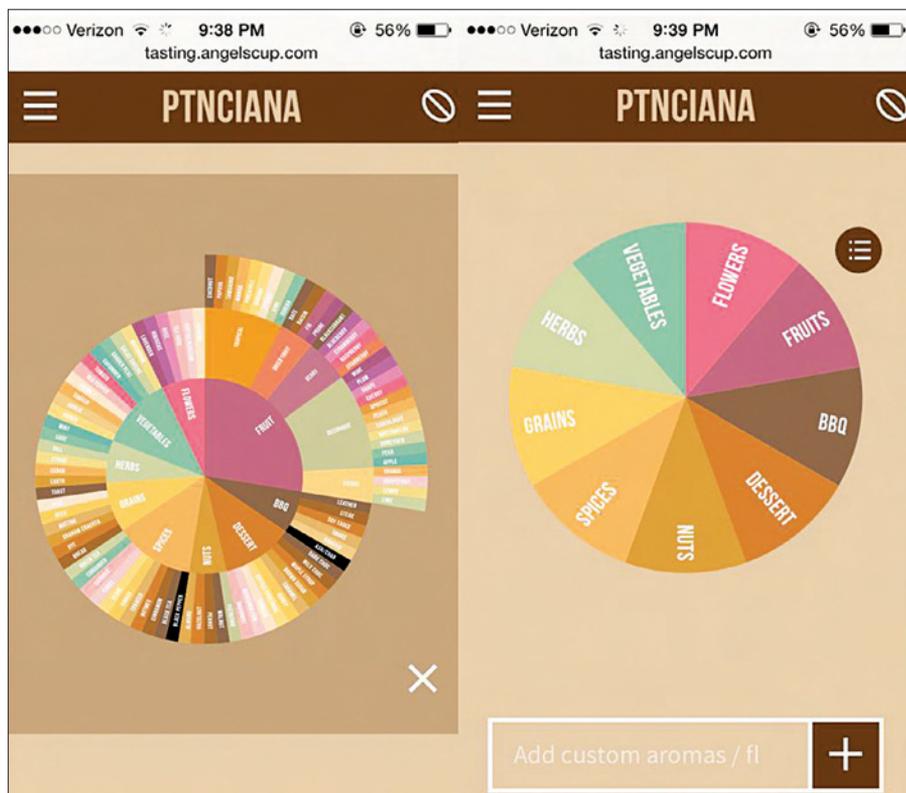
Russian national Dmitriy Griekhov was crowned 2014 winner of the UAE Barista Championship, held for the sixth time by the International Coffee & Tea Festival in the facilities of the Meydan Gallery on the outskirts of Dubai, Nov. 12-14th. The festival also hosted a small trade fair with about 30 stands and exhibitors from Asia, Africa and Latin America.

But it was the Specialty Coffee Challenge, held together with the Specialty Food Festival at the gigantic Dubai World Trade Center, which caught most of the attention with a cupping event that for the first time saw local UAE nationals qualifying as baristas and a multi-cultural brew bar. Not only was it the first time that Dubai, which is home to nationals from close to 200 countries, presented home grown candidates for a world barista event, but the event also had female candidates.

"We are so excited about seeing UAE nationals, both male and females, participating in the Specialty Coffee Challenge, as ultimately we would like to see one of our own nationals representing the UAE in the World Barista Championship," said Khalid al Mulla, partner in Easternmen and Co., a leading roaster and distributor across the Gulf and Middle East region and one of the sponsors of the event.

The Specialty Food Show, which was held from Nov. 9-11th, brought over 100 gourmet chefs from across the world together with over 12,000 buyers from 98 countries, according to event data. The local coffee market, coffee shops and specialty coffee imports have been booming in the last decade as part of the overall economic prosperity of the Gulf region. The total value of food imports including coffee in the Gulf region is forecast to double to USD \$53.1 billion in the next five years, organizers said.

"The specialty coffee scene in Dubai is



The Angels' Cup coffee-tasting app offers a new platform for recording and sharing cupping notes.