

## KENNETH DAVIDS • WRITING AND CONSULTING

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### Coffee Review Professional Services for Ataka Trading Company

Kenneth Davids Reviews: July 2009

■ **Name:** Maui Mokka Natural 14 **ICO lot number:** None

■ **Origin/Area:** Kaanapali, Maui, Hawaii

■ **Roast:** Evaluated at a medium roast (Agtron Whole Bean M-Basic 51).

■ **Attribute scores**

Aroma	8
Acidity	7
Body	8
Flavor	7
Aftertaste	8

### OVERALL RATING: 88

■ **Sensory assessment:**

Gentle aroma with distinct dark chocolate fruit notes. Moderate acidity; smooth, very lightly syrupy mouthfeel. In the cup the chocolate fruit fades, transforming to nut, aromatic wood, pipe-tobacco, all of which carry into a long, rich finish.



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### Assessment Key

**Attribute scores and ratings.** Attribute scores (Aroma, Acidity, etc.) are assigned on a scale of 1 – 10, reflecting a judgment that considers intensity, quality and appropriateness to origin. Overall rating is on a scale of 50 – 100. Thus:

Attribute score	Overall rating	Description
9 – 10	95 – 100	Exceptional
8 – 9	90 – 94	Outstanding
7 – 8	85 – 89	Very Good
6 – 7	80 – 84	Good
5 – 6	75 – 79	Fair
3 – 5	70 – 74	Poor
1 – 3	<70	Defective

**Roast level.** Attribute scores and sensory assessment are based on a reading of the coffee at the indicated degree of roast. Readings may (but not always) be confirmed at a different degree of roast. Agtron Whole Bean M-Basic numbers are determined by Agtron M-Basic machine reading of the color of the roasted whole beans. Names assigned to degree of roast (medium, dark, etc.) are based on the Specialty Coffee Association of America nomenclature for the M-Basic or “Gourmet” Agtron Whole Bean M-Basic scale.