

Coffee Lovers Live Longer

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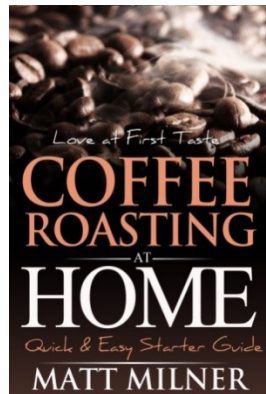
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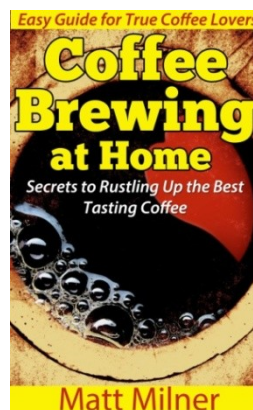
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Introduction

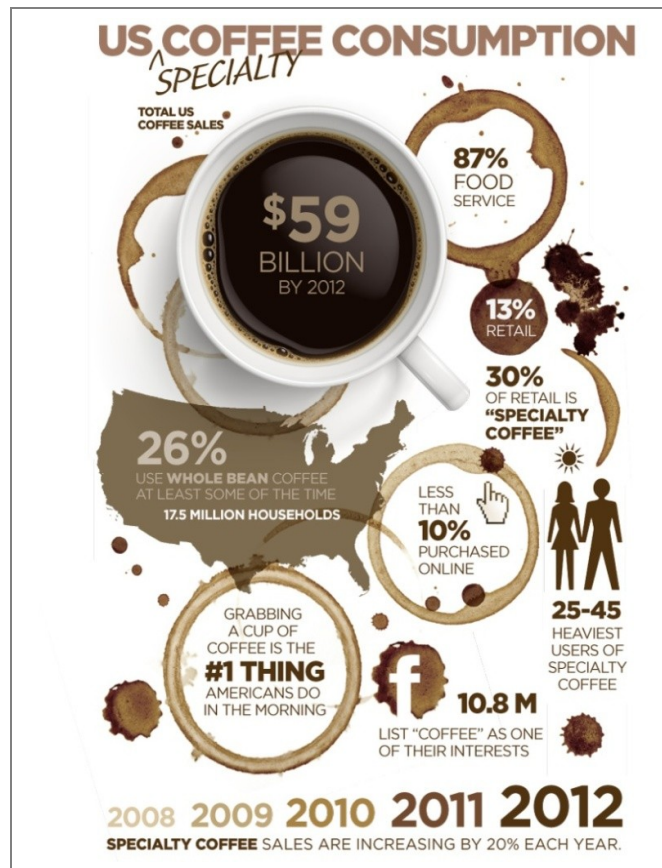
I'm a coffee lover and if the truth be known, a tiny bit of a geek, as freely admitted in my book "Love at First Taste – Coffee Roasting at Home - Quick and Easy Starter Guide".



My partiality may be also hinted at in "Coffee Brewing at Home- Secrets to Rustling up the Best Tasting Coffee". Into these heartfelt works I revealed my passion for the beverage and quest for getting the best out of home coffee preparation. You can also check out my blog for the latest posts and tips about all things coffee here: [Matts Coffee Blog](#)



The statistics around coffee are quite mind blowing, for example over 100 million Americans drink coffee daily and the amount spent on specialty coffee is 18 billion annually with each coffee drinker's share amounting to something like \$160. Estimated global consumption is in the order of 120,000 tonnes per annum, being sufficient to supply everyone on the planet with one coffee daily. This infographic nicely lays out the statistics of the ever growing coffee consumption in the USA over recent years.



A Surprising Discovery

Without ever giving any thought about how enjoying my daily coffee(s) might actually improve my health, imagine my astonishment when I came across some amazing claims pronouncing the startling benefits that may be gained from one of life's great pleasures. As I delved a little deeper and with some further research, lo and behold, I unearthed an abundance of evidence declaring coffee to be the wonder drink of the ages with the gift of super powers for those who choose to imbibe it.



Coffee Popularity

A new coffee study seems to appear in the medical journals with remarkable regularity and this should not be surprising when we recognize that coffee is the largest globally traded commodity behind oil and consumed worldwide at the rate of over 400 billion cups every year.

It should not surprise then, that studies and research into the many facets of coffee and particularly its effects on health, proliferate like magic beans, and likewise we should not be entirely unaware that the desired outcomes should ultimately boil down to good news for the industry. Accordingly, with these circumstances in mind but momentarily suspended, we proceed.

Java Jubilation and Justification

Hallelujah coffee lovers, it seems that the weight of scientific evidence is gathering mighty momentum and coming out strongly on the side of coffee. The list of health benefits attributed to the brew is growing longer and more remarkable almost daily.



My friends, this is absolutely great news. We are all rather keen on that smidgen of validation that supports our lifestyle choices and without any effort on our part, here it is: the evidence giving us the go ahead to indulge in our passion, keep on enjoying our coffee and at the same time gaining brownie points for boosting our health as well. You have to admit, it doesn't get much better than this. Truly!

Grounds for Benefits

So what are these amazing paybacks and more importantly, are they just full of beans and froth marketing exercises? Well, as a coffee lover I'm inclined to put my faith in the findings, and accept the claims and I'm reasonably certain that you will too. After all they completely validate the choice of drinking the beverage, adding to the immense satisfaction of enjoying it while feeling entirely virtuous and bathing in that inner glow of wholesomeness. What more do we need?

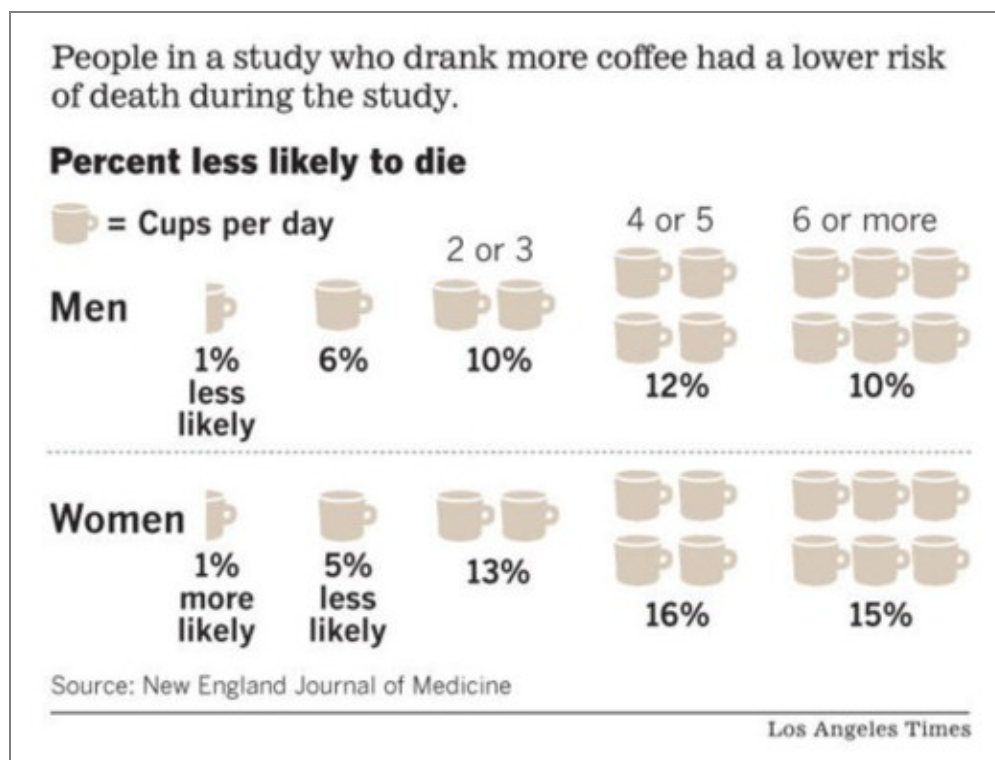
Let's now take a close look at some of the astounding benefits for coffee drinkers, in the spirit of gaining further endorsement for our coffee partiality. Every coffee lover should be aware of these convincing reasons all pointing to the simple fact that coffee makes us a better person, seriously.

I'm sure you will be bowled over, but at the same time quite elated, by each of these quite remarkable claims and their supporting evidence, while at the same time keeping a bunk detecting radar on full alert. Kicking off with the number one and surely the greatest reward:

Coffee Drinkers Live Longer

OK I think I detect a small measure of skepticism – and rightly so! We are far from being persuaded with unsubstantiated claims and purported “facts”. Oh no, we know when things are kosher: they resonate with our inner beliefs and support our standpoint. We are free to pick and choose whatever we want to bolster our lifestyle choices. Right?

The sensational claim of longevity is based on a National Institute of Health study which observed a very large group of coffee drinkers over a period of 13 years. The bottom line being that those who drank the most coffee had a reduced risk of death during the study. (Aside: Hmm – there I was thinking that we all had a 100% risk of death!)



Yes, this was an observational study which the authors, to their credit point out that the association does not amount to causation of reduced risk of dying, but gives us confidence in their findings. So, I choose to feel fully convinced with this one.

To check the astounding claims in a less frivolous and shall we say more composed atmosphere go here: Freedman ND, et al. [Association of coffee drinking with total and cause-specific mortality](#). New England Journal of Medicine, 2012.

Or, on the other hand you may be more inclined to adopt my method:
read the headline, rejoice and refill!

Coffee Drinkers are Happier:



Well. This is not entirely breaking news to us. However, having the science world pronounce it so, and determine that no, the happiness is not simply the result of caffeine induced high, verifies our experience. The evidence comes from a study conducted by the National Institute of Health that found people who drank coffee were less likely to suffer from depression. – Sorry guys it seems that this study only involved women!

The study noted that this brighter outlook on life is attributed to the stimulation of the central nervous system with enhancing the production of dopamine and other chemicals which have an antidepressant effect on the brain.

Read more : <http://www.prevention.com/mind-body/emotional-health/how-coffee-fights-depression>

Another study where findings suggest that coffee drinkers are blessed with a rosier outlook, found that the participants including both men and women who drank coffee (or rather its equivalent dose of caffeine) were able to spot positive words more quickly, identifying them from a computer screen, while negative words did not have the same effect.

Check for all the ins and outs here: Or again -

read the headline, drink and be merry! (Eat too, by all means)

<http://www.webmd.com/depression/news/20110926/drink-coffee-stay-happy>

Coffee Drinkers are Smarter:



Well we know that coffee tends to make us more alert, cheerful and energized so why not smarter? This particular study found that participants performed much better in memory tests after consuming caffeine. <http://edition.cnn.com/2006/HEALTH/01/11/caffeine.smarter/>

It has been accepted for some time that the consumption of caffeine enhances those complex brain functions linked to intelligence: attention, reaction time, vigilance and logical reasoning. These processes all improve following a shot of caffeine, particularly when one is sleep deprived. The coffee injection gets the brain jump started and firing on all cylinders literally. Apparently this neural firing is increased markedly because the caffeine blocks the neurotransmitter, Adenosine. A burst of cleverness in a cup

Well my amigos this one is decidedly a “no brainer” – when called upon for that extra burst of ingenuity:

Quickly consume that cup of coffee and be clever! Or brew up and perform like Usain Bolt.

Coffee Boosts Your Sex Life

This obviously much needed and sought after study just exudes its authenticity. I kid you not – persuasive evidence comes forth resulting from a study of rats no less! Findings suggest that a cup of coffee can get you in the mood so to speak because the rats that got their shot of caffeine were more motivated to seek sex partners than their un-caffeinated animal counterparts. Thus we learn that caffeine will enhance sexual arousal.

<http://www.dailymail.co.uk/health/article-1348070/Give-love-life-lift--live-longer-Sex-helps-heart.html>



Speaking of performance and endurance, good news too for those into endurance type sports like cycling and running and other sporting endeavours. It seems that coffee drinkers are also endowed with superior athletic performance and motivation. The study found that after drinking caffeine the participants put more effort into their training and felt motivated to continue for longer.

Anyway, the scientific explanation for increased performance is detailed in a New York Times Report here:

<http://www.ncbi.nlm.nih.gov/pubmed/22124354>

I guess it hardly needs to be said –

Let's raise a celebratory mug and drink to the wonder beverage and to those ever- so-desirable super powers!

Coffee is a Complete Wonder Drug



As well as the many previously revealed accolades to coffee we find that it is also helpful for preventing heart disease, diabetes, certain cancers, dementia, stroke, Parkinson's disease and hepatitis. OK now it's beginning to sound a little like a cure-all and even have that suspicious whiff of a snake oil remedy for all ills.

<http://www.elitehha.org/2012/10/coffee-the-original-wonder-drug/>

But no, by reading carefully we see that Dr Stetka seems to present a reasonable case and back up his findings with research and reviews of his peers and uses true scientific principles for his work. Additionally he appears to have no financial interests in the coffee industry whatsoever – all qualities which make a good case for respecting his studies. So possibly Dr Stetka is not offering us bunk science after all and we can continue to feel confident that our beloved coffee is indeed miraculous.

A Little Time for Reflection

After completing this list of increasingly outlandish claims of coffee health benefits we need to pause for a moment's reflection and sober contemplation. We need to look more closely and examine the claims and see if they pass a more rigorous debunking process.

Some guidelines for detecting any malarkey in the reporting of scientific studies in articles, on the internet, TV and in advertisements offers us some excellent advice. We should always be sceptical, particularly where money and health are involved. We need to look carefully at any experts, study participants, promoters or satisfied customers and see if they might stand to gain from their participation. Finally, we need to be conscious of any grandiose claims.

They must source the very best green coffee beans they can possibly find or at least know where the coffee retailer gets theirs.

Buy only the freshest roasted whole beans and I mean fresh. We know that once roasted, the coffee bean is at the mercy of its mortal enemy: air. The process of oxidation turns it stale in no time at all, in just the same fashion as with bread and baked goods.

Grind the beans with a decent grinder that suits the chosen brew method.

Choose a brew method to match the occasion and in this case I suggest individual French press would be ideal. The participants in the study could each have their own freshly brewed, delicious beverage.



Of course the finer points regarding water temperature and coffee measurement may need to take a back seat in such a scenario – but we do need to make a few allowances for the larger scale of the projects. If, however the authors of the study wanted to achieve really superior and stellar results they would attend to the finer details of making the perfect cup of coffee for the study participants.

Health Benefits- Phooey!

As true coffee lovers, we are not going to be overly reliant on scientific evidence and claims of immense super powers to influence our coffee drinking habits. In fact, I'm sure that we completely disregard them and with all due respect, we are not hanging on to every word about the amazing health paybacks and brew ha-ha. No we have a thing about coffee regardless and nothing's going to change the fact. The simple truth is: we love the stuff, benefits or no.

When all said and done our carefree attitude tends to suit the refrain, "It's My Body and I'll Die if I Want To". There are so many reasons we love coffee, and these are the only gratifications we seek.

I suggest that the true benefits and pleasures we derive from coffee are likely to be more about the slightly esoteric effects and have to do with communication and relaxation and, of course, its unique taste and aroma.

The Coffee Connection



Coffee can be enjoyed alone but it has marvellous social effects. It offers a great excuse to ask someone back to your place for that dating bonus but it is also bound up with pleasant occasions, get-togethers, chats and celebrations. Coffee is a perfect complement and catalyst for people getting together and sharing conversation in congenial company. It is the ingredient that fosters social interaction and provides an ideal conduit.

The Coffee Breather



Alternatively, coffee offers a complete panacea when seeking solitude and relaxation. There's something about getting away from it all in a favourite spot with a perfect cup that provides inner calm and peace. Nothing quite matches the sheer indulgence of having a quiet time to reflect, think ones' own thoughts and just "be", while enjoying a delicious coffee.

The Flavor to Savor

Undoubtedly coffee's greatest attraction. Nothing compares with that rich and aromatic, full-bodied, delicious and satisfying taste. Exquisite! Together with a mouth watering aroma that entices the taste buds. Superb!

There is something about coffee that draws out the inner connoisseur within us: the rich taste and feel good sensations. Rather like a good wine, a good coffee once tasted, will mean there is never any going back to inferior copies. Although neither wine nor coffee is essential as a nutritional necessity, both are consumed for sheer pleasure and become a central part of our culinary culture.

Coffee Mystique



The story of coffee is a rich tapestry with many facets to discover, from its origin in ancient times, on though history to the present time, its history is a fascinating one. Then the epic

journey from coffee tree to cup is a remarkable phenomenon which touches countries, cultures and so many people around the globe. There is so much to this incredible beverage.

Bottom Line

Ultimately, any claimed beneficial health benefits or otherwise that may be absorbed into my existence when drinking coffee are somehow inconsequential to me. I guess I need to 'fess up at this point and come clean about my full awareness of the many negatives that are also claimed regarding coffee, and you may have noticed, have chosen to tastefully omit from this commentary. After all- it's all about coffee love.

Being human, I do appreciate any validation of my choices, whether in lifestyle, people, music or film, that happens to pop up. But for coffee, health benefits or risks are not a pre-requisite or deal breaker and certainly nothing that I may lose sleep over. In fact many of these proposed benefits offer up a marvellous opportunity for some very amusing satire, where we can revel in the absurdity and roll about in the sheer hilarity of it all. I would be extremely amiss if I did not acknowledge their valued contribution to this discussion.

My standpoint is a simple one and I don't see anything changing it - I Love coffee and Coffee Loves Me Too.

End Note

I hope you have enjoyed this little bit of fun. It is written for coffee lovers who may be growing a little more circumspect as each of the latest claims emerge reporting new evidence of the health benefits of coffee.

I have, of course, in the interests of entertainment, exaggerated wildly and taken a few extravagant artistic liberties.

If you are a coffee lover too - and I'm taking it that you are- (reading this is the clue!) – then you may be interested in my Home Coffee Adventures Books.

[Coffee Brewing at Home - Secrets to Rustling Up the Best Tasting Coffee](#)

[Coffee Roasting- Quick and Easy Starter Guide](#)

These are where I have totally indulged in my passion and imparted my discoveries and breakthroughs whilst in pursuit of my quest – to make the best coffees at home, unconditionally!

You can also catch the latest info- coffee news and occasional profound comments at my blog:

<http://mattscoffee.blogspot.com>

Many thanks for reading and please pass it on to your coffee loving friends.

In coffee companionship

Matt

I've add a few selected excerpts here that don't come up in the Amazon preview so that you can see a bit more of what's on offer.

Selected bits from Coffee Brewing Secrets

Intro

I've put together a guide that covers all popular brewing methods and provides a crash course for those interested in upping their coffee brewing art, without it needing to completely take over their lives, thus leaving time for all the other things that matter too!

There are certainly no requirements for becoming a barista whiz or spending unnecessary dollars on fancy equipment, to accomplish a substantial improvement in the coffee you brew at home, and it is reasonably quick and simple to do. The results will taste so much better with a few key modifications and will be way superior to any coffee that is bought in stores, particularly after waiting for an eternity in line, and paying a prohibitive price for the privilege.....

Grind

When the grind is too fine for the brew method, it takes longer for the water to pass through the coffee grinds, making a bitter, over-extracted drink. By the same token, when the grinds are too coarse a thin, watery, under-extracted result is produced.....

Freshly ground beans always produce a better quality cup, so it is always best to grind just before brewing. This will ensure that all the flavor and oils have not oxidized and end up in your cup, not in the ether.

A Word about Grinders

People tend to go on about Burr grinders with the customary mantra that they are the only grinder worth considering. The fact is, yes they may be the ultimate in grinders, but that level of precision is simply not necessary for some brewing methods.

Blade Grinders

These can get you way ahead of the game when choosing to grind just before brewing. The beans are chopped with a metal blade and the degree of grind is determined by the time they are allowed to run.....

A Closer Look at the Brewing Process

...So, we now have our coffee freshly roasted and ground to perfection. The ultimate step is to brew the perfect cup. Of course, there are many notions of what amounts to the best brew and these can vary with the situation or time of day. Maybe it's a substantial mug for breakfast or a heart-starting espresso. Perhaps it's a mid-morning cappuccino or after dinner black. Whatever appeals, there's a brew method that's just right, and luckily it's easy and inexpensive to give them all a whirl while discovering your favorite.....

A Bit of Chemistry

When brewing coffee, hot water dissolves the soluble solids from the coffee grinds into the brew. Brewing methods that use paper filters will trap any solids which have not dissolved and allow only the soluble solids through to the cup. Other brewing methods like French Press and espresso allow insoluble solids into the brew.....

Espresso

For many, it's the ultimate way to prepare coffee and they'll have it no other way! It's definitely a small miracle that blends chemistry and physics with a sizable dose of art to produce an amazing

brew. Rich, full-bodied, velvety and aromatic, this quintessential beverage has managed to create a world- wide obsession.....

The Siphon or Vacuum Brewer

Maybe you're looking for a real challenge, something that will truly showcase your infinite skills and impress your friends? If you have a slight touch of the "mad scientist" within, then this one is perfect for you.....

The Mysterious Third Wave

.....Here we need to look back and take a quick overview of the evolution of coffee culture in the United States. Obviously we start with the "first wave" which began shortly after the Second World War. Freeze dried technology introduced instant coffee which became hugely popular, mainly for the resultant caffeine buzz.....

Excerpts from Coffee Roasting at Home

CHAPTER 3. ROASTING CHOICES

There are many ways to go with roasting methods and you can choose simple and uncomplicated or sophisticated and techie – or something in between. The fact remains that the technology required for roasting coffee is quite simple: apply heat.

The only way to learn is by jumping in actually doing the thing and navigating the variables that contribute to the coffee flavor and the level of roast you prefer. It's something that comes with experience. You probably will advance from the "barbarian" pan roasting reasonably quickly - or not, totally your choice right?

The option you choose will depend largely on the amount of coffee you drink, (how much roasted coffee you need to make each time) and of course just like every other buying choice – the amount of money you intend to spend. Some are happy to go the home handyman manual route and use a pan, wok or oven or choose to hack a stovetop popcorn popper.

These can all work successfully, it's a matter of how much "hands on" you want to go in for. Any of these methods are great for getting started and learning about what you like in a coffee roast and I have used them all quite effectively.

USING A HOT AIR POPCORN POPPER OR POPCORN MACHINE "HACKERY"

This is the best of the cheap and cheerful methods, a really popular choice among home roasters and achieves a good even roast whether you desire light, medium or dark. It's quick and easy, what more do you need?

4. COFFEE ROASTING APPLIANCES

If the idea of standing at the stove, fully on duty for around ten to fifteen minutes, madly stirring does not appeal but you would like to roast your own beans, then you are the ideal candidate for a small appliance coffee roaster. You are able to roast a larger batch in the oven...

Happy Coffee Adventuring!

