

# The Unseen Bean

## The Passion

My passion for coffee began in 1994 when visiting a San Francisco café. I heard what sounded like a rock tumbler and discovered it was a coffee roaster. I realized then that coffee didn't have to be flat and bitter, as coffee roasting was a true art form.

Blind from birth, my visual impairment kept me from finding an apprenticeship in the coffee business. So I attended the San Francisco Coffee Training Institute and began my journey into the land of gourmet coffee roasting.

## The Beans

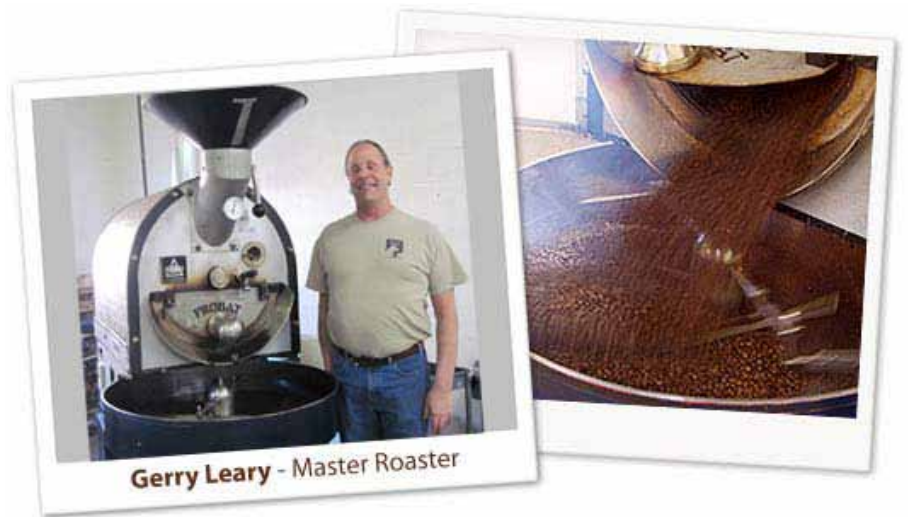
I buy only the finest quality beans the world has to offer. Although the selection varies, I often can get the beans my customers want. Some beans are only attainable seasonally.

House favorites include Zambia, Malawi, Indonesian Sumatra, and 100% pure Kona Fancy. Whenever possible I prefer to buy organic, shade-tree grown, fair-trade beans. Although most enjoy the caffeine zing, decaffeinated blind-roasted coffees also are available upon request.

## The Roast

The unique quality of my coffee is in the freshness of the beans and the taste. I believe that freshly-roasted coffee needs to reach the consumer as soon as possible. That's why I take my time when roasting, paying close attention to smell and sound. My goal is to make each batch perfect and to present the customer with consistent taste and degree of roast, shipped or delivered within a day of being roasted. All Unseen Bean orders are custom orders.

I offer my customers the opportunity to taste their favorite beans roasted different ways so they can have their morning fix exactly the way they want it. All of my coffee roasting is logged so that accurate reproduction can be achieved from order to order.



Gerry Leary - Master Roaster

