



Espresso 101

Picking up popularity throughout the United States in the 1970s and 1980s, espresso has become part of the daily routine for many people. The strong aroma wakes the masses and provides that little burst of energy needed to start the day. Although the word “espresso” conjures images of dainty white demitasse cups, in the U.S. espresso is typically used as a base for many of the latte, cappuccino or other coffee-based drinks consumed nationwide. Globally, espresso is also a major contributor to one of the world’s most important commodity markets—coffee.

Espresso Fun Facts and Figures

- ❖ Espresso drinks come in many forms – the simplest is espresso “straight-up,” or a plain espresso shot – but innumerable espresso drinks are possible. In fact, the 2009 United States Barista Champion’s winning beverage was a blended espresso drink including almonds, dark chocolate, blackberries and salt.
- ❖ The average single serving of espresso is made using approximately 42 coffee beans.
- ❖ The U.S. consumes an average of 50 million espresso drinks per day and 300 million cups of coffee—combined, all those beverages would fill 43 Olympic-sized pools, every single day!
- ❖ 80 percent of adults in the United States consumed some type of coffee or espresso drink in the last year.
- ❖ Coffee consumption is on the rise. In 2008, 17 percent of the adult population consumed a gourmet espresso beverage daily, which was an increase over 2007 consumption.
- ❖ Espresso requires 135 pounds of pressure per square inch (psi) and a brew time of 20-30 seconds to pull the highest quality extraction from the beans.
- ❖ Espresso contains less caffeine than drip coffee because of the shortened exposure to water – espresso is in contact with water for a matter of seconds while brewed coffee is typically in contact with water for several minutes.
- ❖ Single-origin espresso is composed of coffee exclusively from one region – such as Yirgacheffe from Ethiopia – while espresso blends are made with coffee beans from multiple regions and even multiple countries.

For more information, press only:

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