

Espresso Yourself: Greenville's Third Wave Coffee Culture



Why does a latte at Due South not look the same as one from Starbucks? Obviously not all cappuccinos are created equal. Throughout America, select cafes have joined a revolution that has changed how coffee is sourced, roasted and brewed. The New York Times called it an “artisanal coffee movement,” but it is known to most as third wave coffee. The first wave of coffee is defined as the era when coffee first came to American homes in brands like Folgers and Maxwell House.

The second wave of coffee was when it began to be sold commercially as an individual drink by companies such as Starbucks and Dunkin Donuts. But the third wave is when coffee became a craft beverage. Here in Greenville there are four third wave coffee shops that have a mission to build the coffee community and bring people together by handcrafting this historic drink.

1 | Latte

one part espresso to three parts milk

2 | Macchiato

3 oz. of two parts espresso to one part milk

3 | Cortado

6 oz. of one part espresso to one part milk

4 | Cappucino

a latte with thicker foam

5 | Americano

espresso and hot water

6 | Cafe Au Lait

brewed coffee and steamed milk

When someone in the coffee community talks about the notes of espresso, it is the underlying flavor that is a result of the attitude, location and drying process of the beans. This is different from, say, a vanilla latte, which is a flavored syrup that is added to espresso.



ALLY COFFEE

In the third wave movement, many baristas and roasters will train at one of the nationwide campuses of the Specialty Coffee Association of America. Here in Greenville that is Ally Coffee, a coffee supplier, at Taylor's Mill. This association, often abbreviated as the SCAA, was created in 1982 by a group of coffee professionals to help manage issues and set quality standards. Baristas and coffee professionals can register for classes about making coffee, learning about origins, roasting and more. As a coffee supplier, Ally advertises the traceability of their beans back to the farms they came from and see themselves as promoters of a more ethical and trustworthy relationship between coffee farmers and cafes.