

# Coffee trends brewing in 2016

 By AIMEÉ SERRÃO

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Artisanal brewers know that in order to keep coffee enthusiasts satisfied the coffee industry can never be dull or stagnant. However, ten years ago brewers lacked this knowledge as the main coffee trend revolved around producing coffee in large quantities.



Mike Kenneally via [StockSnap](#)

This was referred to as the second wave and it resulted in a decrease in coffee quality. Today, individuals are becoming more discerning when it comes to drinking coffee and many can tell when they have not received their money's worth. This is why we are currently in the third wave where increased focus is being placed on coffee quality and innovation.

Coffee aficionados continuously want to try new coffee options and the aroma, acidity, body, flavours and finish of every cup are a few of the factors that determine every coffee enthusiast's satisfaction level. This is one reason why coffee trends are constantly changing. Variety is the spice of life so a few hot trends brewing at the moment include the following:

## **An increase in the amount of milk alternatives being used**

There has been an increase in the variety of milk options used when making coffee. Coconut milk and hemp milk have become increasingly popular indicating that the use of healthier milk alternatives is increasing. Although the thought of using hemp milk may make some quiver this milk alternative has its advantages. Hemp milk contains essential nutrients and compliments the coffees flavour which gives your taste buds an experience they will want to try over and over again.

## **Goodbye instant coffee**

There is a shift away from instant coffee. Individuals are willing to put more effort into every cup of coffee they make in order to appease their coffee craving. Coffee enthusiasts don't just have coffee machines in their homes; they have bean grinders, thus, further emphasising the shift away from instant coffee and the variety of brewing options available. Individuals want to bring out the best coffee flavours and instant coffee is no longer making the cut.

## **Brewing methods are changing**

People want smoother coffee with a variety of flavours. This is why methods such as Aeropress, Chemex and pour-over are

being used. These methods rely on gravity as opposed to the force and pressure executed when using an espresso machine. Additionally, the combination of old and new coffee brewing techniques and flavours are becoming increasingly popular.

## Replacing dark roasts by light-medium roasts

When coffee beans are lightly roasted, a variety of flavours, including vanilla, raspberry and strawberry become apparent. The flavour acquired will depend on the origin of the coffee bean. Light roasts are becoming progressively popular. This is because people are moving away from the bitter flavour of over-roasted coffee found in dark roasts.

## Turning down the heat

Cold coffee drinks are also becoming prevalent. Many companies are brewing coffee without using heat and this is changing the way coffee is viewed. This Vietnamese style of cold coffee is made with dark roast coffee, where it is sweetened with condense milk and served with ice.

The quality of the coffee is becoming increasingly important for many coffee enthusiasts. Individuals have higher expectations for genuine, high-quality coffee beverages. Their palates are able to determine good quality coffee and new ways to drink and brew coffee are being discovered all the time. All of these factors guide coffee trends in society.

## ABOUT AIMEÉ SERRÃO

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