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Roast quality and profiles

Public articles on creating a roast profile, blends, and the Roast Manager.

Bellwether Roast Manager Overview

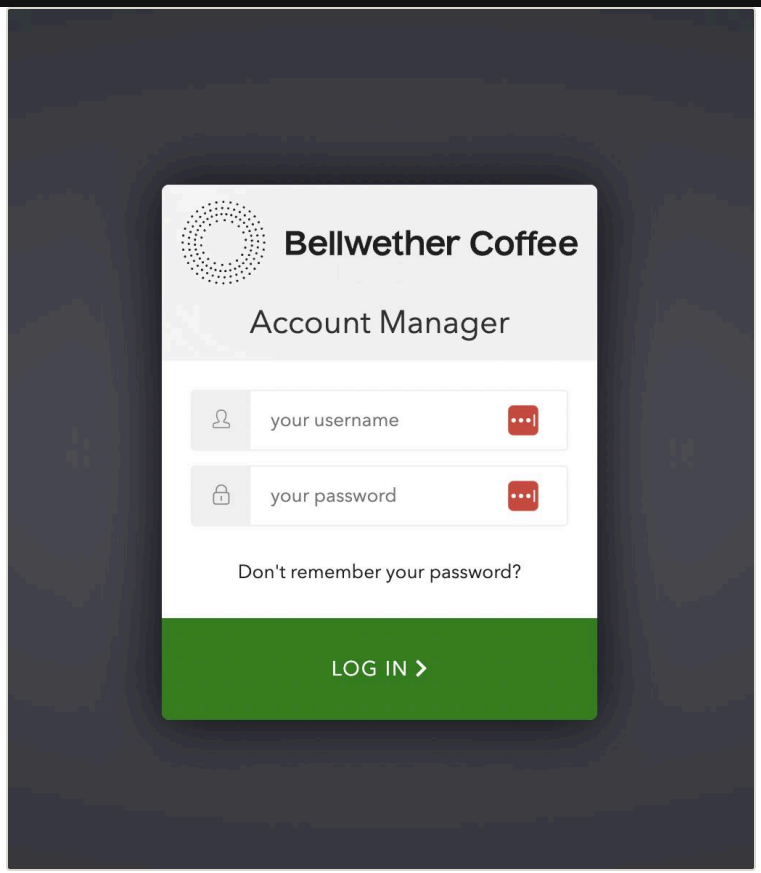
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Users are provided with an administrative site to manage their organization, stores, roast profiles, and more. This article outlines the Roast Manager functionality.

The Bellwether Roast Manager can be found here:
https://account.bellwethercoffee.com/

Please log in using the login credentials that were given to you by Bellwether at the time of your account creation.



Source: Bellwether Coffee, original article. Reproduced for owners; © Bellwether Coffee Co.

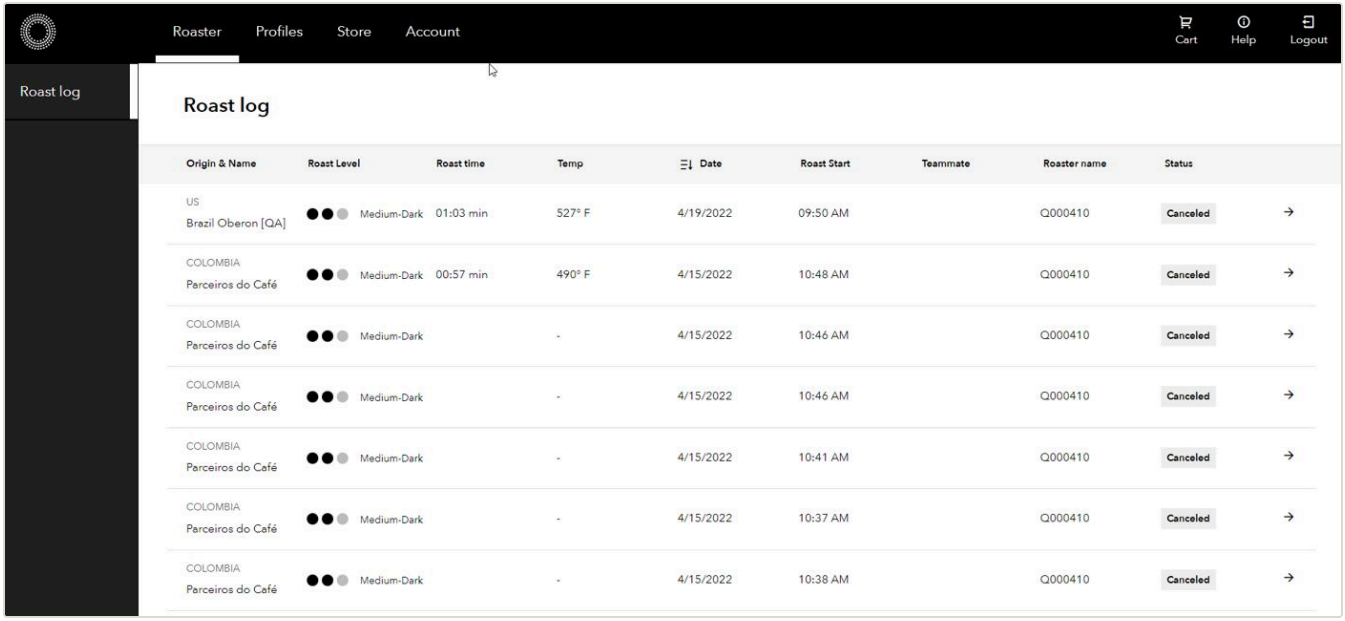
Contents in Roast Manager

- Roaster
- Profiles
- Store
- Account

After successfully logging in, you will be directed to the management site, which is initially set to Profiles or the last section you visited. You can also click directly to go to Profiles. However, for a comprehensive understanding, let's explore the sections in the order they are presented at the top. So, let's begin with **Roaster**.

Roaster

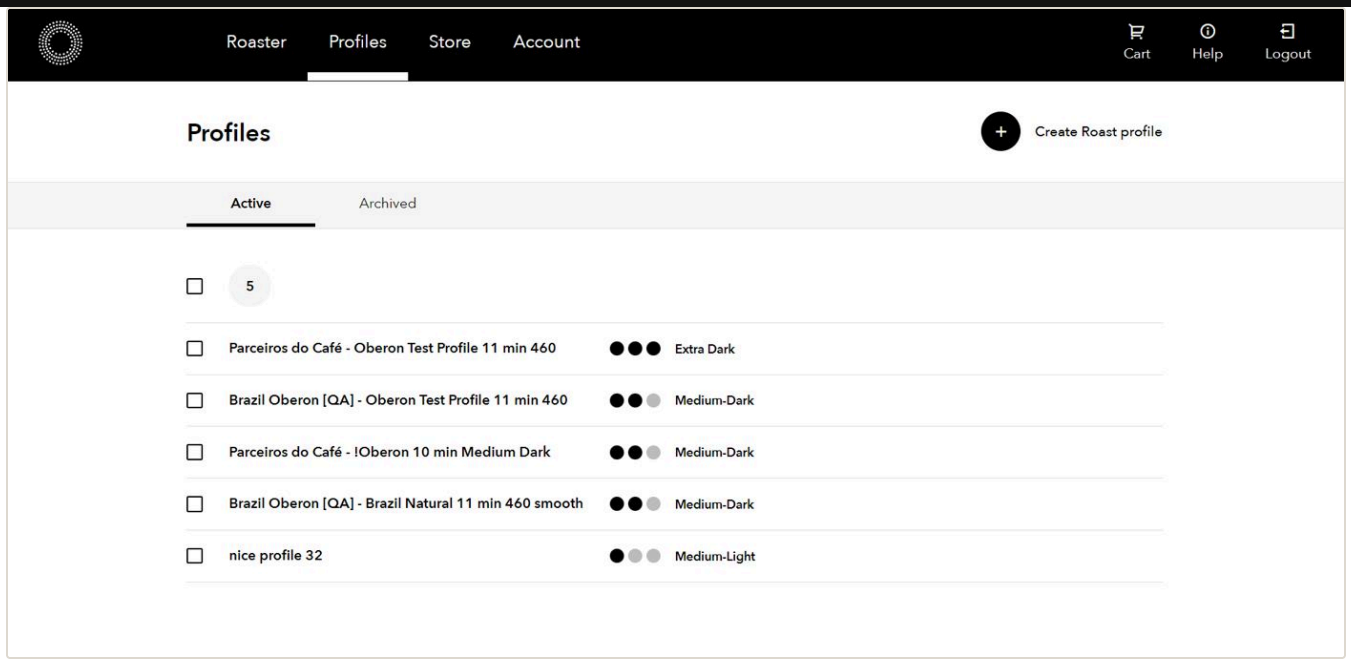
The Roaster page serves as a central hub for reviewing the logs of your roaster system or systems. Whether you have one or multiple roasters across different stores, all of them will send their logs to this page, providing you with a comprehensive overview of their activities.



Source: Bellwether Coffee, original article. Reproduced for owners; © Bellwether Coffee Co.

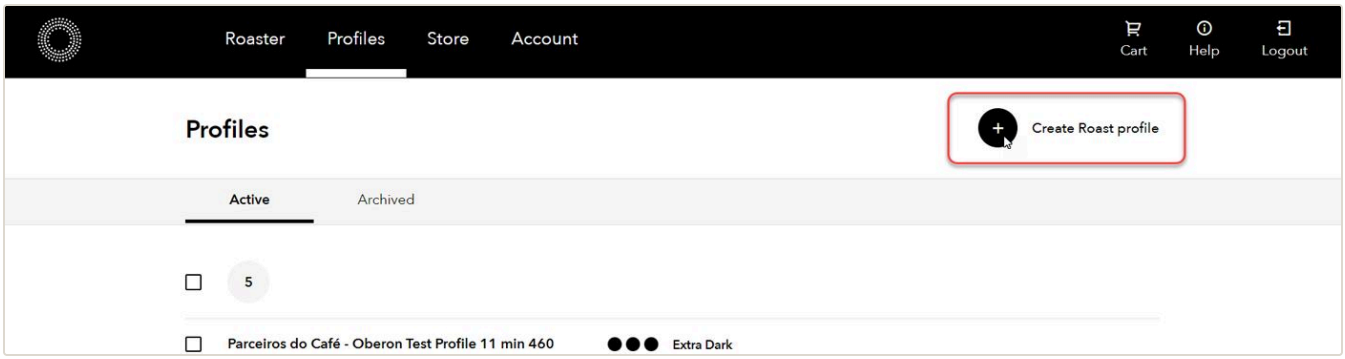
Profiles

Profiles is where you can begin managing your roast profiles and creating new ones in Bellwether's Roast Manager. This default starting location allows you to easily handle your existing profiles and customize new ones for your organization.



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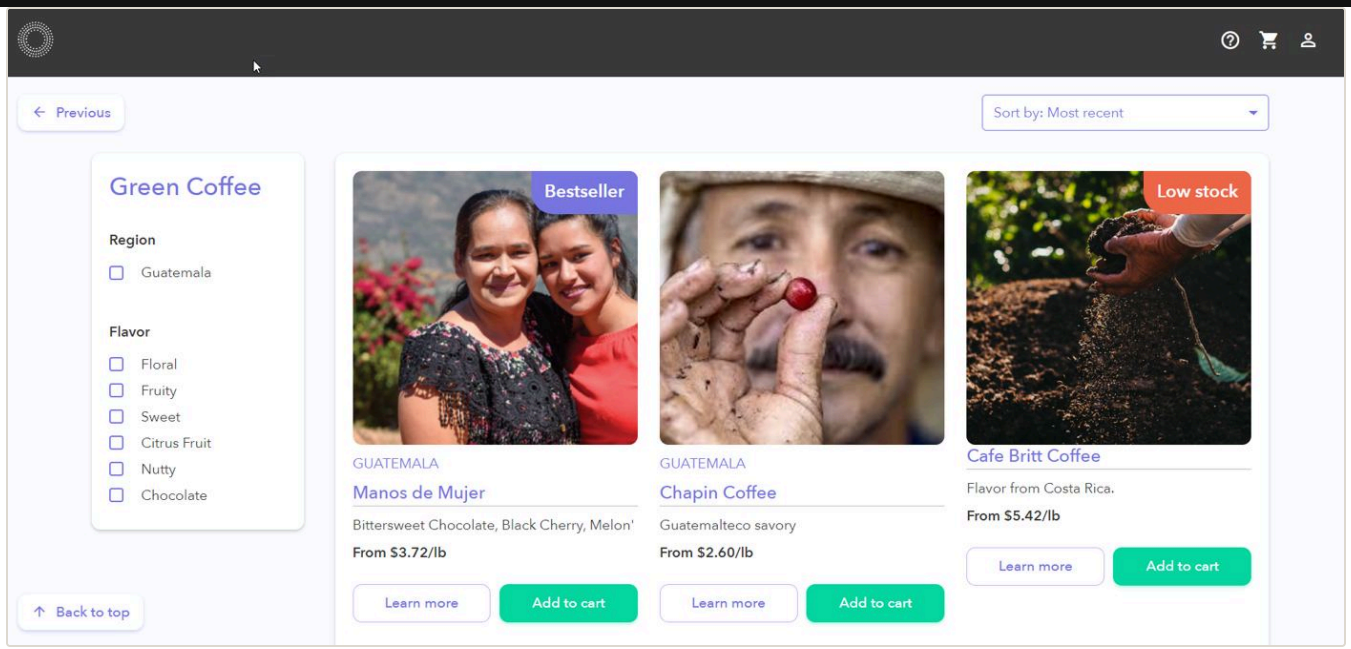
To create a new profile, click **Create Roast Profile**. For detailed info on creating a roast profile, see **Creating a Roast Profile**.



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Store

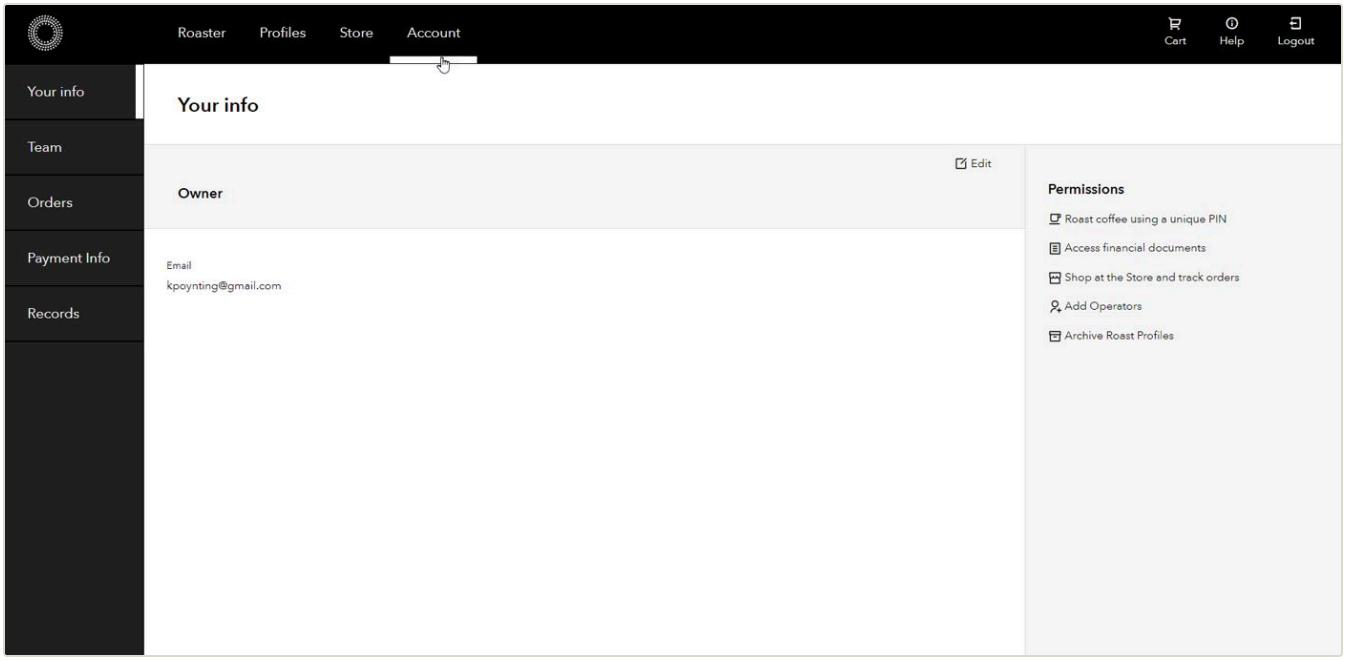
By clicking on the Store tab, you will be seamlessly directed to our Green Coffee Marketplace, while keeping your login information saved in a persistent session. This means you can easily navigate back and forth between the management site and the store without having to sign in repeatedly.



Source: Bellwether Coffee, original article. Reproduced for owners; © Bellwether Coffee Co.

Account

In the Account workspace, you have the ability to update your personal information, view your permissions, collaborate with your teammates and manage their access levels, handle orders, manage payment methods, and organize your documents and records.



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Blends + Blending

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In this article, we will explore the process of creating a blend, providing guidance on how to achieve your desired outcome and effectively market your blend once it has been created.



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As specialty coffee professionals, we have a natural inclination to focus on the art and craft of coffee. We tend to gravitate towards unique and special coffees that are fully transparent back to the farm. We want to know the farmer's name and story, the farm's

elevation, the soil type, and coffee's genetics. Single-origin coffees support all of these desires.

Our customers, on the other hand, tend to buy blends. Every major coffee company is known and beloved by their customers for their iconic blend products, from Starbucks' Pike's Place to Stumptown's Hairbender. Hence the classic coffee inside joke: You spend 75% of your time worrying about your single origins, but you get 75% of your money from your blends.

Most coffee companies offer a blend of some sort. Blends can be delicious, dynamic, cost-effective, and provide a repeatable and consistent flavor profile to meet your customer's demands. Blending can also be an excellent way to showcase favorable aspects of specific origins, highlight seasonality, and, as we mentioned above, become your company's flagship coffee offering.

At this point, you might ask yourself, "What role do blends play on my menu? What about single origins? What kind of blend should I create?" The answers lie within the art and craft of menu design. A well-crafted menu will be focused on your customers' preferences while helping you manage your brand and your cash flow.

Here are a few things to consider when you are creating a blend for your customers:

Goal and Profile

The first step is to ask yourself what kind of blend you are looking to create and where it will fit into your menu or offerings list. Espresso blend? Balanced and easy drinking house drip cup that takes milk well? Summer Seasonal Blend? Once you've determined the profile you are hoping to create, the next step is to identify coffees that could potentially fit the bill and start building your blend.

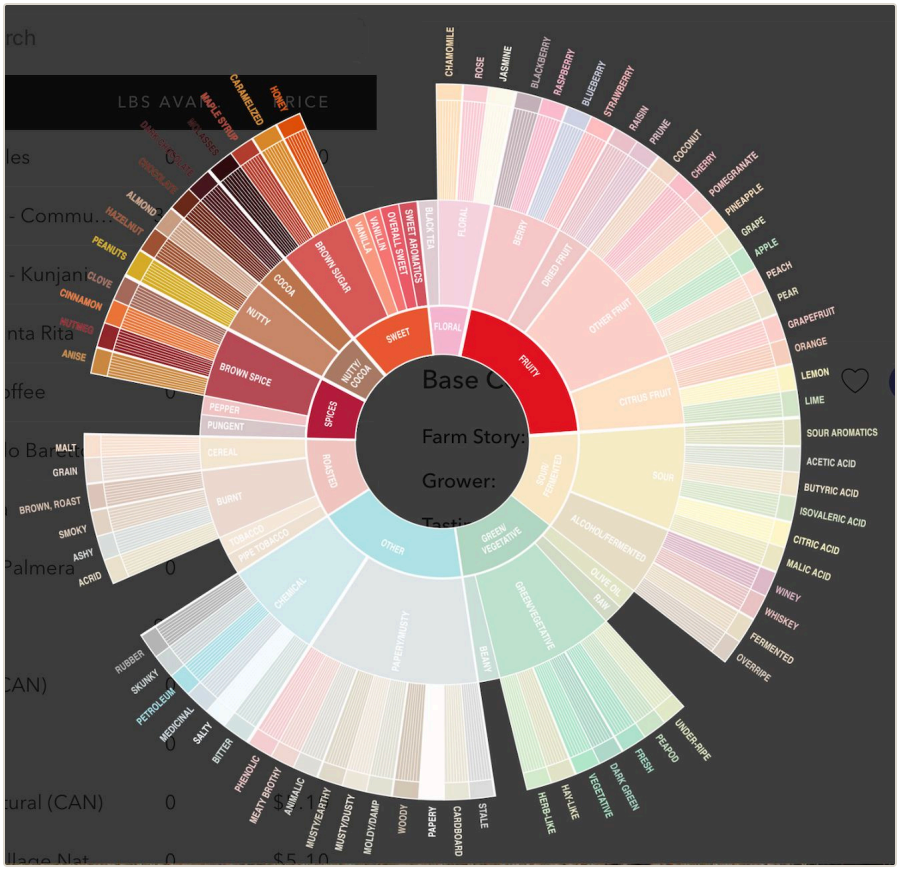
One thing to note here, the roast level will have a significant impact on the coffee's flavor profile. Lighter roasts will generally leave more of the acids and aromatic compounds intact that contribute to more fruity notes. The intensity and perception of many acids

decrease with more developed roasting. More developed roasts will be more caramelized, and more of the sweet, chocolatey, and nutty flavors and aromas will be present.

Coffee Choices General Guide

Body, Mouthfeel, Backdrop:

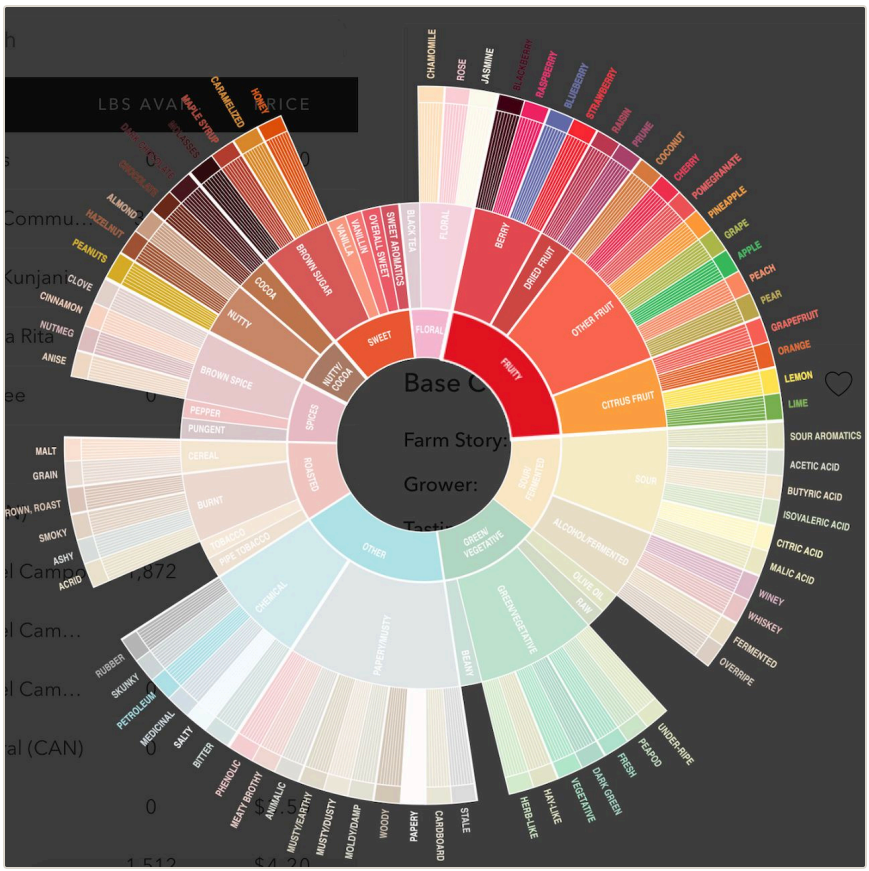
Generally speaking, natural, pulp-natural, and wet-hulled processed coffees are suitable for this. They are often full-bodied and can add sweet fruits, nutty/cocoa character, sweet notes, and spice notes to a blend. Think natural Ethiopian coffees, natural and pulp-natural Brazilian coffees, wet-hulled Sumatran coffees, and washed Papua New Guinean and Mexican coffees.



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Mid-Palate, Balance, Drinkability:

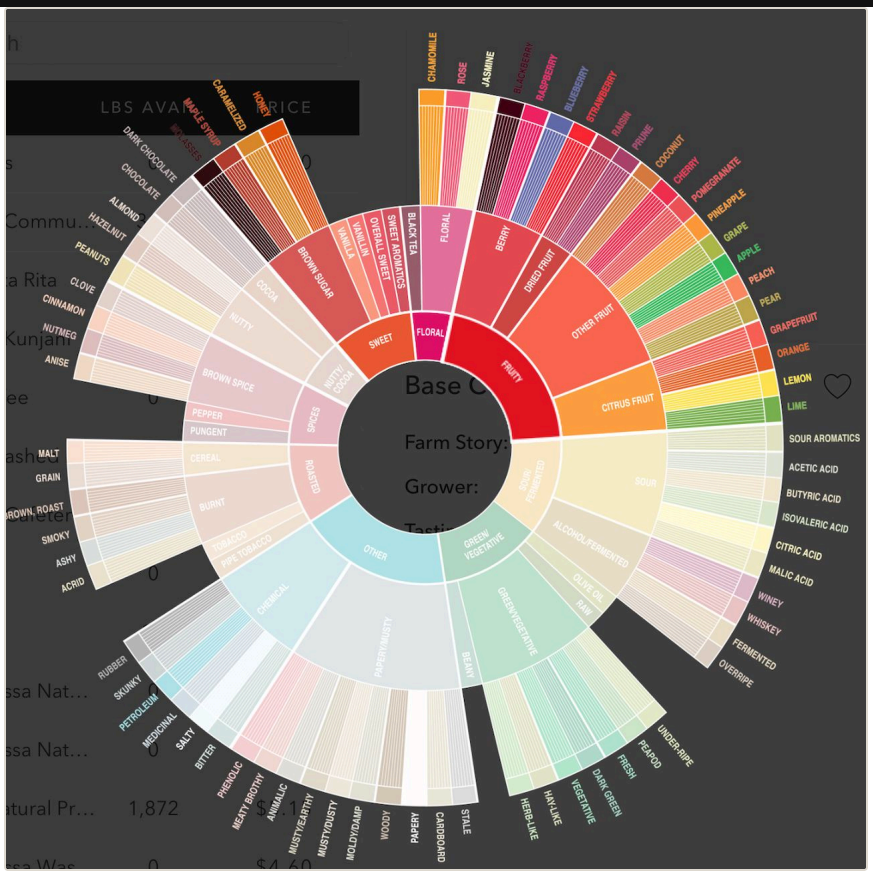
Generally speaking, many washed processed coffees from the Americas are great for this. They can add a variety of fruit intensities and character, nutty/cocoa character, sweetness, and contribute to the overall balance. Think washed coffees from Colombia, Peru, El Salvador, Guatemala, Nicaragua, Mexico, Brazil, Costa Rica, to name a few.



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High Notes, Aromatic Interest, Zing!:

A variety of processing methods, varieties, and origins can contribute to the aromatic interest and the fruity and floral character in a blend. Additionally, adding a slightly lighter roasted coffee can also provide the same aromatic interest. Generally speaking, coffees from Africa, like Kenya, Ethiopia, Uganda, Tanzania, Burundi, and Colombian coffees can add this kind of pop.



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Pre-roast or post-roast blending?

Once you've decided which coffees will make up your blend, the next question is whether you should blend the green coffee and roast them together, i.e., pre-roast blending, or roast the components separately and combine them afterward, i.e., post-roast blending.

Pre-roast blending is more convenient, but you are limited by a single roast profile, making it challenging to achieve the best out of each coffee in your blend.

Post-roast blending is a little more work and, depending on how you have designed your blend, can require more planning, but you have the opportunity to roast each component of the blend just the way you like. If you decide to go this route, an easy way to blend the roasted coffee is to place the desired percentages into an appropriately sized bucket and give it a good stir to incorporate the coffees. Once you feel satisfied the coffee is mixed well, bag the coffees as usual.

Whichever way you decide to go, there is no perfect answer, only preferences. You will still have to brew all of the coffees in the blend at once using one grind setting, water temperature, and brew method, so focus on what works best for you and your customers.

At Bellwether, we understand that making all of this happen AND ending up with an excellent result can be complicated, time-consuming, and frustrating. Because of this, we offer blends, like *The Bellwether Sunrise Blend,* in The Bellwether Marketplace!

The coffee team spends a lot of time selecting, roasting, cupping, and roast profiling (and doing that all over again) many times throughout the year to make sure you have a stable blend ready to roast and serve your customers. If you haven't had a chance to try any of the Marketplace blends yet, get in contact with your Customer Success Manager, and they will get a sample out to you.

Describing and Labeling Your Blend

When creating a description for your blend, make sure you are conscious of how long you intend to offer the blend to your customers. If your blend is a fleeting seasonal blend made up of three specific coffee, go ahead and be specific. If you intend to create a perennial flagship blend, where you may have to change out a component every so often, make sure you are either specific about which coffees comprise the blend or general. E.g., "This blend is comprised of Ethiopia Mother Station Natural, Brazil Parceiros do Café, and Colombia Magia del Campo," vs. "This blend is comprised of East African and South American coffees."

Whichever you decide, make sure you consider how frequently you may have to make changes, print new labels, and how these changes may affect your budget.

To learn more about labeling and packaging, check out the Roasted Coffee Packaging article.

Blends in The Marketplace

Creating the perfect blend is not always easy and can take time. Be patient and remember, coffee is seasonal, and there will be times where you think you finally have

achieved the perfect, most delicious blend only to realize you have to change out one of the components next month. This is normal and expected.

If blending coffees, designing the profile, and managing blend inventory and seasonality is not for you, not to worry; Bellwether has your back. We will always have blends in The Bellwether Marketplace that you can use to build your brand and maintain a consistent flavor profile your customers can come to rely on and love.

Have fun exploring and enjoy the process!

Blending Equipment

You may not need to use any additional equipment if you are pre-roast blending and weighing your different coffee straight into your hopper. However, there are circumstances where whether you are planning on pre or post-roast blending, it can often be convenient to blend the coffee in a separate device to make sure the coffee is blended properly.

Here is one blending device we suggest:

- **Granger White Food Grade Mixer$1,009.75**

How To Create A Digital Roast Profile On The Bellwether Coffee Roaster

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Learn how to: decide between pre-made and custom digital roast profiles, create custom profiles for new coffees, and ensure always consistent coffee quality with the Bellwether Roaster.

As you manipulate the temperature, airflow, and other variables with a conventional gas-powered coffee roaster, the roast profile records the results. However, as each variable is altered, the chance for human error grows.

Bellwether's roasting technology leverages the power of automation to eliminate the possibility of human error and achieve unprecedented consistency and repeatability between roasts, so anyone can roast artisan coffee with the push of a button.

Pre-Made vs. Custom Roast Profiles

Roasting with a Bellwether starts with a choice: *Do I need a pre-made digital roast profile or should I create a custom profile?*

Pre-made roast profiles are included with all green coffee purchased through the Green Coffee Marketplace. These roast profiles, available in four roast levels from light to dark, are crafted by Bellwether's master roasters with quality, flavor, and sustainability in mind.

Once your green coffee arrives, select the respective digital roast profile on the Bellwether roaster, load the hopper, and roast!

Pre-made roast profiles provide coffee companies with several advantages, including:

- **Coffee Quality and Consistency** — Since each pre-made profile is developed by Bellwether's coffee experts, you'll enjoy delicious blends and single origin coffees roasted in-house. The easy roasting process leads to repeatable and consistent results, meaning you never have to worry if your coffee was roasted incorrectly.

- **Quick Onboarding Processes** — If you want to roast coffee in-house but have a small staff, the pre-made roast profiles allow anyone on your team to be a coffee roaster—*without the months of training or hiring a professional roaster.* Select the profile that matches your green coffee selection and start roasting!

- **New Revenue Channels & Cost Savings** — By not spending your time and budget to become or hire a master roaster, you can focus your efforts on creating new revenue channels like an ecommerce store or wholesale program. The consistent coffee quality delivered by pre-made roast profiles helps you deliver a high-quality product to customers every time.

Those starting their coffee roasting journey find Bellwether's pre-made roast profiles to be a major advantage to their business.

You can also create **custom roast profiles** on a Bellwether.

Using a custom roast profile lets your team dial in the internal roast activity to best meet the needs of your coffee. Just like a conventional roaster, you can adjust variables such as:

- Bean temperature
- Drum temperature
- Roast duration
- Ending temperature

By adjusting these variables, you indirectly control the Rate of Rise line (indicating the rate by which the temperature rises) and can use that to guide your roasting technique as well.

By creating a custom roast profile, you can accomplish objectives such as highlighting the pleasant acidity of a Colombian coffee or giving your house blend a heavier mouthfeel.

And you don't need to have prior roasting experience to create a custom roast profile!

How to Choose Between a Pre-Made or Custom Roast Profile

Deciding between pre-made and custom roast profiles comes down to a few factors:

- Coffee roasting experience
- Business and staffing needs
- What you want to achieve with your coffee

That last point is the most important.

Every coffee you roast, whether for a blend or single origin, must serve a distinct purpose. Before selecting or creating a roast profile, ask yourself:

- Do I need this coffee to be roasted to a light, medium, or dark level? Which roast level best highlights the natural flavors of the coffee?*
- What flavors or characteristics do I want to achieve with this coffee?
- How will this coffee be brewed? Will it be served on your pour-over bar or as your house espresso blend?
- Where do I plan to sell this coffee? (Coffee shop bar, retail displays, wholesale, ecommerce)

Remember, coffee roasting isn't a one-size-fits-all process. Each roast profile must be chosen or developed to achieve the intended result.

Here's how to determine if a pre-made or custom profile is right for you:

Pre-made roast profiles are best for coffee businesses that…

- Are starting their coffee roasting experience

- Need to ensure consistent, repeatable quality for multiple sales channels and/or storefronts
- Have several team members responsible for roasting, including baristas and front of house staff

Custom digital roast profiles are ideal for those that…

- Import green coffee from outside the Bellwether Green Coffee Marketplace
- Have prior coffee roasting experience and knowledge of reading roast curves
- Develop custom blends and roasts for internal or white label coffee programs

If you decide a custom roast profile is what you need, here's how to get started.

Creating a Custom Roast Profile

On your online account, select the "Profiles" tab.

Once on this page, you'll see a **"Create roast profile"** button in the top right corner. Click this to begin.

Step 1: Enter Profile Details

First, you'll enter the important roast details such as:

- **Roast Profile Name** — You can call your profile whatever you please, from "Cold Brew Blend" to the coffee's origin or farm name. Choose a name your team will recognize when roasting a new batch (and edit later if you'd like).
- **Roast Level** — Choose a roast level ranging from extra light to extra dark. This will help guide your roast curves.
- **Origin (*Optional*)** — If desired, include your coffee's country of origin to help organize your roast profile library.
- **Image (*Optional*)** — You can also include a roast profile image. Imagery assists in profile organization, categorization, and staff training.

When you're ready to move on, hit **Continue.**

Step 2: Select the Base Curve

All Bellwether roast profiles start with a base curve. The base curve outlines the desired path for the bean temperature to follow.

The base curve is the foundation of your roast profile. You can edit the specifics of the curve later in the following step.

Choose from three base curve options:

- **Preset**— Preset curves are examples of what specific roast level profiles should look like. Toggle through the different roast level options to see the differences in roast curves.
- **Active** — Active curves are the roast profiles that currently appear on your Bellwether roaster. These can include custom profiles you've previously created or pre-made Bellwether curves.
- **Archived** — Archived profiles *do not appear* on your Bellwether roaster, but their data points can still be used as a base curve for future roast profiles. Archiving a roast profile no longer used in your shop's day-to-day operations removes it from the Bellwether roaster app but still makes it available for reference on your Bellwether web account.

To move on, hit **Continue.**

Step 3: Editing the Roast Curve

Editing roast curves on a Bellwether couldn't be easier. You can edit any pre-made Bellwether profile to better suit your shop's needs or edit a profile you've created yourself.

To alter the profile, drag and drop each data point on the graph to the desired time and/or temperature.

⭐ **Pro Tip:** For greater accuracy and roast consistency, we recommend placing a data point at least every 45-60 seconds on a custom profile. *Refer to our pre-made profiles as an example!*

Data points can be added, deleted, or moved throughout the roast profile. **You'll need to have a minimum of one data point per minute to ensure a quality roast curve.**

You can also edit the Charge Temperature and Completion Criteria (end time and temperature) of a roast profile. You'll find these options in the top left and right of the profile screen respectively.

Before editing a roast profile or creating custom curves, ask yourself: "*What am I trying to achieve with this roast?*"

Your answer will guide your roast profile changes.

If you aspire to achieve a specific roast level, use these time and temperature ranges as a foundation:

- **Light roast**— 400-415°F, 9-10 minutes
- **Medium roast**— 415-430°F, 9-11 minutes
- **Dark roast** — 435-450°F, 10-12 minutes

As you become more comfortable roasting with a Bellwether Roaster, you'll discover how to best manipulate your profiles to match your coffee needs. Some coffees will taste spectacular with a 9-minute roast with an end temperature of 410°F while others may need a longer development time and end closer to 11 minutes.

Step 4: Finalize the Profile

Once you've got your roast curve exactly as you want it, it's time to add the remaining details.

These optional fields allow you to add information about:

- **Profile Description** — Enter information that will be helpful for your team to know when selecting this roast.
- **Profile Attributes** — Provide details about the coffee's varietal, elevation, process, and certifications.
- **Cupping Notes** — Use the flavor wheel to illustrate your team's sensory notes from the roast.

After entering these last details, hit "Save" and you're ready to roast!

Fine-Tuning Digital Roast Profiles

In specialty coffee, we engage in a practice called **cupping** to determine the quality of a coffee once roasted. Roasters cup their coffees regularly to ensure their roast profiles are on point and the coffee tastes as it should.

Another benefit of pre-made roast profiles is that you don't haveto constantly test, taste, and dial in your coffee profiles. You'll have confidence knowing your coffees were roasted according to plan every time.

However, while you don't have to cup every batch you roast using a pre-made profile, cupping coffee is a wonderful way to continue expanding your lexicon of coffee fragrances, aromas, and flavor attributes—**especially as you add new and exciting coffees from the Green Coffee Marketplace to your menu.**

If you choose to roast coffee using a custom-made profile, we highly recommend cupping each batch to guarantee coffee quality and flavors before serving or selling to customers.

Roasting Specialty Coffee Is Only a Button Away

Coffee roasters rely on roast profiles to guide their actions as they take green coffee and transform it into the roasted coffee we know and love.

But this expertise takes years of practice, refinement, and dedication—*a luxury not all coffee businesses have.*

With the Bellwether Roaster's pre-made and custom digital roast profiles, anyone on your team can roast coffee at the touch of a button in less time than it takes to make a latte.

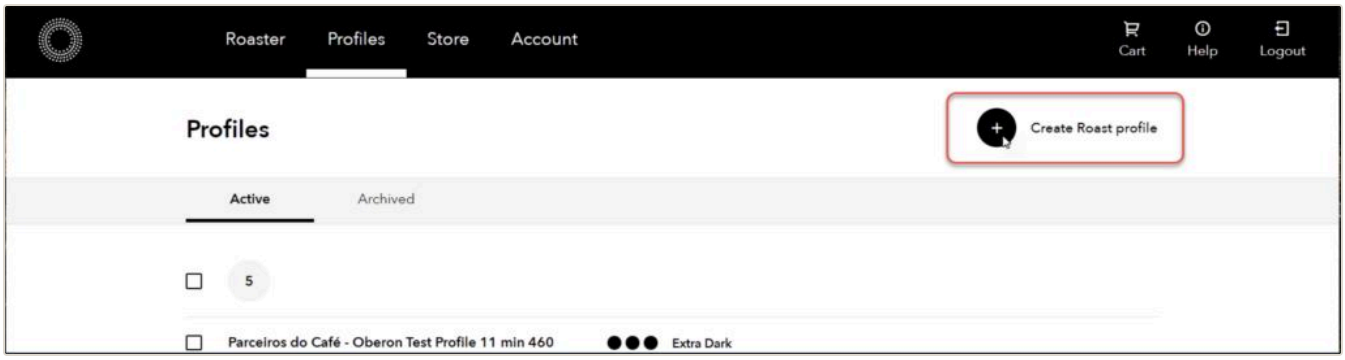
Roaster Manager | Creating A Roast Profile

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The following article will walk you through the process of how to edit a roast profile or build your own custom roast profile.

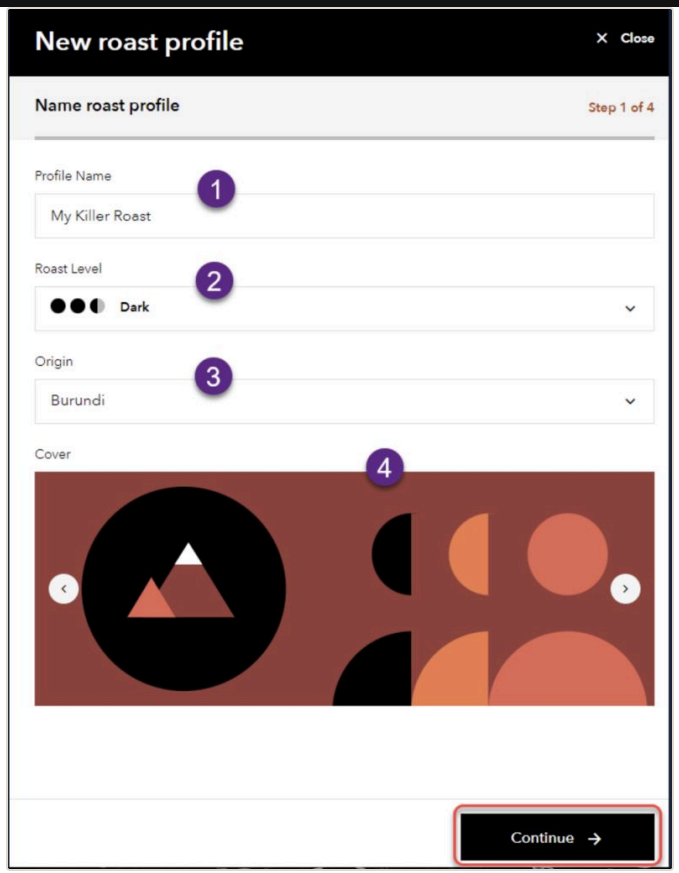
Once logged into the Roast Manager, you will by default be taken to the Profiles page unless recently logged in and working on another tab. If not on the Profiles section, click it to move there. Click **Create Roast Profile** to begin the process.



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Step 1: Name Roast Profile

In the New Roast Profile menu:



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1. Provide the name of the roast profile you want to get.
2. Select the type of roast, ie light to dark.
3. Select the origin of the beans.
4. Select a cover for the roast to display on the Bellwether roaster.

Click **Continue**to go to the next step.

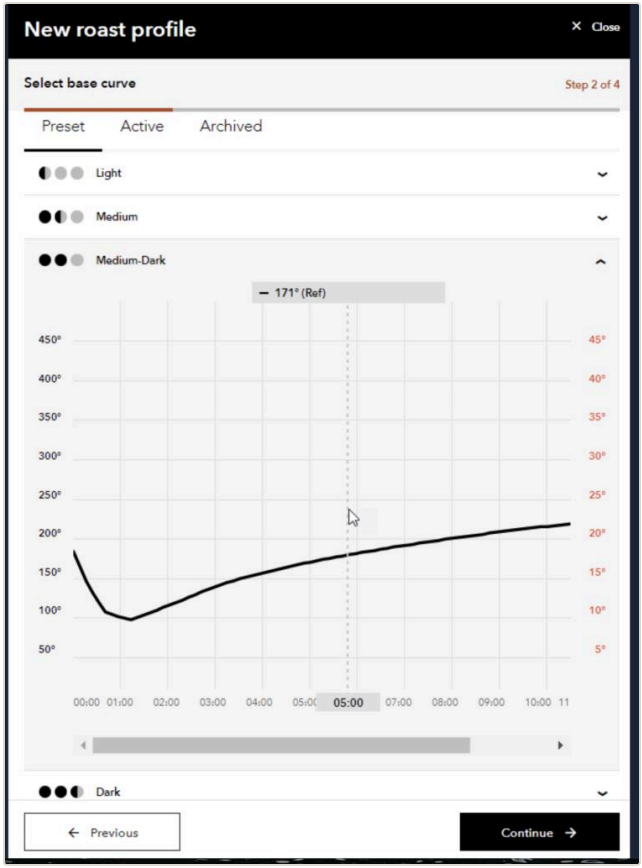
Step 2: Select Base Curve

In Select Base Curve, you can select a base curve for your roast. There are three categories for your base curve:

1. Preset

In Preset, you have four base options. These are generic roast levels upon which you can add your own flair.

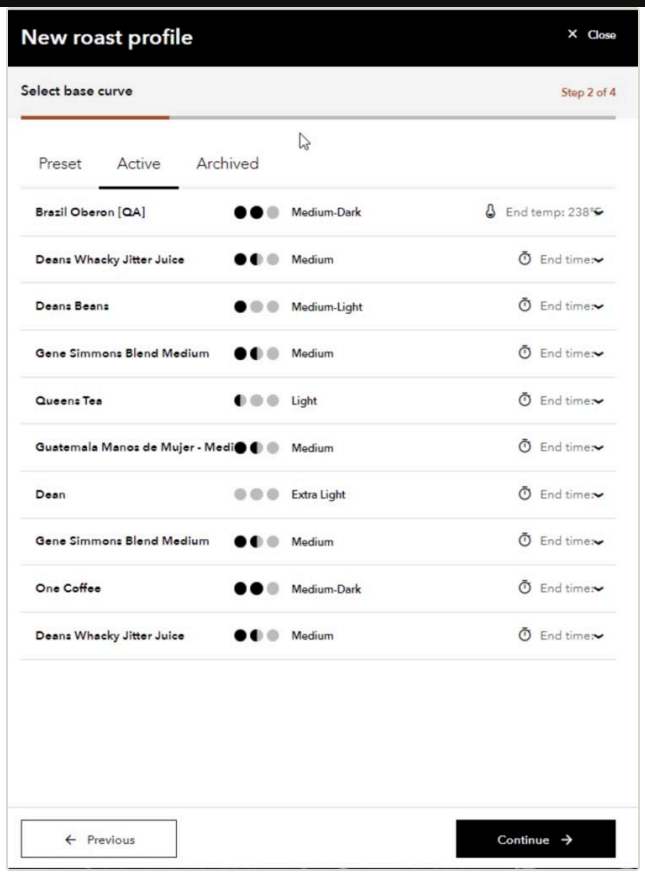
- Light
- Medium
- Medium/Dark
- Dark



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2. Active

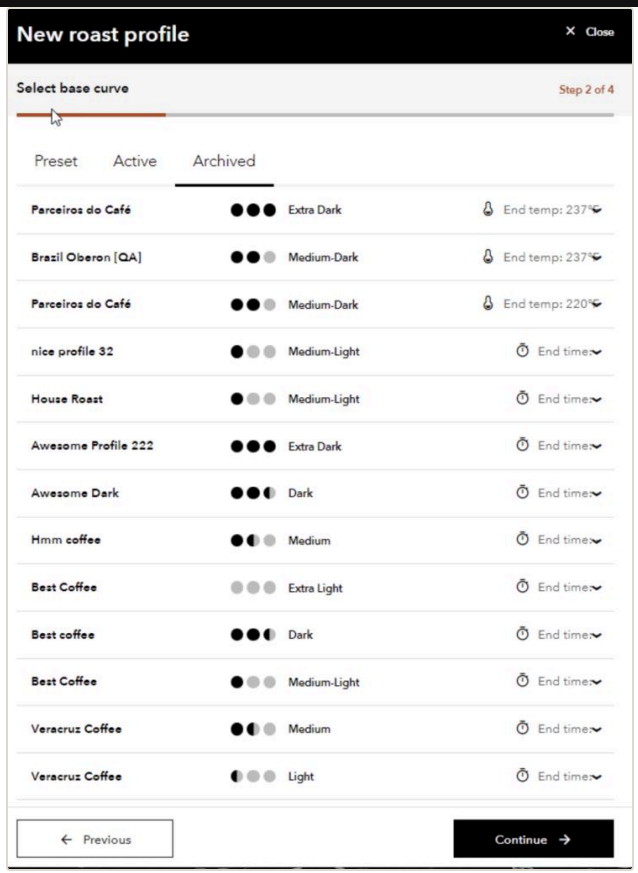
In the **Active**section, you can select your base curve on an existing roast, building on past work. Here, roast profiles created by or shared with you can be selected and used as a base curve, which you can further modify later.



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3. Archived

The Archived tab allows you to use an archived or discontinued roast profile as your base curve. Perhaps the profile had more of a following than you realized, or just needed to be tweaked a little.



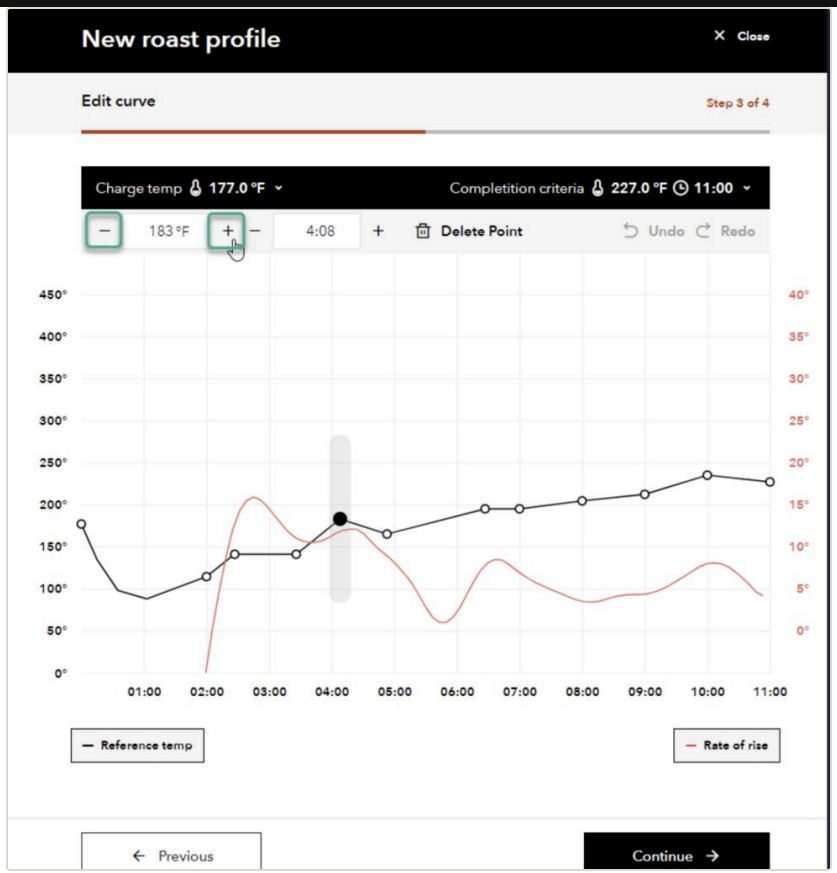
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Select the desired roast profile curve to use as your base curve, and click **Continue**. For this example, we will simply select Medium/Dark from the **Preset**tab.

Step 3: Edit Curve

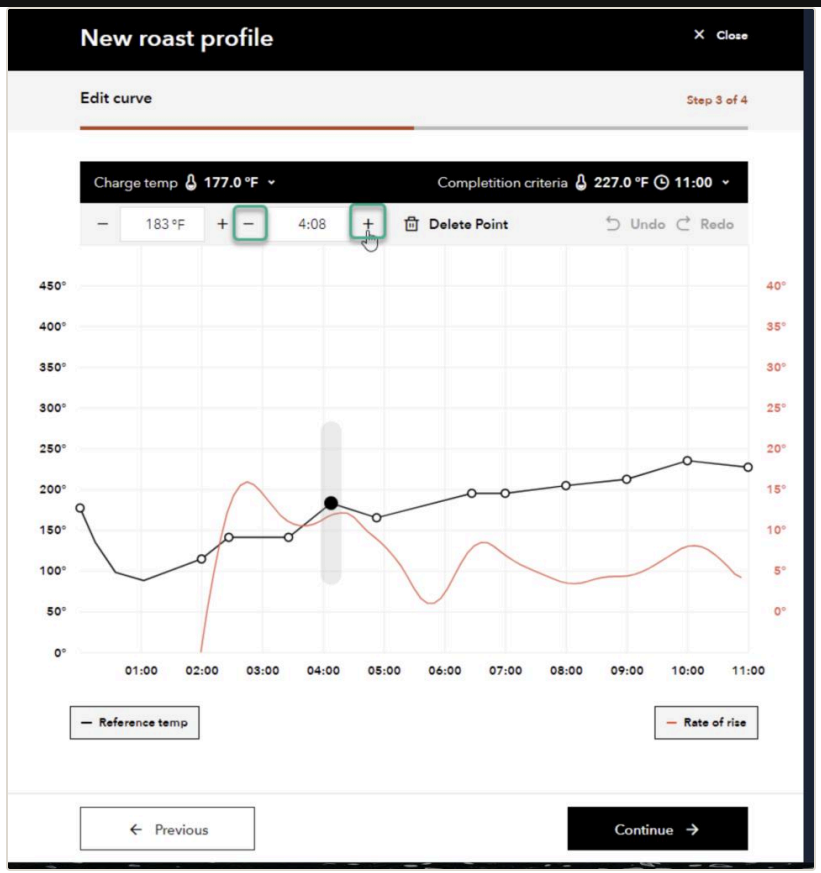
In Edit Curve, you can make any changes you want to the base curve selected in the previous step.

You can edit temperature either by clicking any point on the curve (the point will be highlighted and turn black), and dragging it to the desired temperature/location, or by clicking the **+**or **–**symbol under **Change Temp**.



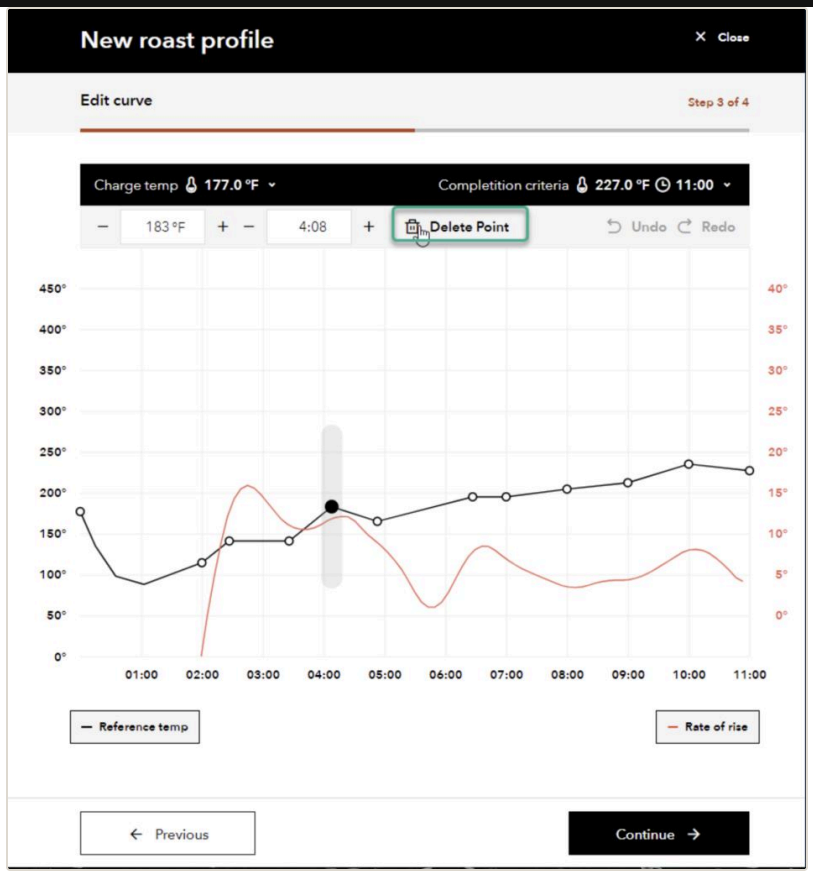
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You can also edit the timestamp of a given point in the curve by selecting a point and dragging it to the desired point, or by adding or subtracting seconds from the time listed for the selected point.



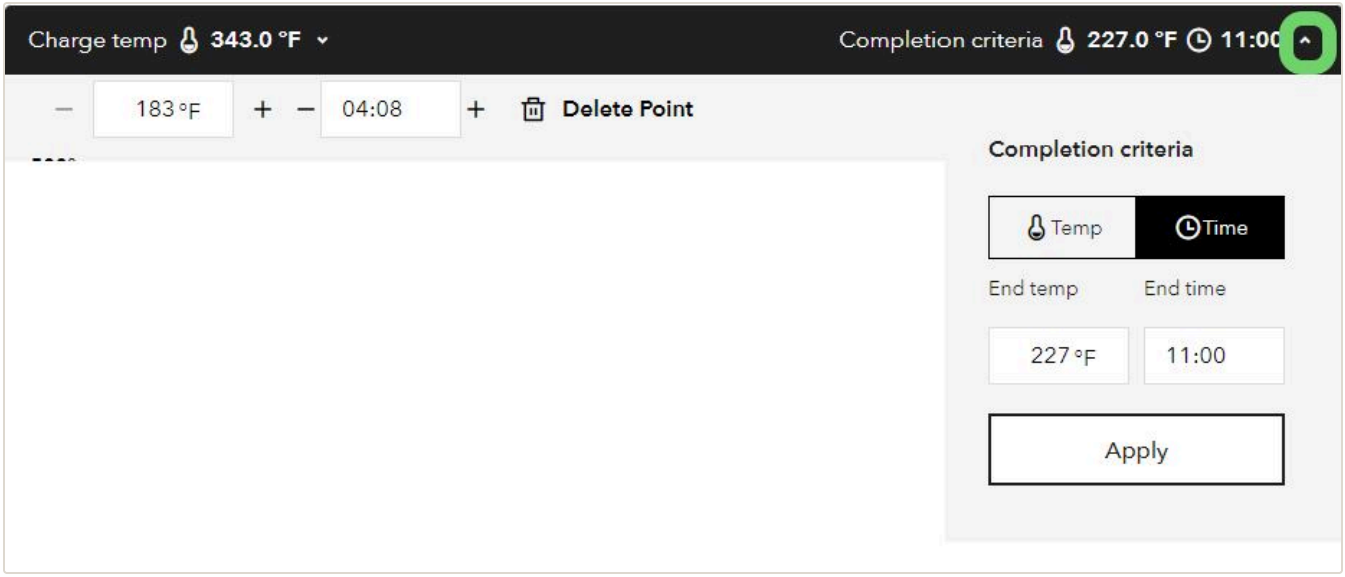
Source: Bellwether Coffee, original article. Reproduced for owners; © Bellwether Coffee Co.

If you would like the curve to change temperature more slowly, you can delete points from the roast, making the rise or drop in temperature more gradual. Simply select the point, and click the trashcan icon beside **Delete Point**.



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Once you have made the desired edits to your curve, click **Continue**.

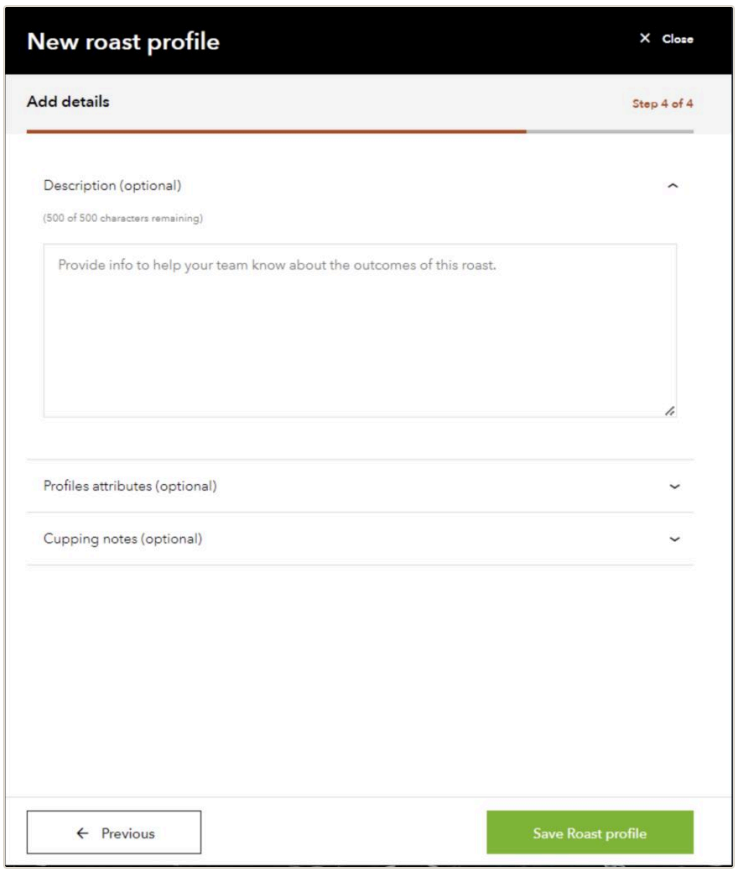


Source: Bellwether Coffee, original article. Reproduced for owners; © Bellwether Coffee Co.

Please note : Completion criteria defaults to time.

Step 4: Add Details

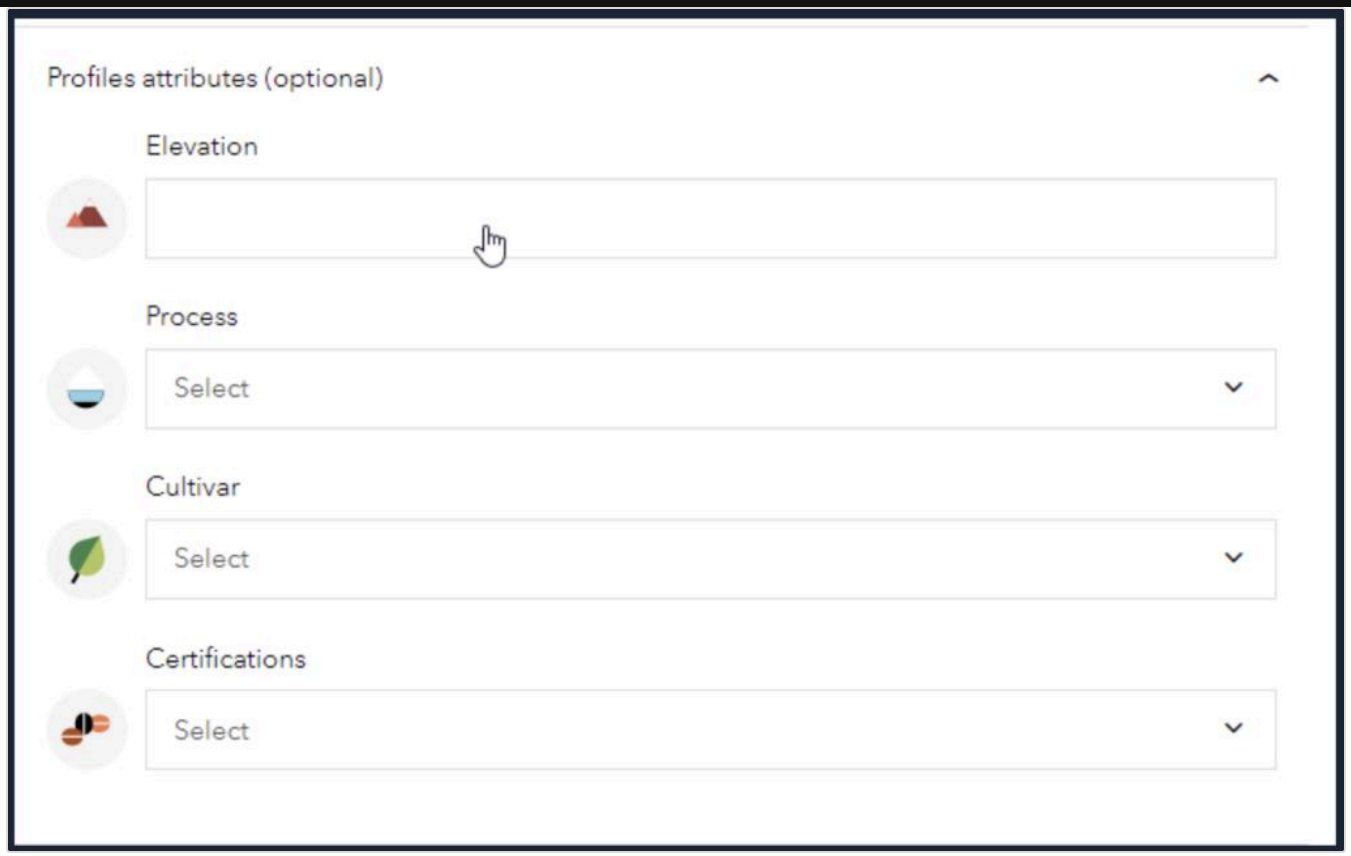
In **Add Details**, you can provide information to your customers about what makes your new roast profile special. Three sections are provided:



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Description

Here you can wax poetic about the Roast Profile you have created, describing flavor, origin, the story behind the farm providing the beans, or whatever you wish to say.

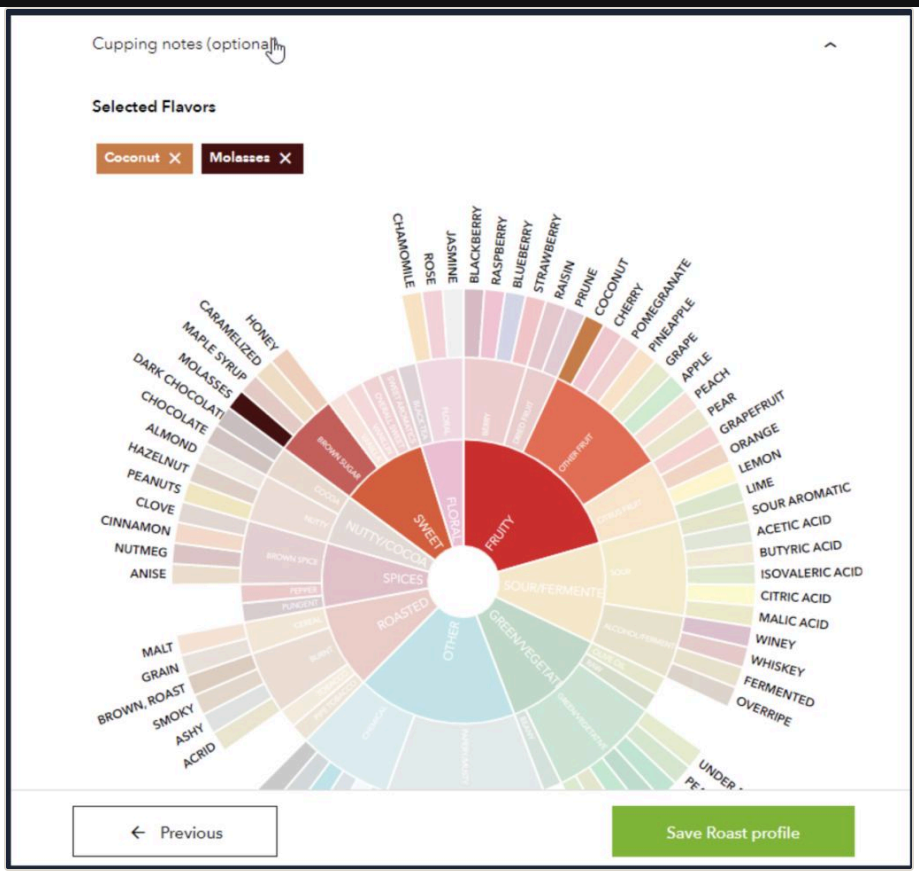


Source: Bellwether Coffee, original article. Reproduced for owners; © Bellwether Coffee Co.

Here you can provide additional details about the beans used in your roast, including elevation (height at which the beans were grown), Process used (honey, natural, others), Cultivar (type of coffee bean), and any certifications that may apply (ie Biodynamic, Fair Trade, etc.).

Cupping Notes

Here you can add information about the flavors brought out in your coffee by modifying the flavor wheel. Here we see that this roast should deliver hints of coconut and molasses.



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Step 5: Save Roast Profile

Click **Save Roast Profile**. Your roast profile is completed and can be made available to the Bellwether Roaster.