



The Ultimate Coffee Bean Quiz



What are the different types of coffee beans?

Before we begin the quiz, let's review the 4 different types of beans, including what they're known for, where they're grown, and what they're best used for.

Arabica (*Coffea arabica*)



- One of the most common types of coffee beans, making up at least 60% of coffee production worldwide
- Originated in Ethiopia, but is now grown in other countries such as Guatemala, Colombia, and Brazil
- Has a sweet, delicate flavor, featuring notes of fruit, caramel, and nuts
- Slightly acidic compared to other beans, resulting in a bright, tangy coffee
- One important consideration for using Arabica coffee beans is how much they cost – which is more now than ever before
- Arabica is a good choice for premium coffee shops that aren't afraid of the slightly higher cost per pound
- The light, fruity notes of this coffee make it a great candidate for milk-based drinks like lattes and cappuccinos

Robusta (*Coffea canephora*)



- Another common type of coffee bean, responsible for ~30% of coffee production worldwide
- Originated in Central and Western Africa, but is now grown in Vietnam, Brazil, Indonesia, Uganda, and India
- Has a strong, "harsh" flavor, delivering notes of chocolate and nuts with a bitterness
- Less expensive than Arabica, not because it's "worse," but because it's cheaper to produce reliably
- Good choice for value-driven coffee shops that don't want to spend their entire budget on beans alone
- Because of its strong, bold taste, it makes great espresso drinks, and won't taste watered down in iced drinks

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Excelsa (*Coffea liberica* var. *dewevrei*)



- Excelsa, a variety of Liberica, is the rarest type of coffee bean, responsible for less than 1% of coffee production worldwide
- Originated in West Africa, originally categorized as its own species, *Coffea dewevrei*.
- Has a completely different flavor profile from Liberica, featuring bitter, sweet, and sour flavors. It's said to be very fruity and floral, with smoky, tangy undertones and mild acidity – a blend of features from light and dark roasts
- Can be found at specialty roasters in your area or online, but you'll likely have to do some research to find them

Liberica (*Coffea liberica*)



- Responsible for between 1 and 2% of coffee production worldwide
- Originated in West Africa, but now, Indonesia, Malaysia, and the Philippines are the largest Liberica producers in the world
- Has a unique, strong flavor, said to taste floral, smoky, and "woody."
- While an interesting type of coffee bean, it's not very common
- Liberica isn't currently common, but there's a growing interest from consumers wanting to try the elusive coffee
- Very few coffee roasters right now sell Liberica, so you'll have to do some digging to find beans in your region!

Start Here

What matters most to your coffee shop?

Your Coffee

How would you describe your ideal coffee flavor?

Bright, fruity, sweet

Rich, bold, chocolatey

Complex, tangy, and rare

Floral, smoky, woody

Your Customers' Demands

How much are they willing to spend on beans?

They're all about quality, even at a higher price

They want the best bang for my buck

Your Brand Identity

How would you describe your brand?

Laidback and made for locals

Premium coffee experience

Hidden gem with unique offerings

Arabica

Robusta

Excelsa

Liberica



CRAVER