

The Sisters Coffee Press

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A beautiful winter sunset in Sisters

HOW WE TASTE PART I

A BRIEF LOOK INTO THE SCIENCE OF TASTING

BY HARRISON WOMACK

Tasting, it's something we all do many times a day. By taste I don't just mean the sense of something on your tongue; I mean the combination of tasting, feeling, smelling, and seeing something, this gives us our sense of taste. Through these avenues we experience things like freshly cut grass, crème brûlée, fresh-brewed coffee, and much much more. According to Cornell University's Taste Science Laboratory, our sense of flavor is directly linked to the part of the brain "involved with memory, particularly memories of place - this is the reason why smells can evoke powerful memories of your experiences." So when you smell freshly cut grass it takes you to your summer days as a child, the crème brûlée takes you to your romantic date with your spouse, and the freshly brewed coffee reminds you of your vacation in Sisters. The laboratory also found that the sense of taste is linked to the part of the brain involved with speech, and that certain smells can actually inhibit your ability to speak or think in words.

So, when we taste something there is a whole lot that goes on with such a

"Smelling some perfumes can actually inhibit your ability to speak or even to think in words, so you are left with visual thinking."

- Cornell University's Taste Science Laboratory

seemingly simple thing. When we take a sip of coffee our brain is getting signals from our nose, our eyes, our ears, and our tongue, and generating a sense of taste.

"You are never too old to set another goal or to dream a new dream"
- C.S. Lewis



Like?

PARTNERS IN BUSINESS PROFILE:

RICHARD'S DONUTS AND PASTRIES

BY HARRISON WOMACK

If you're looking for great coffee and a great donut to go with it, Richard's Donuts in Bend will provide just that. It's on 3rd street across from the new Toyota lot and they offer over 50 varieties of donuts as well as five different house coffees and a full espresso bar. The service is great and the hours are early, so even if its 4:30am stop by for an early buzz or your early treat. They are open till 4:00pm too, so a later-day pick-me-up is another great reason to stop by.



COFFEE PROFILE:

MARTIN LUTHER PR

DARK ROAST

Named in honor of the 16th century reformer and theologian, this blend will help reform your taste buds with its strong flavor. Look for sweet and smokey notes as well as some bright acidity. This blend is a great dessert coffee and will compliment many breakfast sweets as well.

Look for it in-store and online, as well as at Cafe 1905 on Concordia University's campus, the alma mater of Justin and Leighanne Durham.

