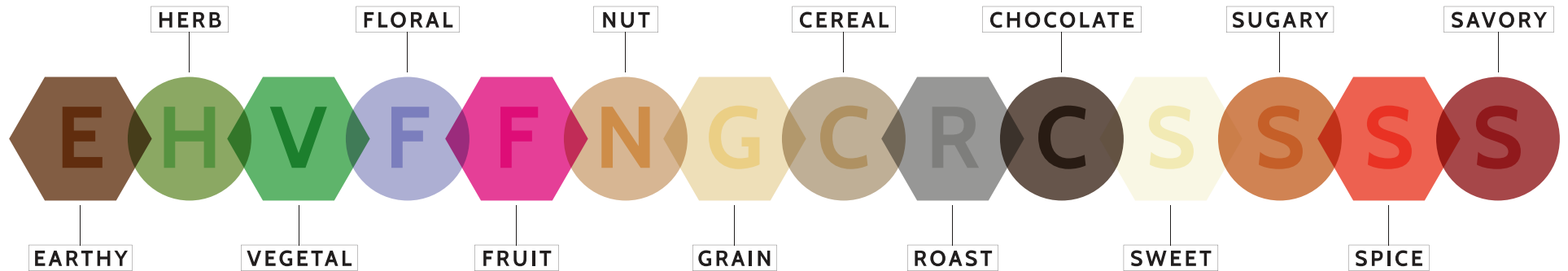


THE MINIMALIST COFFEE FLAVOR CONTINUUM



MOUTH FEEL & BODY

LIGHT	MEDIUM	HEAVY
WATERY SKIM MILK TEA-LIKE	ROUND 2% MILK CREAMY	FULL WHOLE MILK CHEWY

ADJECTIVES & INTENSIFIERS

CRISP BRIGHT TART	MUTED DULL MILD	WILD SHARP POINTED
BALANCED STRUCTURED	DENSE DEEP COMPLEX	SOFT FAINT DELICATE
JUICY SYRUPY	DRY ASTRINGENT	QUICK CLEAN