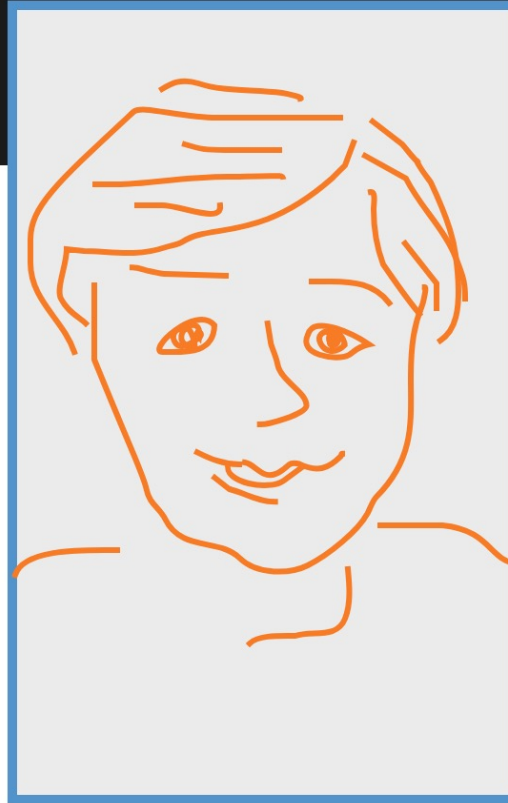


## SECTION INTRO: video

**What's your favorite coffee processing method?**



NAME  
LOCATION  
YEARS IN INDUSTRY



**Active Buttons:** Play video, Next arrow

**Interaction:** Play video, tap arrow or swipe next

**Dialogue:** Montage of coworkers naming their favorite coffee process in their own words

## SECTION INTRO: demonstration of utility



**Active Buttons:** Next arrow

**Interaction:** Tap to advance text, tap arrow or swipe next

**Dialogue:** Do you have a favorite coffee processing method?

Processing greatly impacts a coffee's dominant flavor characteristics. That's why many coffee professionals have a favorite method.

If you know what process was used, you will be able to predict what a coffee likely tastes like before you even taste it!

## SECTION INTRO: demonstration of utility



**Active Buttons:** Next arrow

**Interaction:** Tap to advance text, tap arrow or swipe next

**Dialogue:** Do you have a favorite coffee processing method?

Processing greatly impacts a coffee's dominant flavor characteristics. That's why many coffee professionals have a favorite method.

If you know what process was used, you will be able to predict what a coffee likely tastes like before you even taste it!

# Do you have a favorite coffee processing method?

Processing greatly impacts a coffee's dominant flavor characteristics. That's why many coffee professionals have a favorite method.

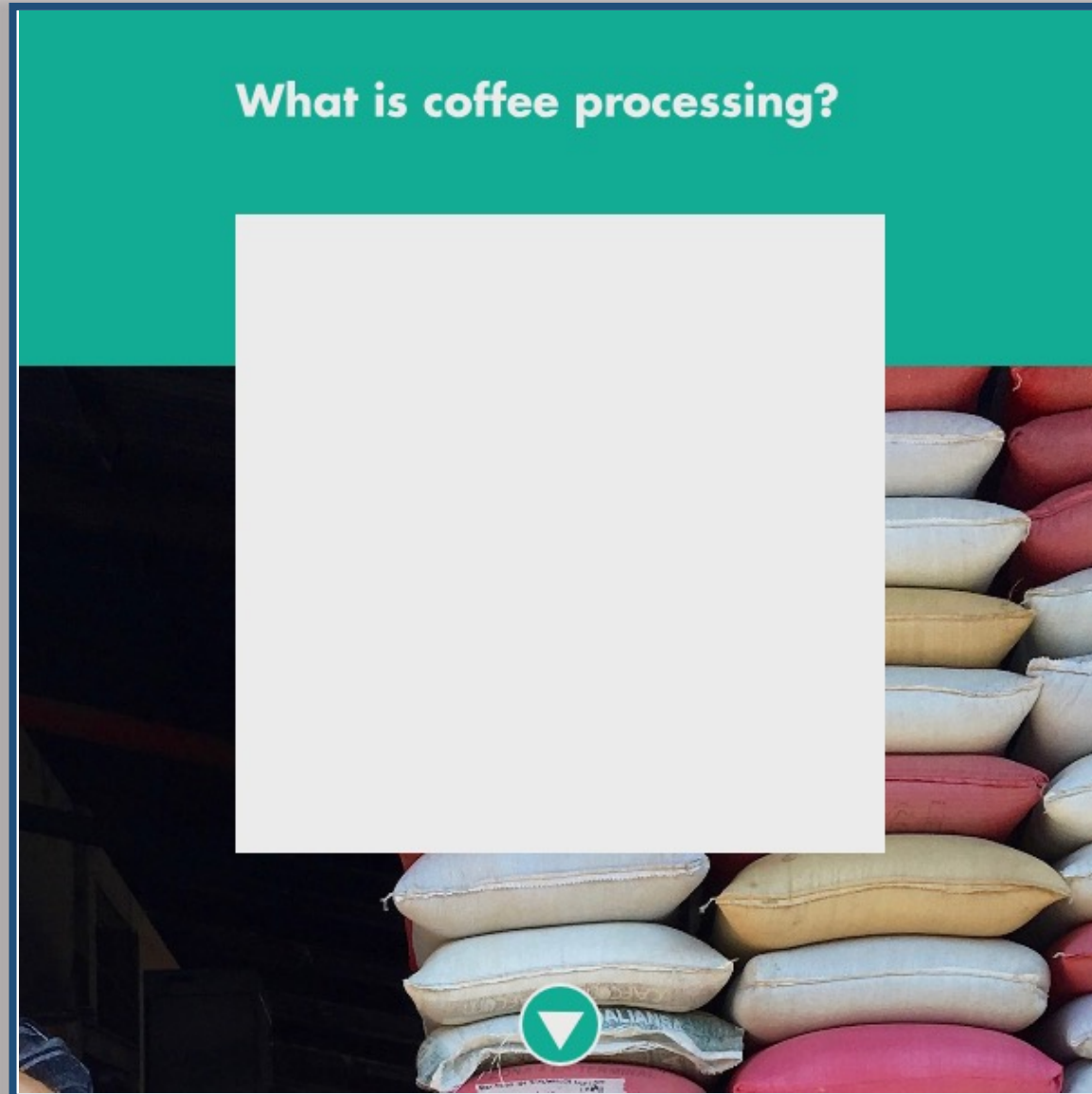
If you know what process was used, you will be able to predict what a coffee likely tastes like before you even taste it!



Processing Method	Flavor Profile
Brown Sugar	Brown Sugar
Citrus Fruit	Citrus Fruit
Lemon	Lemon
Lime	Lime
Sour Aromas	Sour Aromas

If you know what process was used, you will be able to predict what a coffee likely tastes like before you even taste it!

# COFFEE PROCESSING BASICS: what is coffee processing?



**Active Buttons:** Next arrow

**Interaction:** Tap to advance text, tap arrow or swipe next

**Dialogue:** What is coffee processing?

Processing is the task of safely separating green coffee beans from their layers of coffee fruit.

In addition, coffee processing includes drying, grading, sorting, and preparing coffee for export!



# COFFEE PROCESSING BASICS: what is coffee processing?

## What is coffee processing?

Processing is the task of safely separating green coffee beans from their layers of coffee fruit.



**Active Buttons:** Next arrow

**Interaction:** Tap to advance text, tap arrow or swipe next

**Dialogue:** What is coffee processing?

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# COFFEE PROCESSING BASICS: what is coffee processing?

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Processing is the task of safely separating green coffee beans from their layers of coffee fruit.

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**Active Buttons:** Next arrow

**Interaction:** Tap to advance text, tap arrow or swipe next

**Dialogue:** What is coffee processing?

Processing is the task of safely separating green coffee beans from their layers of coffee fruit.

In addition, coffee processing includes drying, grading, sorting, and preparing coffee for export!

# COFFEE PROCESSING BASICS: interactive diagram



What is coffee processing?

COFFEE CHERRY

**Active Buttons:** circle hotspots on image, Next arrow

**Interaction:** Hotspots show more info, next arrow

**Dialogue:** n/a



# COFFEE PROCESSING BASICS: interactive diagram



**Active Buttons:** circle hotspots on image, Next arrow

**Interaction:** Hotspots show more info, next arrow

**Dialogue:** description of chosen part

**Animation:** Description pops up when hotspot clicked

# COFFEE PROCESSING BASICS: interactive diagram

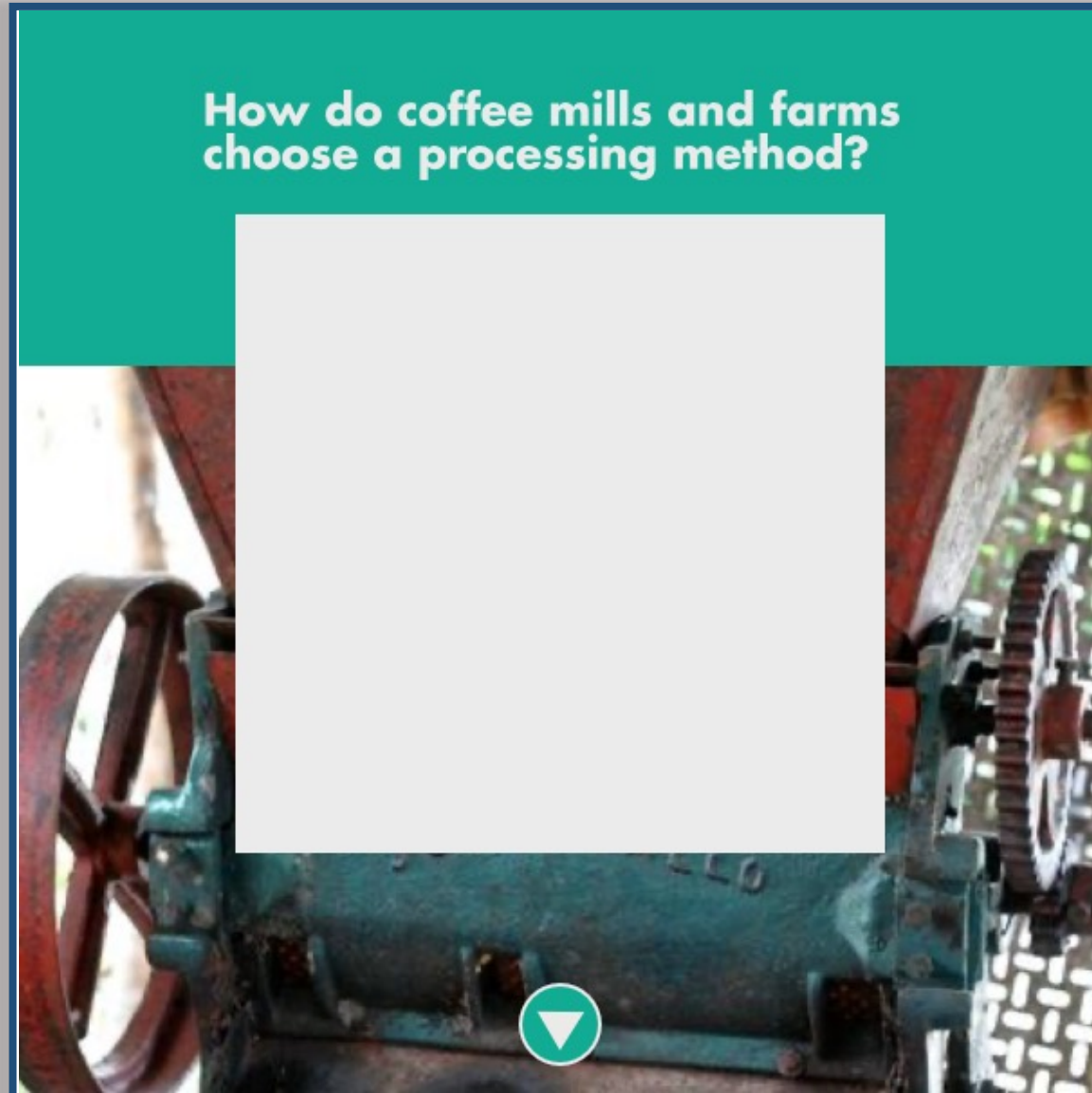


**Active Buttons:** circle hotspots on image, Next arrow

**Interaction:** Hotspots show more info, next arrow

**Dialogue:** name of part revealed after accessed by user

# COFFEE PROCESSING BASICS: choosing a method



**Active Buttons:** Next arrow

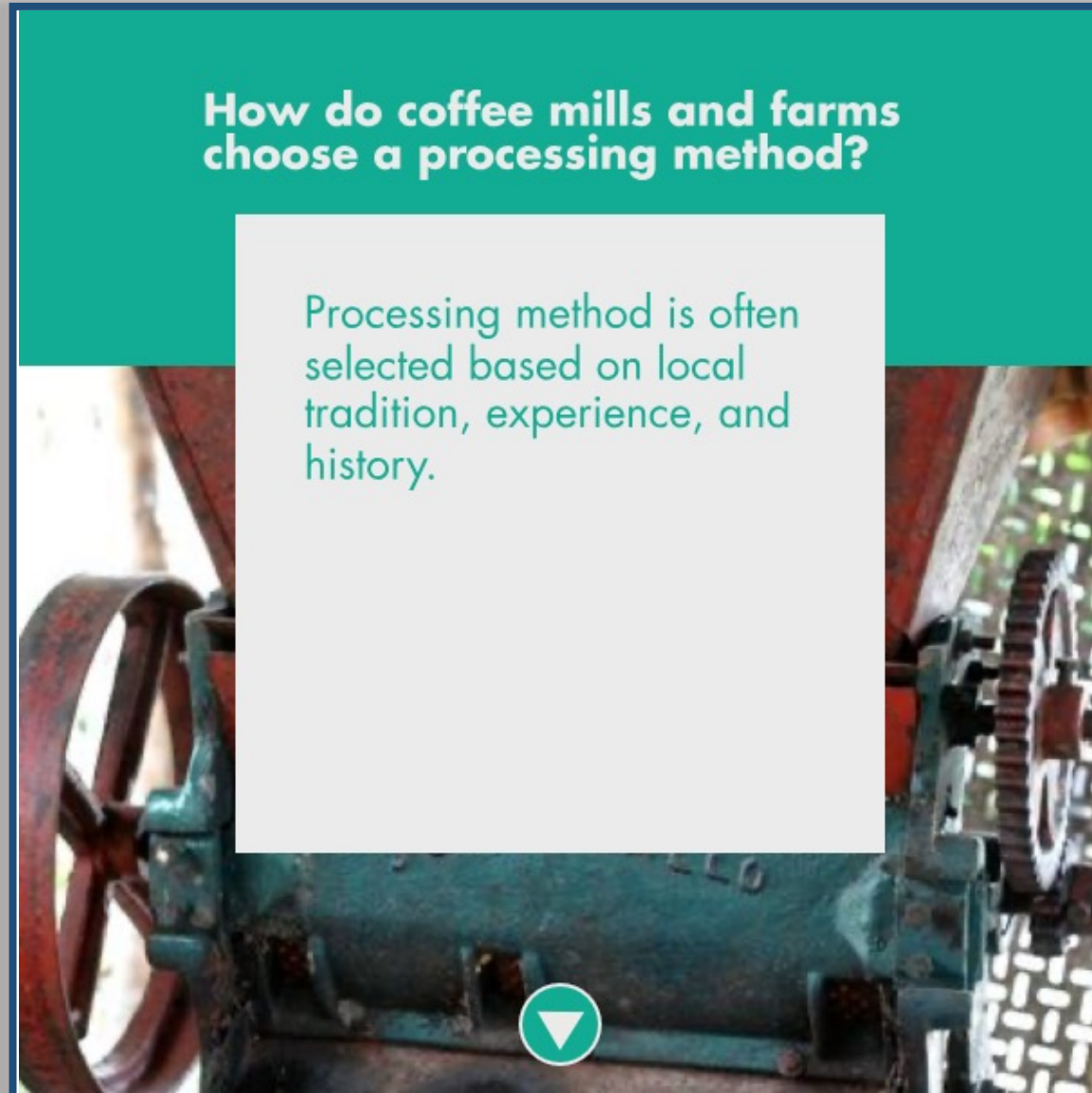
**Interaction:** Tap to advance text, tap arrow or swipe next

**Dialogue:** How do coffee mills and farms choose a processing method?

Processing method is often selected based on local tradition, experience, and history.

Coffee producers utilize processes that are financially sustainable given the tools and resources available.

# COFFEE PROCESSING BASICS: choosing a method



**Active Buttons:** Next arrow

**Interaction:** Tap to advance text, tap arrow or swipe next

**Dialogue:** How do coffee mills and farms choose a processing method?

Processing method is often selected based on local tradition, experience, and history.

Coffee producers utilize processes that are financially sustainable given the tools and resources available.



# COFFEE PROCESSING BASICS: choosing a method



**Active Buttons:** Next arrow

**Interaction:** Tap to advance text, tap arrow or swipe next

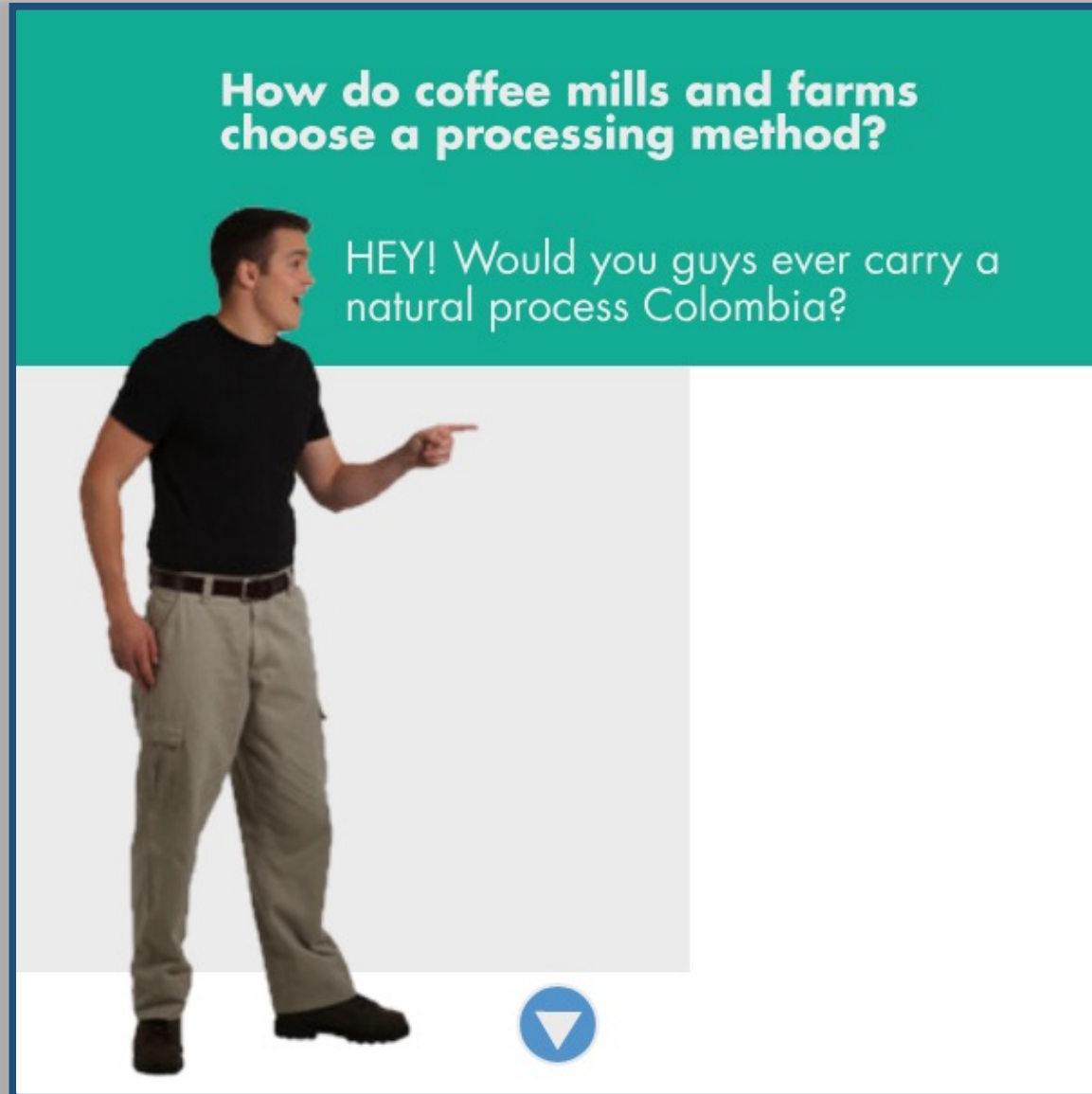
**Dialogue:** How do coffee mills and farms choose a processing method?

Processing method is often selected based on local tradition, experience, and history.

Coffee producers utilize processes that are financially sustainable given the tools and resources available.



# COFFEE PROCESSING BASICS: simulation



**Active Buttons:** Next arrow

**Interaction:** next, tap to reveal answer

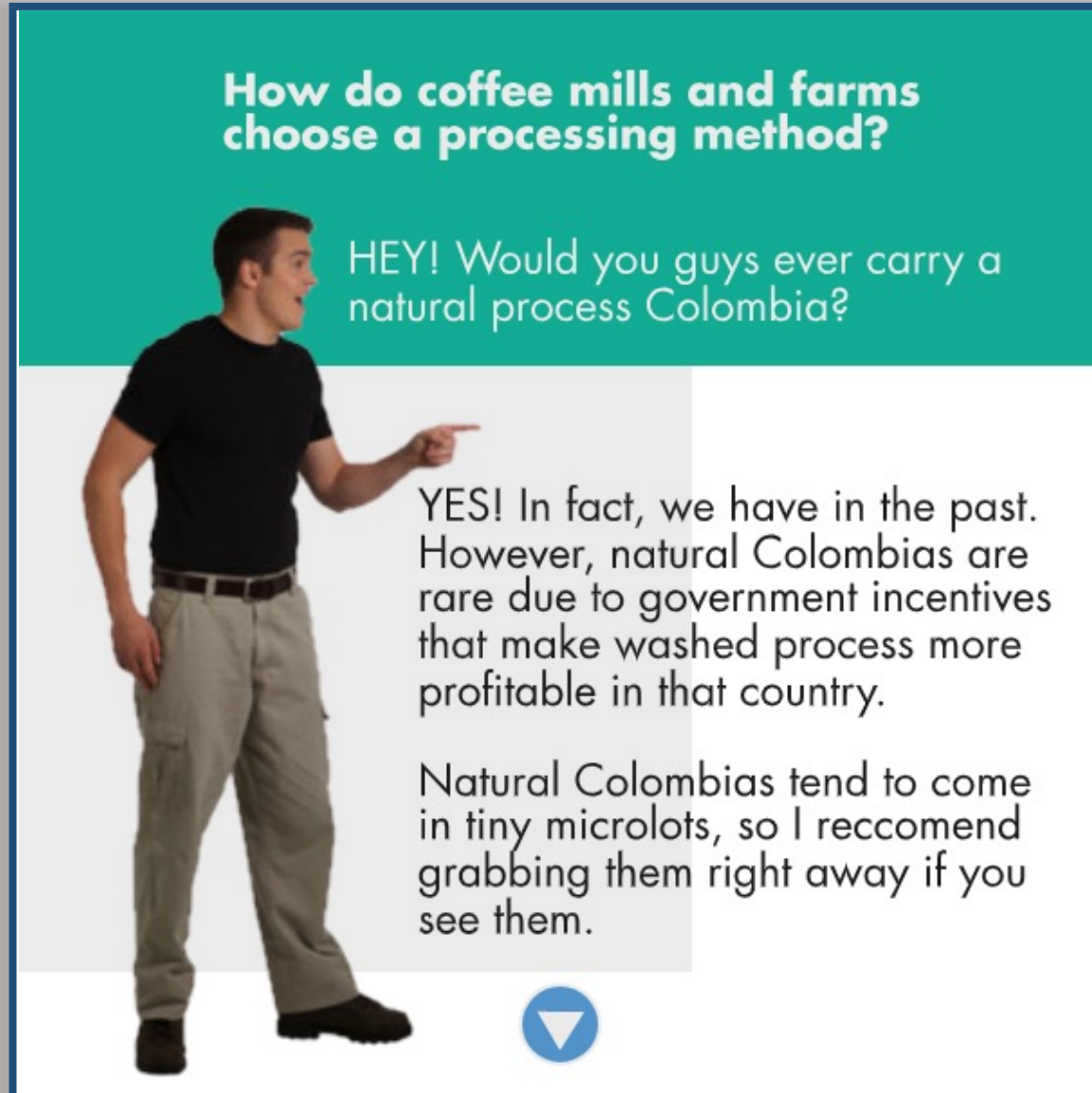
**Dialogue:** Hey! Would you guys ever carry a natural process Colombia?

*Answer:* YES! In fact, we have in the past.

However, natural Colombias are rare due to government incentives that make washed process more profitable in that country.

Natural Colombias tend to come in tiny microlots, so I recommend grabbing them right away if you see them.

# COFFEE PROCESSING BASICS: simulation



**Active Buttons:** Next arrow

**Interaction:** next, tap to reveal answer

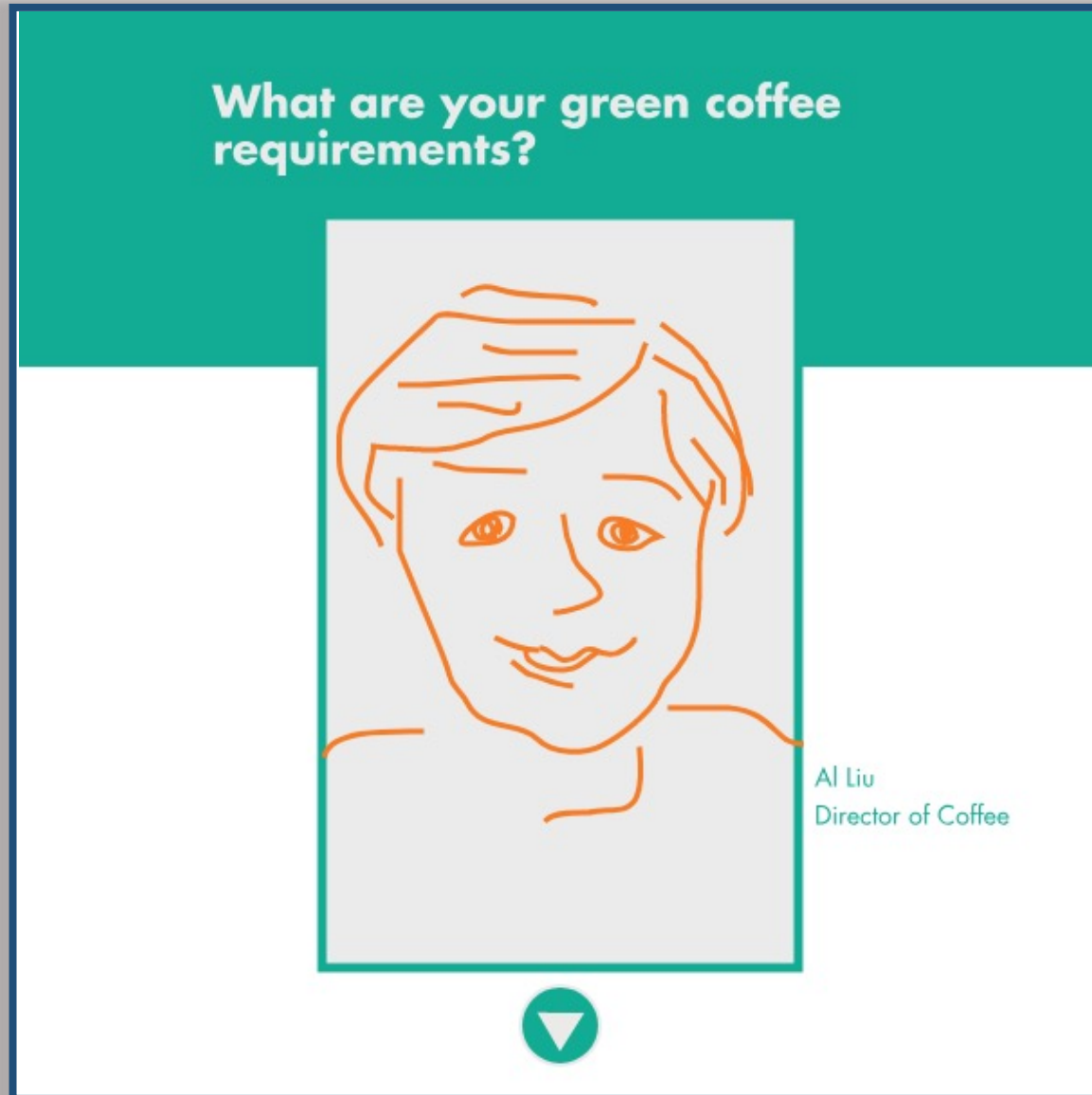
**Dialogue:** Hey! Would you guys ever carry a natural process Colombia?

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However, natural Colombias are rare due to government incentives that make washed process more profitable in that country.

Natural Colombias tend to come in tiny microlots, so I reccomend grabbing them right away if you see them.

# COFFEE PROCESSING BASICS: section wrap video

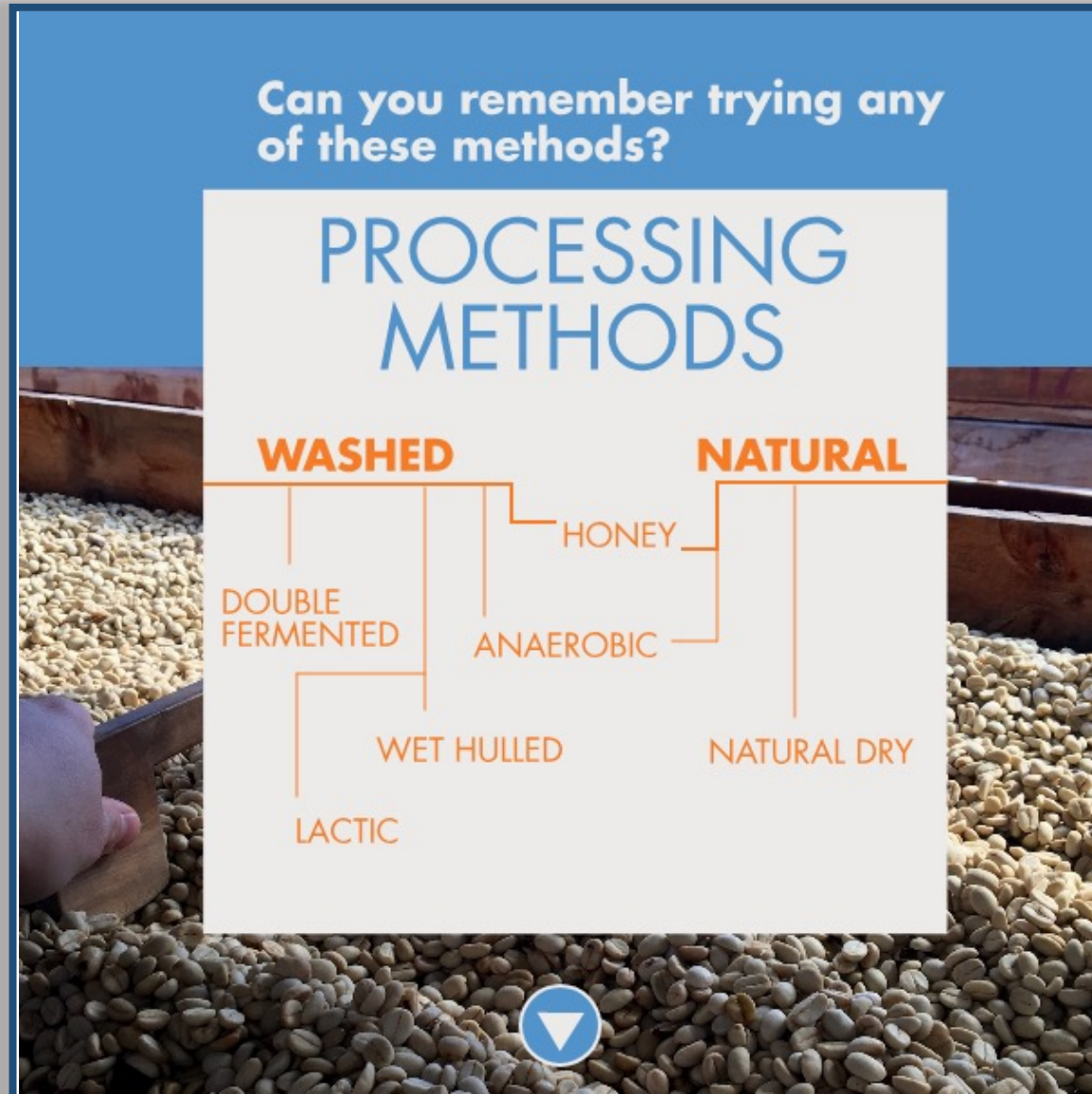


**Active Buttons:** Next arrow

**Interaction:** Tap to advance text, tap arrow or swipe next

**Dialogue:** What are your green coffee requirements?  
*Al's response to question in video.*

# SECTION INTRO: interactive processing methods diagram

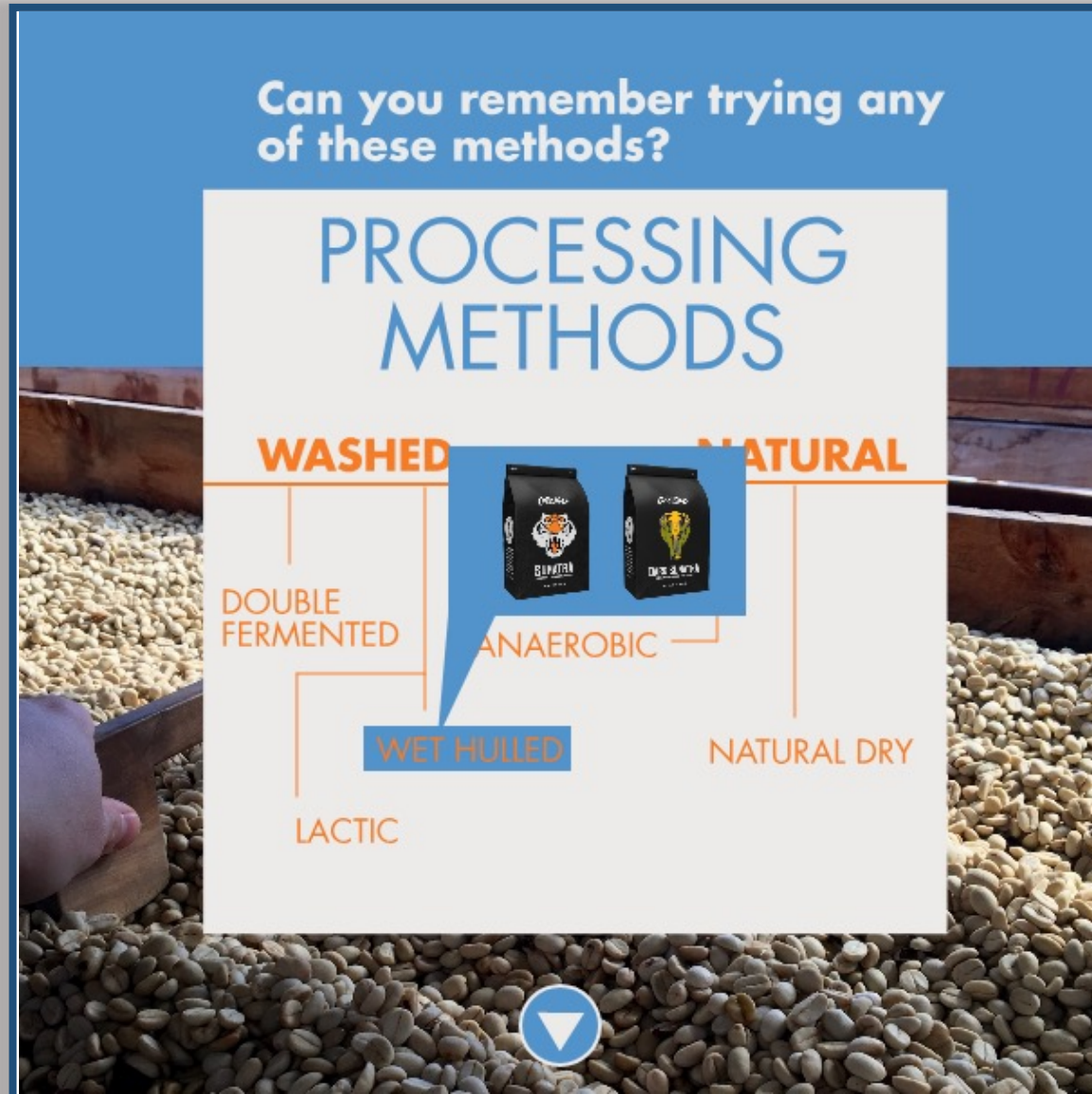


**Active Buttons:** method name  
hotspots on image, Next arrow

**Interaction:** Hotspots example of  
coffee method, next arrow



# SECTION INTRO: interactive processing methods diagram

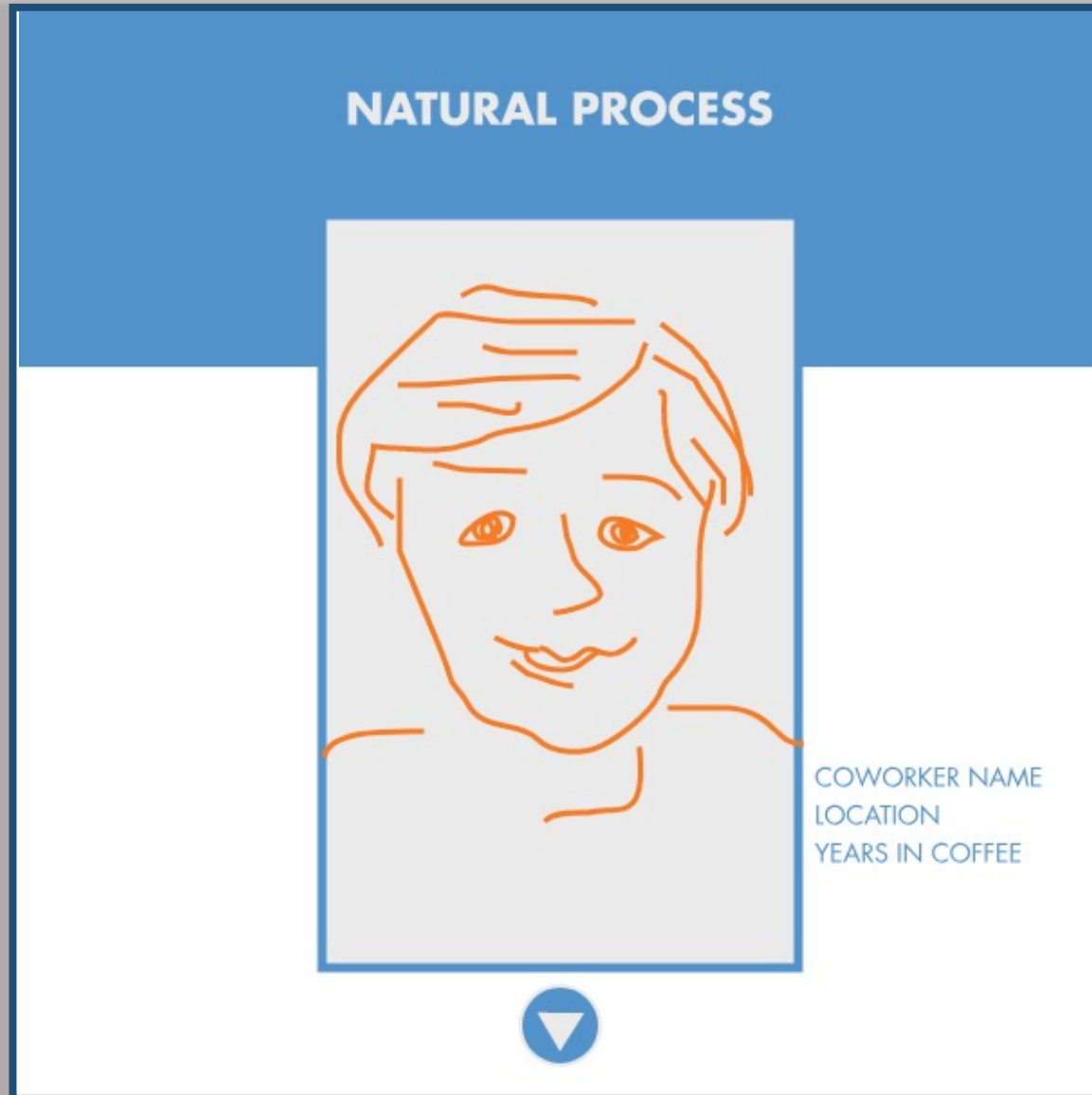


**Active Buttons:** method name  
hotspots on image, Next arrow

**Interaction:** Hotspots example of  
coffee using that method, next arrow



# NATURAL PROCESS: video

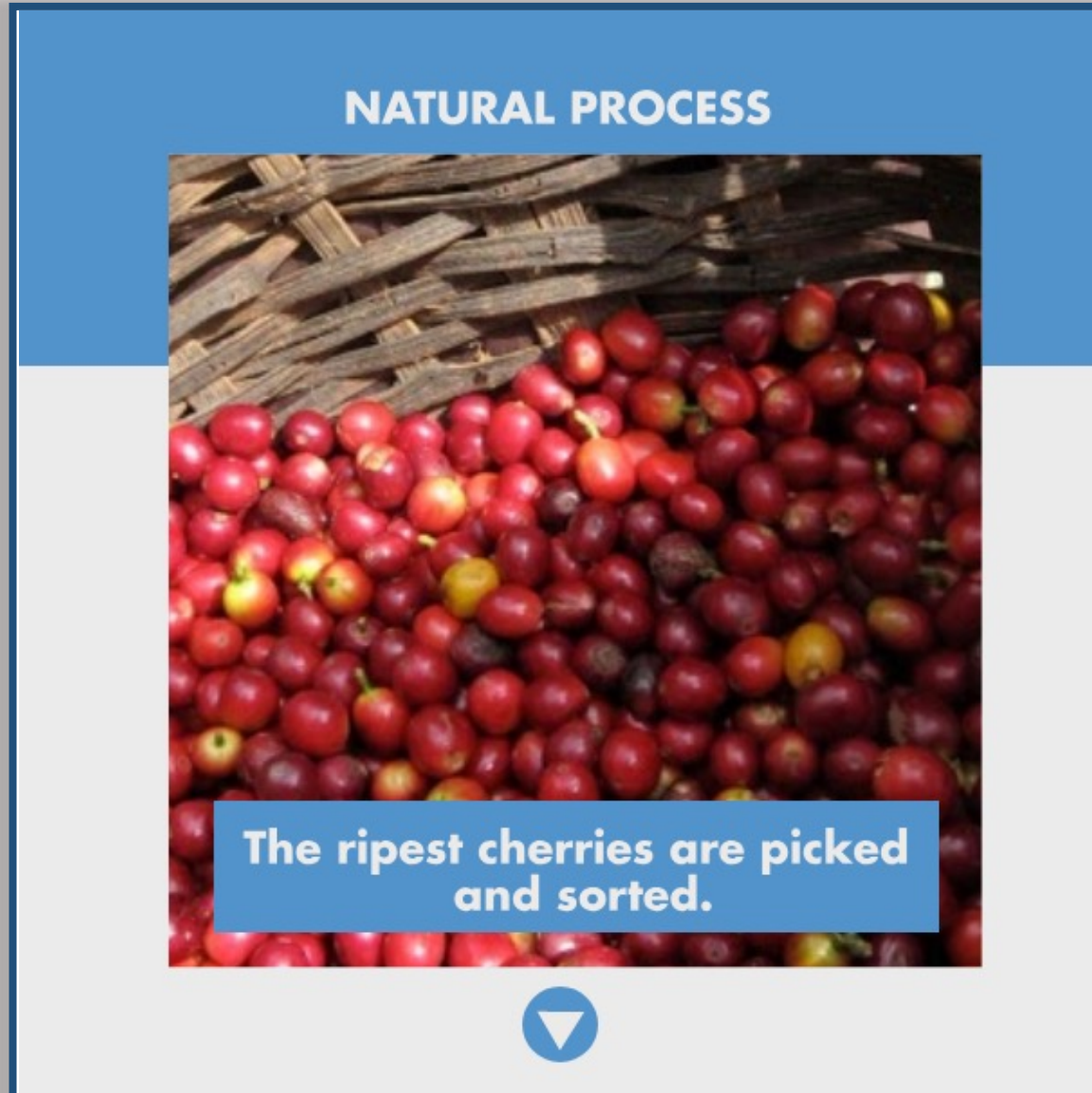


**Active Buttons:** Play video, Next arrow

**Interaction:** Play video, tap arrow or swipe next

**Dialogue:** Video of coworker describing why natural process is their favorite.

# NATURAL PROCESS: main steps slide deck



**Active Buttons:** Next arrow

**Interaction:** tap arrow or swipe next

**Dialogue:** The ripest cherries are picked and sorted.

# NATURAL PROCESS: main steps slide deck

## NATURAL PROCESS



Cherries are carefully sun-dried on raised mesh racks.

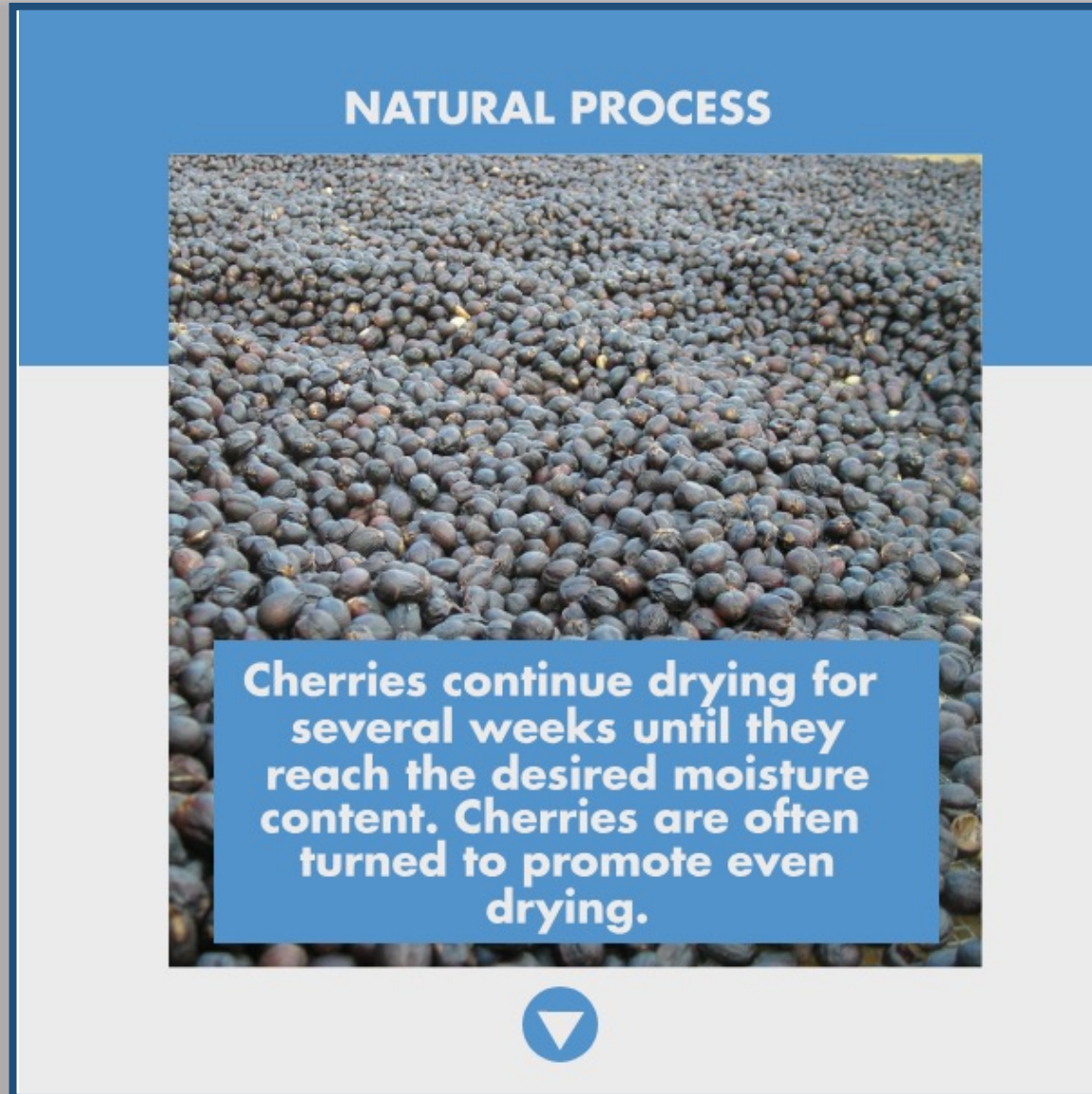


**Active Buttons:** Next arrow

**Interaction:** tap arrow or swipe next

**Dialogue:** Cherries are carefully sun-dried on raised mesh racks.

# NATURAL PROCESS: main steps slide deck



## NATURAL PROCESS

Cherries continue drying for several weeks until they reach the desired moisture content. Cherries are often turned to promote even drying.

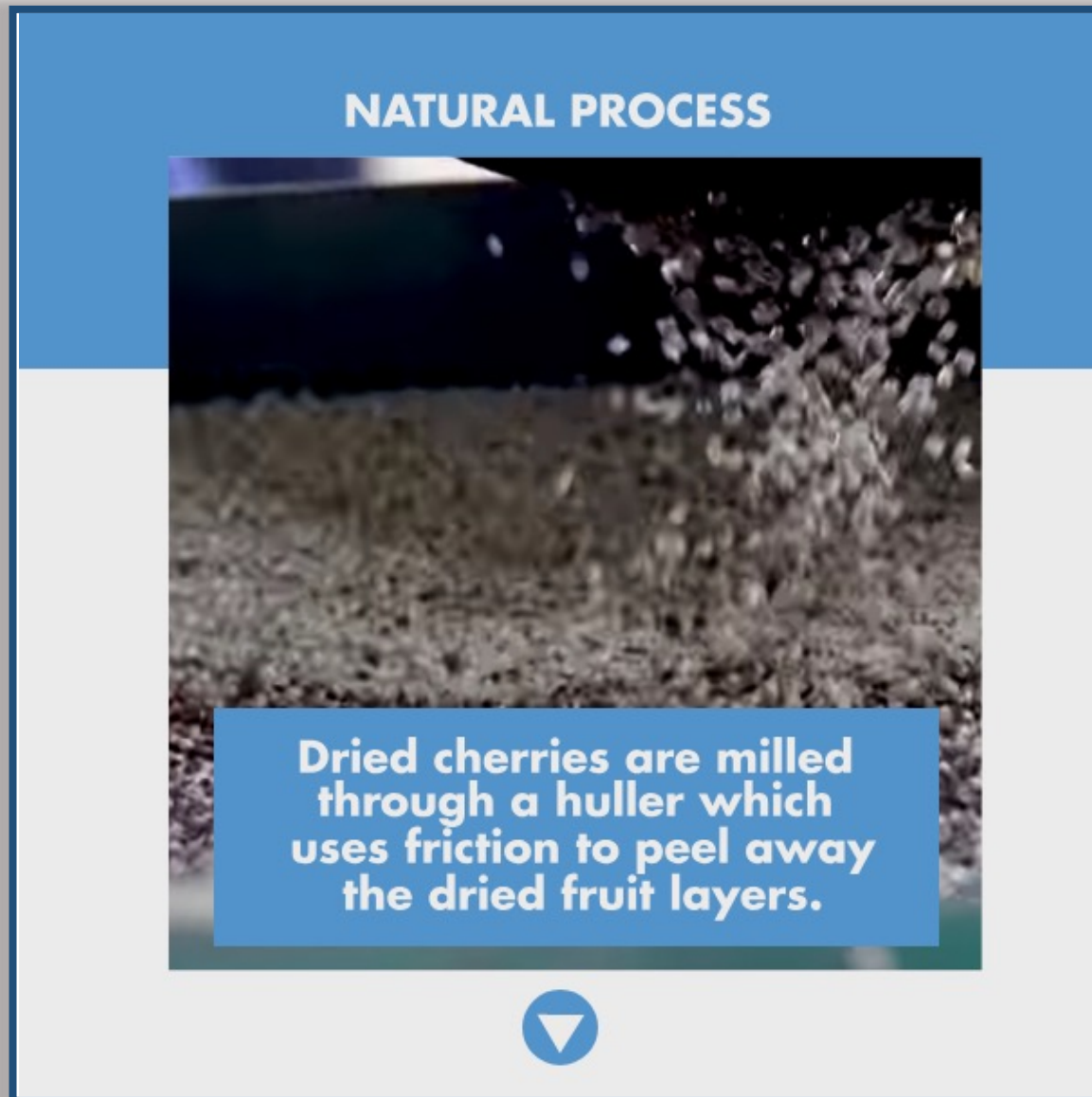
**Active Buttons:** Next arrow

**Interaction:** tap arrow or swipe next

**Dialogue:** Cherries continue drying for several weeks until they reach the desired moisture content. Cherries are often turned to promote even drying.



# NATURAL PROCESS: main steps slide deck



**Active Buttons:** Next arrow

**Interaction:** tap arrow or swipe next

**Dialogue:** Dried cherries are milled through a huller, which uses friction to peel away the dried fruit layers.



# NATURAL PROCESS: simulation



**Active Buttons:** Next arrow

**Interaction:** next, tap to reveal answer

**Dialogue:** Hi there. I don't know what coffee to get. I had this one coffee once that was super fruity and kinda spicy . . .

*Answer:* Natural process coffees are often called, 'fruit bombs' and have deep spice notes.

Try a single origin natural process or a blend containing naturals!

# NATURAL PROCESS: simulation

## NATURAL PROCESS

Hi there. I don't know what coffee to get. I had this one coffee once that was super fruity and kinda spicy . . .

Natural process coffees are often called, 'fruit bombs' and have deep spice notes.

Try a single origin natural process or a blend containing naturals!







**Active Buttons:** Next arrow

**Interaction:** next, tap to reveal answer

**Dialogue:** Hi there. I don't know what coffee to get. I had this one coffee once that was super fruity and kinda spicy . . .

*Answer:* Natural process coffees are often called, 'fruit bombs' and have deep spice notes.

Try a single origin natural process or a blend containing naturals!

# NATURAL PROCESS: practice test

Select steps that ARE followed in the natural process.


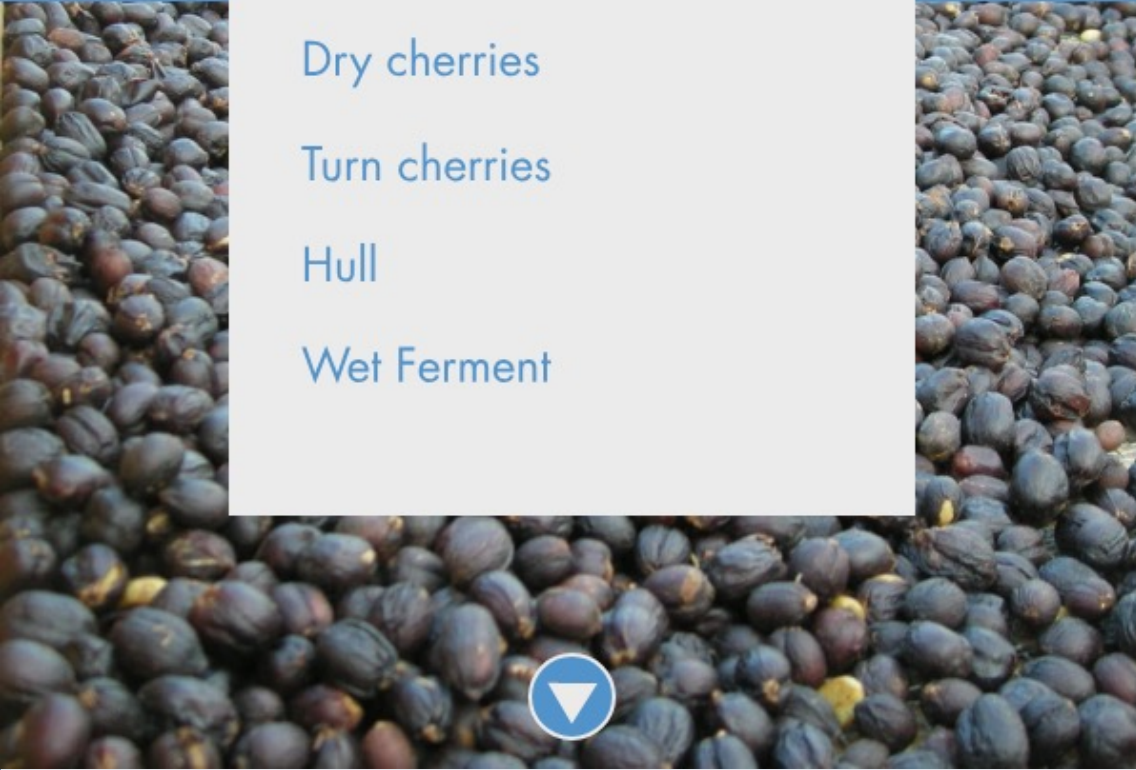
Remove pulp

Dry cherries

Turn cherries

Hull

Wet Ferment



**Active Buttons:** word hotspots,  
Next arrow

**Interaction:** words in white box may  
be selected, next arrow

**Dialogue:** Select steps that ARE  
followed in the natural process.

# MODULE OUTLINE

Sections not included in this storyboard in green.

Intro video clip - what's your favorite processing method?  
(various coworkers, AI, and Kyle)

Explanation of why processing matters - Contributes to cup character

Coffee processing basics

- What is coffee processing?

  - Isolate green coffee bean

  - Prepare for export

- Anatomy of a coffee cherry

- How do coffee mills and farms choose a processing method?

  - Tradition/ history

  - Financial sustainability

  - Mini sim

- Video clip of AI explaining arrival expectations

Coffee Process Diagram – can you remember trying any of these methods?

Natural Process

- Video clip - coworker in defense of naturals

- Slide deck of steps in process

- Simulation of customer seeking natural

- Practice test

Washed Process– very similar to Natural section, just with different information

- Video clip - coworker in defense of washed

Slide deck of steps in process

Simulation of customer seeking washed

Practice test

Experimental processes

- Learner chooses a process to explore

- Slide deck of coffee story

- Practice test

- Outside sources for further info

Flavor Characteristics

- Video clip of coworkers describing flavor characteristics

- Coffee menu activity

- Practice test - matching

- Suggestions of coffee-tasting activities

Summative assessment - customer simulation