

ATLANTA, GA, September 26, 2013 /**24-7PressRelease**/ -- J. Martinez & Company, a custom roaster of [Hawaii Kona coffee](#) and other gourmet coffees, understands that there are a wide range of different coffee roasts available to consumers. The coffee experts wish to shed light on the differences between roasts to help consumers find the coffee that best suits their personal preferences.

There are generally four main gourmet coffee roast color categories available for purchase: light, medium, medium-dark and dark roasts. Within these four basic categories, there are several sub-categories, but these tend to be named differently depending on where you purchase your beans.

Specialty coffees, like [Jamaica Blue Mountain coffee](#), are rarely roasted to a light roast. Light roasts are usually reserved for mild coffee varieties. Medium roasts have a stronger flavor and tend to be preferred in the United States. Dark roasts can vary, with some that are roasted to a dark brown and others that are roasted until black and oily. While dark roasts offer somewhat less acidity than their lighter cousins, some of the nuances of the bean can be lost. Dark roasts include popular European style roasts like Italian and French roasts. Coffee for espresso is typically roasted dark.

J. Martinez & Company believes that the true flavor of its [gourmet specialty coffees](#) is best enjoyed through medium or dark roasts, though the company offers one French roast coffee.. The company roasts coffee to order on the day of shipment so that its customers are able to experience the freshest coffee with the fullest roast flavor possible.

"There is a roast or a roast blend that works perfectly for every taste," says John Martinez, Owner of J. Martinez & Company Fine Coffees. "We recommend that you experiment with several different roast strengths to determine the one that you ultimately like best. If you choose to do a tasting in one sitting, remember to start with the lightest roast first, then work your way to the darkest roast."

Learn more at <http://www.martinezfinecoffees.com>.

About J. Martinez & Company:

Blue Mountain Coffee Suppliers J. Martinez Breakdown 50 Shades of Roasts

Written by Australian Business

Established in 1988, J. Martinez & Company is an Atlanta-based purveyor of fine coffees and other gourmet items. J. Martinez & Company originated the concept of single estate coffees more than twenty years ago and still carries only the finest premium coffee beans from estates around the world, including Jamaica Blue Mountain coffee and Kona coffee from Hawaii.

For more information, please visit <http://www.martinezfinecoffees.com> .