

PART I

When I entered the coffee industry it was by accident. I was on holiday from the university where I was studying for my Bachelor of Arts degree in Australian history, when my brother asked me to help in his new coffee roasting business. Here I am twenty-six years later, still doing coffee.

Through the years, I've invested more than most do in the pursuit of great espresso coffee. I have worked as a barista in my own specialty espresso bars, set up several wholesale roasting factories, trained coffee staff on a national basis, developed practical standards in a real-time business environment and built several successful businesses along the way including an international wholesale espresso roasting business which boasts over 350 stores. In addition to building businesses, I developed evaluation tests and brewing standards for baristas, much of which has been absorbed into World Barista Championship judging criteria. I have been involved as a judge, or Executive Director,

in nearly every World Barista Championship since the inaugural event in Monte Carlo in 2000. I served as a coffee judge at the Royal Agricultural Society of NSW single-estate espresso competition and as the Chairman of The Australian Coffee & Tea Association. My travels have taken me around the world countless times to learn about espresso coffee and to visit some of the world's best coffee farms in Guatemala, Nicaragua, El Salvador, Bolivia, Brazil, Australia and Papua New Guinea.

During my journey, I experienced my fair share of frustration in the search for a sublime espresso. It is a common frustration for all of us who desire a simple, repeatable, good espresso coffee. However, in my quest, I was very fortunate to meet an intuitive espresso genius who was able to reduce the complex dynamics of making a humble espresso coffee down to a simple process. It was this chance meeting that acted as a catalyst for me to continue my quest for my ultimate espresso.