

Coffee Scoring Systems Panel: The Descriptive Assessment System

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What's brewing

- ☕ Principles of the system
- ☕ How it works
- ☕ Where is it used
- ☕ Strengths
- ☕ Weaknesses



Courtesy of Brittany Horn



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Principles of the system

- ☉ Informed by the stakeholders
 - Evaluator, farmers, roasters, retailers, contestants...
- ☉ Transparent to stakeholders
 - What is measured
 - How is it measured
- ☉ Objective
 - Scoring doesn't depend on the evaluator or their preference
 - A machine could (theoretically) do it



Courtesy of <http://johnkuypers.com/blog/what-does-it-mean-to-be-a-transparent-leader/>



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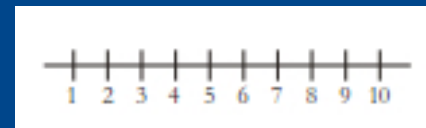


How it works

- ☉ Characteristics and descriptors
 - ☉ Pre-determined or free association
- ☉ Measured on intensity
 - ☉ Taught using non-coffee standards
- ☉ No score generated
 - ☉ For sample evaluation
 - ☉ Strictly descriptive
- ☉ Score generated
 - ☉ For competitions
 - ☉ Requires defining winning profile



No acidity



Acidity upper bound



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COFFEE EVALUATION

NAME _____

DATE AND TIME _____

Attribute

Dry Aroma



Wet Aroma



Acidity



Coffeeness



Sweetness



Body



Aftertaste



Descriptors/Defects/Comments











Scale: not present  intense

Where is it used

☕ Personal use

- Farmers
- Green bean buyers
- Roasters

☕ Competitions

- 2017 Kona Coffee Cupping Competition
- Requires some modifications



Courtesy of Laura Aquino



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Strengths

- ☕ Coffee description (largely) independent of cupper
 - Unbiased
- ☕ No score to dissect
- ☕ Can evaluate any coffee
 - Roast level
 - Cherry process
 - Species...
- ☕ Descriptions can map onto preferences
- ☕ A priori knowledge of coffee not necessary
 - Even undesired!



Courtesy of John Giuliano



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Weaknesses

- ☉ People aren't used to descriptions
- ☉ Descriptions are verbose
- ☉ Requires retraining evaluators to use it
- ☉ Competition use is still imperfect
- ☉ Loses gestalt of coffee



Courtesy of Jens Brynestad



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