



Double Blind Coffee Taste Test

Round 2: Brew Methods

Results

MC

Summary and Statistics

The Study

On the 23rd of March 2019, seven intrepid scientists (Faye, Joe, Kate, Maciek, Riley, Tess and Vince) brewed and sampled seven different coffees, to determine which was their favourite. Each coffee was made from the same beans, but brewed using a different method.

They implemented a double-blind design so no-one could know which coffee they were drinking. Each participant drank the coffee in their own random-ish order, and this order was recorded and its effect analysed. There were no statistically detectable effects of the order in which participants drank their coffees on their ratings.

Each coffee was rated on:

Taste Drinkability and “general goodness”

Aroma How the coffee smelled

Aftertaste However the participants wanted to interpret this

Each rating was on the scale: Very Poor (-2), Poor (-1), Medium (0), Good (1), Very Good (2).

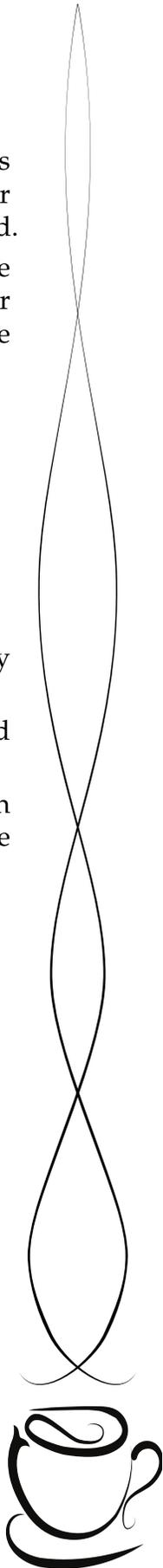
Each participant also tried to guess which coffee they were drinking, and then typed out a pretentious description of the coffee.

There wasn't that much to statistically analyse here, so below is a simple visualisation of the results. Red stars show each rating. Green dots and the variable \bar{x} show the average rating. Fans of a coffee are those that rated it “Good” or “Very Good”.

The Average Coffee Ratings

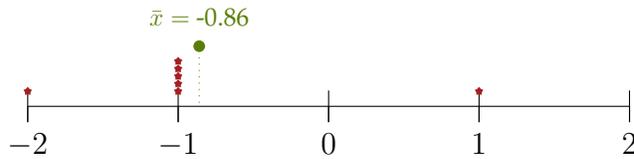
Based on their average “Taste” rating, the coffees from worst to best are:

Coffee	Average Taste Rating
Percolator	-0.86
Drip	-0.71
Stove top Moka Pot	0
French Press	0.29
Aeropress (paper)	0.43
Esspresso Machine	0.86
Aeropress (metal)	1



Percolator

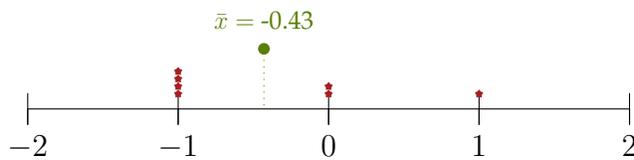
Ratings: Taste



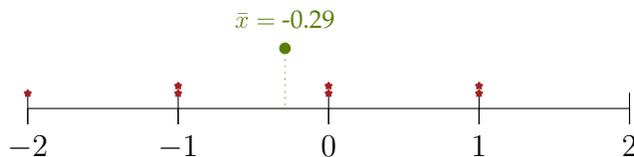
Fans of this brew:

Vince

Ratings: Aroma



Ratings: Aftertaste

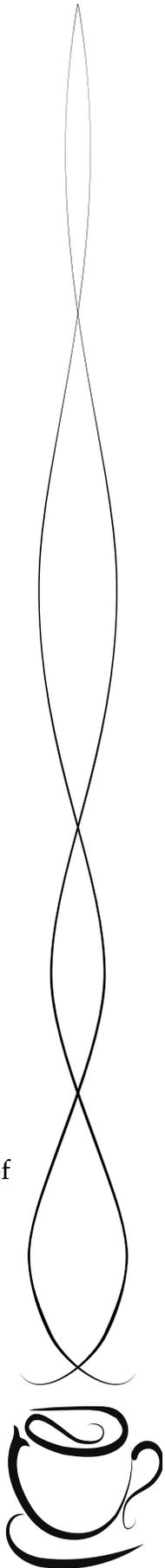


Correctly
guessed:

Faye
Joe
Kate

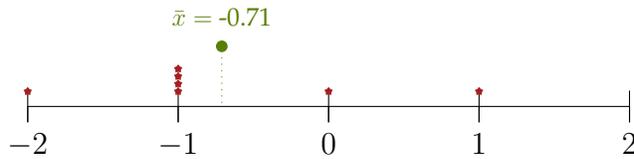
Comments

- **Faye:** Watery and bitter
- **Joe:** Wonderbread level bland
- **Kate:** Akin to end-of-the-load dishwasher
- **Maciek:** Watery and flavourless. It's like this brew method took all the coffee out of the coffee.
- **Riley:** Is there coffee in this water?
- **Tess:** Balanced flavour but kind of weak and thin
- **Vince:** No words in engsh



Drip

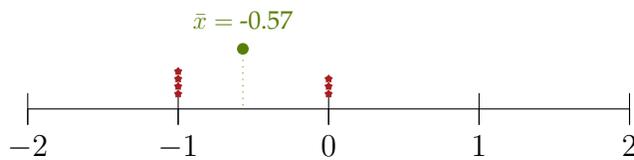
Ratings: Taste



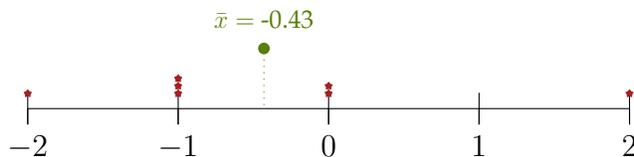
Fans of this brew:

Vince

Ratings: Aroma



Ratings: Aftertaste

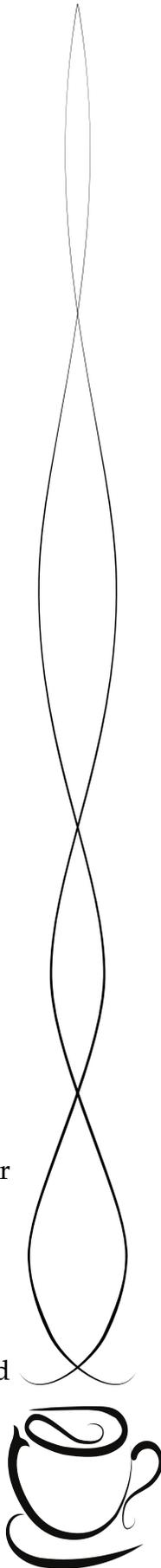


Correctly
guessed:

Riley
Vince

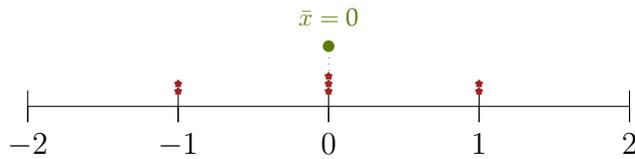
Comments

- **Faye:** Ugh. Bitter, but not even good bitter. Not great.
- **Joe:** Most watery but taste was fine, just total lack of aftertaste
- **Maciek:** Watery and not so flavoursome. Where did all the coffee go?
- **Riley:** This may be considered coffee in Tulita. As much flavour as steeping a leather sole in hit water.
- **Tess:** Watery molasses and charcoal
- **Vince:** Fresh like a drip of rain
- **Kate:** Like a frail, elderly ballerina in the wind, this coffee is elegant but weak. And should definitely think about retirement.



Stove top Moka Pot

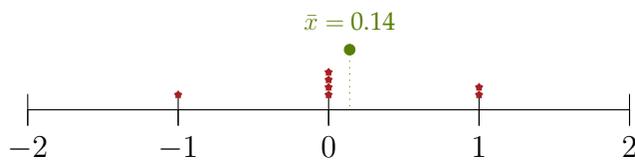
Ratings: Taste



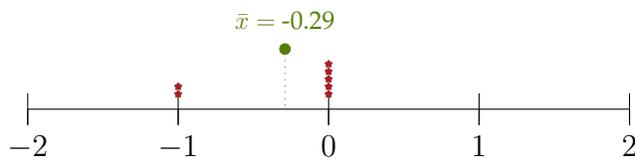
Fans of this brew:

Maciek
Tess

Ratings: Aroma



Ratings: Aftertaste

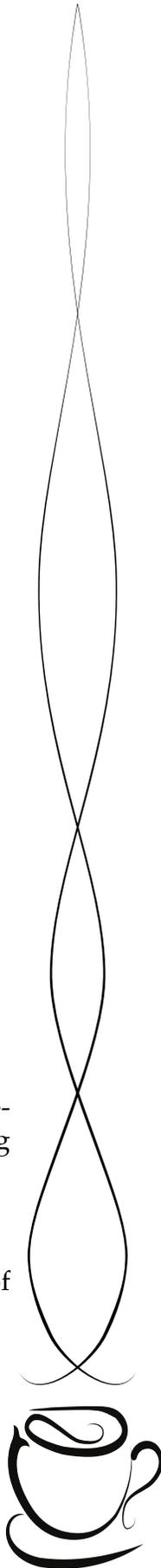


Correctly
guessed:

Maciek
Tess

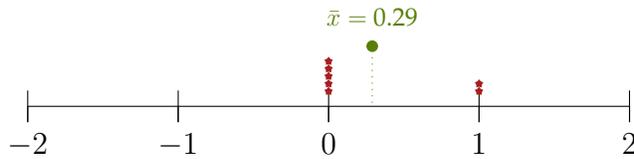
Comments

- **Faye:** A bit bitter. Not too bad.
- **Joe:** Heavier and taste lasts longer but not exactly a good thing
- **Kate:** I felt safe with this coffee. So often, security and comfort are underrated elements in a relationship, but this coffee gave me the sense that “everything is going to be alright”
- **Maciek:** Tastes like coffee. Nice and bitter and decent. Would drink in morning.
- **Riley:** Essence of nothing, this is the frosted tips, leather pants wearing version of coffee
- **Tess:** Muddy with burnt caramel vibes
- **Vince:**



French Press

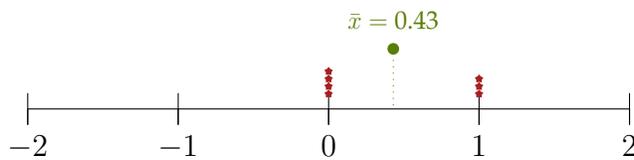
Ratings: Taste



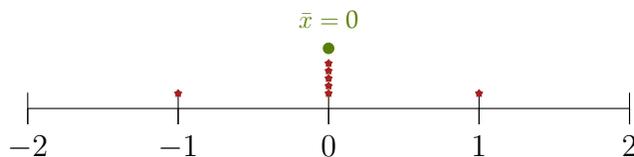
Fans of this brew:

Maciek
Tess

Ratings: Aroma



Ratings: Aftertaste

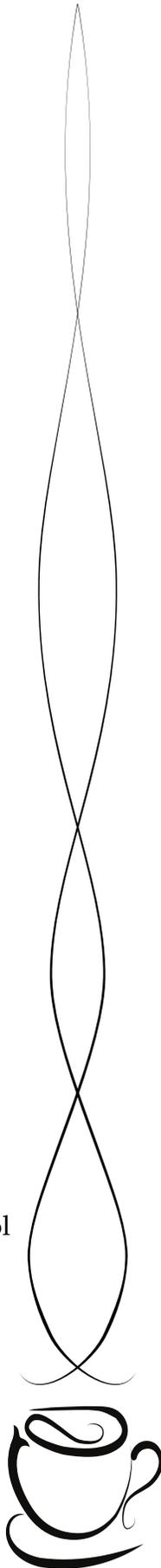


Correctly
guessed:

Riley

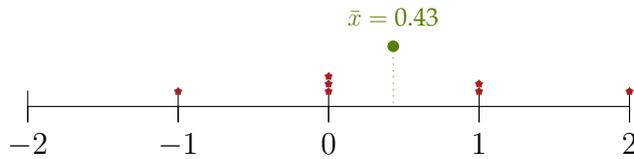
Comments

- **Faye:** Pretty smooth. Not too much flavour otherwise though.
- **Joe:** Aggressive with weak finish
- **Kate:** Simple yet pleasant. A child's coffee
- **Maciek:** A smooth, crisp drink. Not much aftertaste, but not bad either.
- **Riley:** Weak and flat, someone learning to use the trombone and is playing a school concert
- **Tess:** Like licking a battery, but in a pleasant way
- **Vince:** Yum



Aeropress (paper)

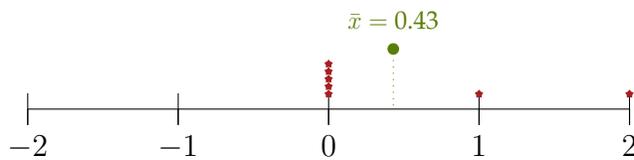
Ratings: Taste



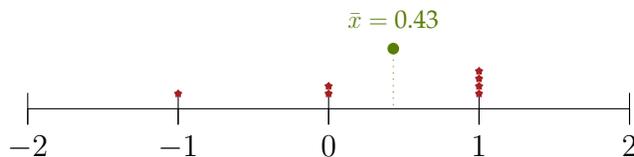
Fans of this brew:

Kate
Maciek
Riley

Ratings: Aroma



Ratings: Aftertaste

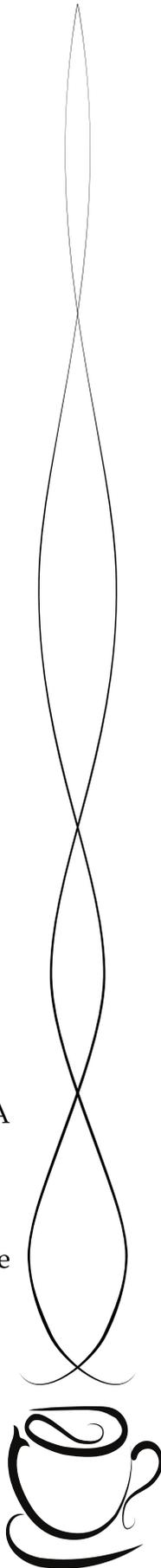


Correctly guessed:

Joe
Riley

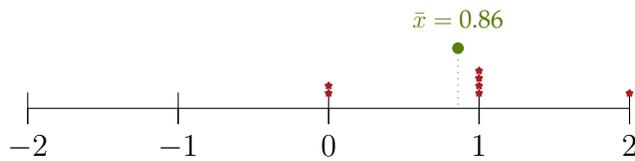
Comments

- **Faye:** Bitter, but a much stronger bitter flavour than B
- **Joe:** Average, I'd be ok sipping a cup of this
- **Kate:** A mellow but full flavour, the Black Beauty of coffee brewing methods. A strong and steady stallion trotting purposefully over the tastebuds
- **Maciek:** Preserved more of the fruity sharpness of the coffee. Quite nice.
- **Riley:** Bold and bitter, enjoyable but less so. You are happy to see your wife but she is angry at you.
- **Tess:** Roasted yet musty
- **Vince:** That arrow hit the mark



Esspresso Machine

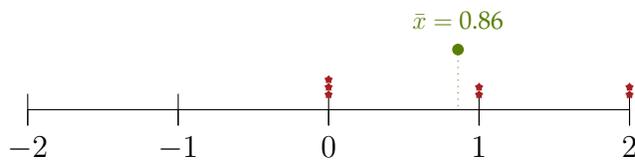
Ratings: Taste



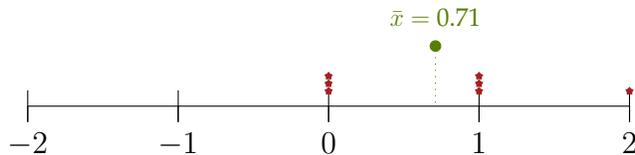
Fans of this brew:

Joe
Kate
Maciek
Riley
Tess

Ratings: Aroma



Ratings: Aftertaste

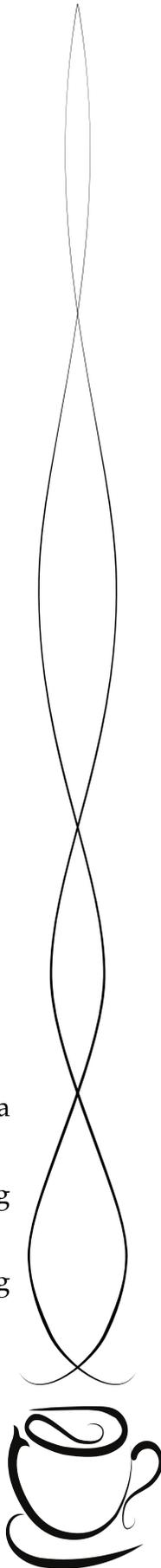


Correctly guessed:

Faye
Joe
Kate
Maciek
Riley
Tess
Vince

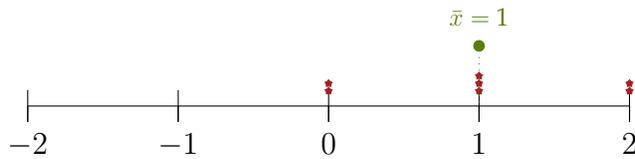
Comments

- **Faye:** Clean taste, not at all gritty, smooth
- **Joe:** Acceptable crema
- **Kate:** Possesses a fluffy creaminess that's hard to get without actual cream. Like a dark cloud in your mouth.
- **Maciek:** A sharp, bitter taste. Very flavoursome and tastes like you're drinking something spicy.
- **Riley:** Feels like I should be drinking this from a small cup on a patio whilst smoking thin cigarettes
- **Tess:** Delightfully foamy power shot of caffeine
- **Vince:** Dark as the night is long



Aeropress (metal)

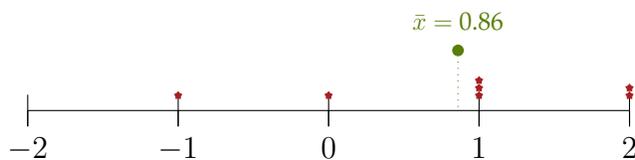
Ratings: Taste



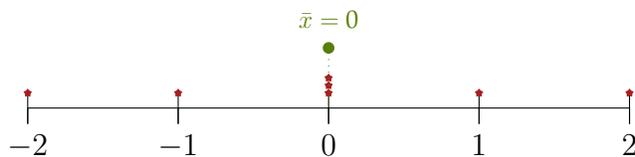
Fans of this brew:

Faye
Joe
Maciek
Riley
Vince

Ratings: Aroma



Ratings: Aftertaste

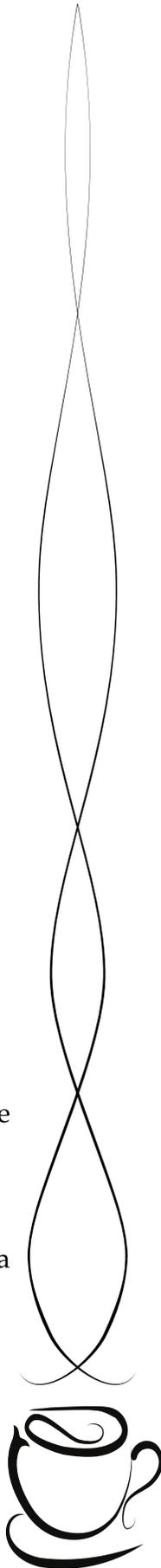


Correctly guessed:

Faye
Kate
Riley

Comments

- **Faye:** Flavourful, almost sweet
- **Joe:** Wow this one is actually good
- **Kate:** A somewhat delightful tang and sourness, similar to a citrus fruit or the taste in your mouth after a long night on the town
- **Maciek:** A bit extra bitter, somewhat flavoursome. Not bad at all.
- **Riley:** Dark, robust, enjoyable. Reading a fantasy novel under the sheets with a flashlight.
- **Tess:** Toasted nuts with a zing of acidity
- **Vince:** Like a quiver to the tastebuds



Rater: Faye

Preference Ordering:

Aeropress (metal) (1)
French Press (0)
Esspresso Machine (0)
Stove top Moka Pot (-1)
Aeropress (paper) (-1)
Percolator (-1)
Drip (-2)

Correctly guessed:

Esspresso Machine
Percolator
Aeropress (metal)

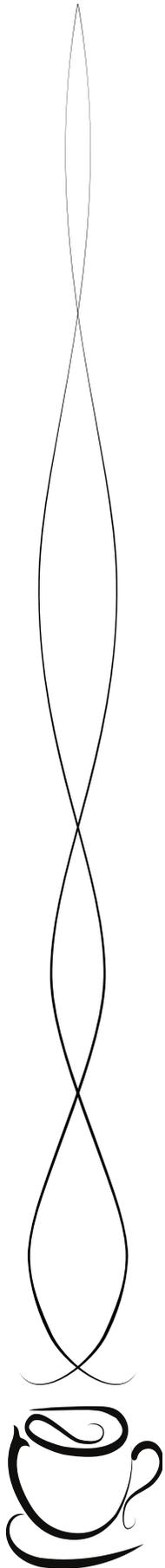
Rater: Joe

Preference Ordering:

Aeropress (metal) (2)
Esspresso Machine (1)
Drip (0)
Stove top Moka Pot (0)
French Press (0)
Aeropress (paper) (0)
Percolator (-2)

Correctly guessed:

Esspresso Machine
Percolator
Aeropress (paper)



Rater: Kate

Preference Ordering:

Aeropress (paper) (1)
Esspresso Machine (1)
Stove top Moka Pot (0)
French Press (0)
Aeropress (metal) (0)
Drip (-1)
Percolator (-1)

Correctly guessed:

Esspresso Machine
Percolator
Aeropress (metal)

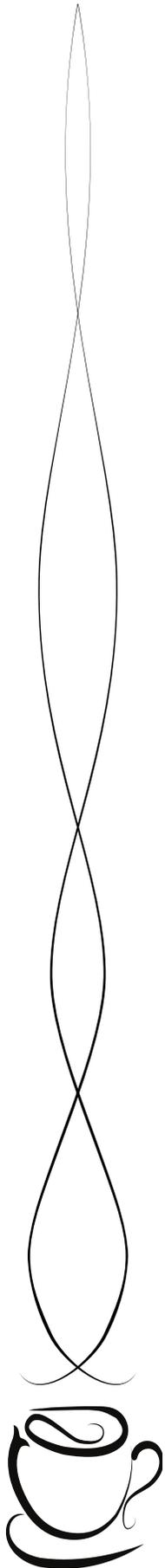
Rater: Maciek

Preference Ordering:

Aeropress (paper) (2)
Esspresso Machine (2)
Stove top Moka Pot (1)
French Press (1)
Aeropress (metal) (1)
Drip (-1)
Percolator (-1)

Correctly guessed:

Esspresso Machine
Stove top Moka Pot



Rater: Riley

Preference Ordering:

Aeropress (metal) (2)
Aeropress (paper) (1)
Esspresso Machine (1)
French Press (0)
Drip (-1)
Stove top Moka Pot (-1)
Percolator (-1)

Correctly guessed:

Esspresso Machine
Aeropress (metal)
Aeropress (paper)
French Press
Drip

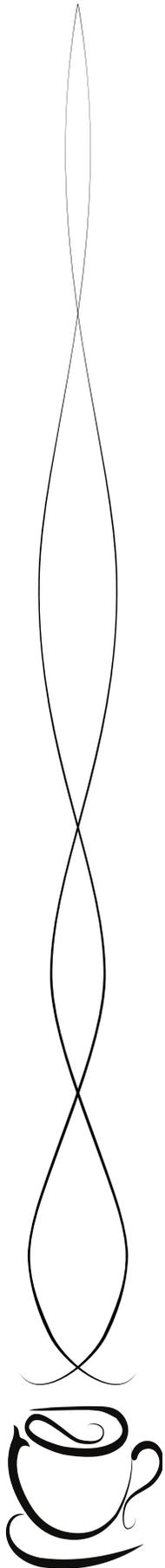
Rater: Tess

Preference Ordering:

Stove top Moka Pot (1)
French Press (1)
Esspresso Machine (1)
Aeropress (paper) (0)
Aeropress (metal) (0)
Drip (-1)
Percolator (-1)

Correctly guessed:

Esspresso Machine
Stove top Moka Pot



Rater: Vince

Preference Ordering:

Drip (1)
Aeropress (metal) (1)
Percolator (1)
Stove top Moka Pot (0)
French Press (0)
Aeropress (paper) (0)
Esspresso Machine (0)

Correctly guessed:

Esspresso Machine
Drip

