Title (en)
METHOD AND APPARATUS FOR THE SELECTION OF COFFEE

Title (de)
VERFAHREN UND VORRICHTUNG ZUM AUSWÄHLEN VON KAFFEE

Title (fr)
PROCEDE ET APPAREIL DESTINES A LA SELECTION DE CAFE

Publication
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Application
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Abstract (en)
[origin: WO0112041A2] Methods and apparatus for the selection of coffee products by a consumer from a plurality of available options is disclosed. The method includes an information request step, a coffee selection step, and an information display step. In the information request step, information is requested from a consumer regarding the consumer's taste preferences. Such preferences may include coffee roast character and food flavor intensity preferences. In the coffee selection step, the information collected is used to select a particular classification of coffee products from a group of two or more available classifications. Each of the available classifications is adapted to correspond to a predetermined range of taste preferences. In the information display step, information identifying the coffee products which make up the selected classification is provided to the consumer, thereby allowing the consumer to purchase the selected coffee products. The methods may be accomplished through the use of a point-of-purchase display case with a coffee selection advisor. A wide variety of coffee products may be offered and reliably placed with the disclosed method.

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