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Coffee Review Professional Services for Ataka Trading Company

Kenneth Davids Reviews: August 2009

- **Name:** Kealakekua Kona Extra Fancy **ICO lot number:** None
- **Origin/Area:** Hawaiian Islands, Kona region **Estate:** Kealakekua Estate
- **Variety:** Typica **Altitude:** 650-800m **Process:** Semi-washed **Crop:** 2008/2009
- **Roast:** Evaluated at a medium roast (Agtron Whole Bean M-Basic 49).
- **Attribute scores**
- | | |
|------------|---|
| Aroma | 8 |
| Acidity | 7 |
| Body | 7 |
| Flavor | 7 |
| Aftertaste | 8 |

OVERALL RATING: 87

■ **Sensory assessment:**

In the aroma soft notes of cinnamon and citrus mingle with aromatic wood. Medium body and soft acidity in the cup, with muted flavor: Mild stone fruit flavors fade quickly and turn toward dry, hay-like grass and molasses. Smooths out again in the finish: hints of fruit, aromatic wood and spice.



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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.