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Der Hoffskeller Times

1040 Sherman Rd
Cedarburg,
Wisconsin

Wisconsin's Farmers Market Coffee

Issue #7

What Makes Hoffskeller Coffee Different?

CEDARBURG, WISCONSIN - Der Hoffskeller coffee is roasted in a very specific way, and it's the only roast we do. We built several cast iron roasters modelled after 17th century coffee roasting equipment, and used these for over a year to roast all our coffee. We now use a larger cast iron drum roaster, maintaining the same flavor profile which requires the following:

- 1) We release beans throughout the roasting process to create a spectrum of roast levels in one roast.
- 2) Lower temperature roasting to cook the beans inside and out without scorching.
- 3) Cast iron drum for the warm full bodied flavor.
- 4) Retaining some of the coffee bean skin just like the old roasters did.
- 5) Highest quality Supremo Arabica beans

This process produces a coffee which tastes just like stovetop roasted coffee... the original coffee flavor!

Why "German Norwegian" Blend?

Wisconsin is the number one settlement in the world for German ancestry outside of Germany, and number two for Norwegians (behind Minnesota). Our family has ancestors from both, so our coffee is styled after the typical roast levels of Germany and Norway.

I've Heard of Rathskeller But What's a Hoffskeller?



CEDARBURG, WISCONSIN - Rathskellers were built under government buildings in Germany (translation: council's cellar). They often stored wine. This is why many German settled areas of America have bars named "Der Rathskeller" or similar. It's a nod to German history. Our shop is in the bottom of our barn, so we called it "Hoffskeller" which would translate to farm cellar in German.

What Are Farms Selling Near You?

Want fresh produce? Search "farm" and see what the farms in your area are selling.

www.hoffskeller.com