

# One sip and you're transported

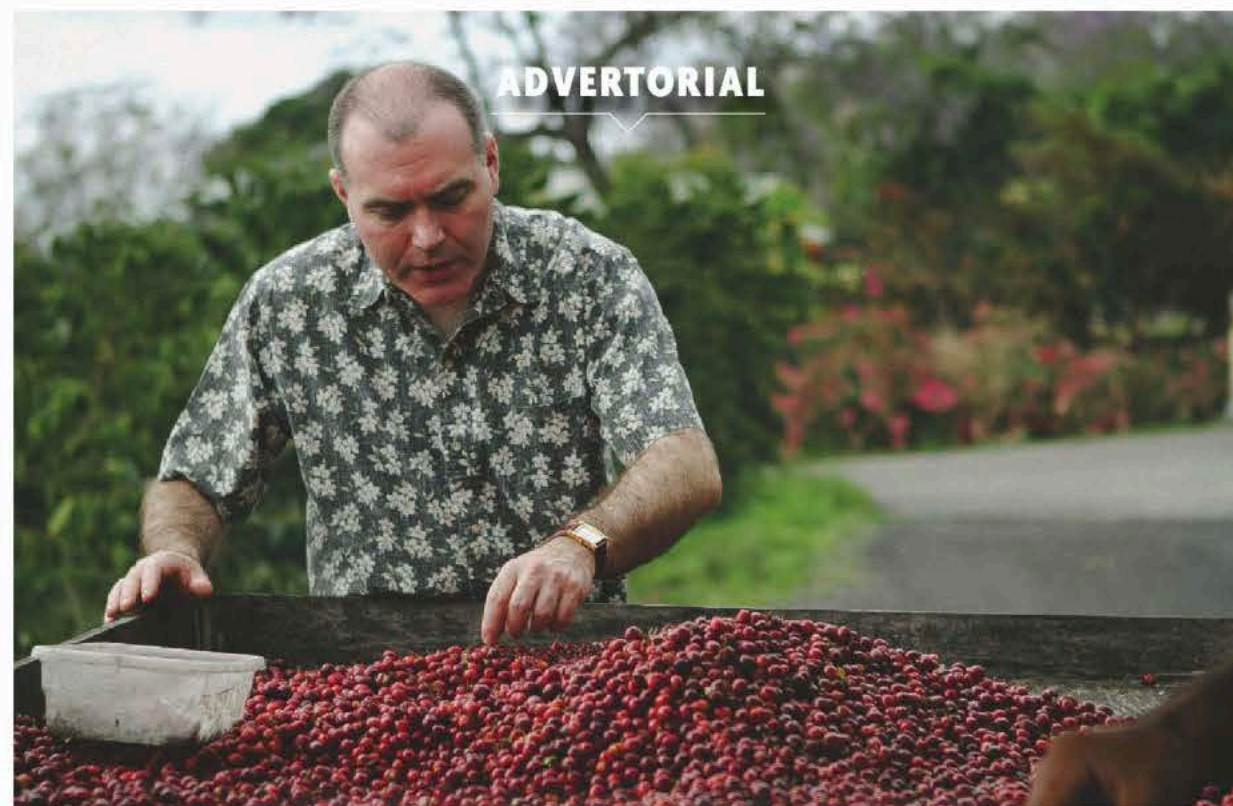


Experience seven new wonderfully complex, one-of-a-kind blends from Taste of Inspirations. Meticulously crafted, these are the premium coffees your mug deserves.

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## TASTE OF INSPIRATIONS® A BLEND FOR EVERYONE

Taste of Inspirations®, Stop & Shop's gourmet private label brand, introduces a new line of premium coffees that are exceptional in every way. Coffee consultant Andrew Hetzel crafted the blends exclusively for Taste of Inspirations® to include something for everyone. "We want to represent a range of profiles from light and bright to mild and sweet and rich and dark," he says. These detailed flavor profiles are shared with suppliers and roasters to maintain

consistency and quality in every cup—no small feat when working with millions of pounds of coffee beans. The result is a collection that's not only a better value than bigger brands, but of the same or higher quality.

The Taste of Inspirations® Signature Coffee Collection includes seven blends with names like Sunrise Solace, Cozy Cabin, Dawn's Dance, and Tropical Twist. There is also a decaf blend called Mellow Moonlight. Notes like chocolate, cherry, or caramel come from the beans

themselves—where they're grown and how they're processed, roasted, and blended. No flavorings or sweeteners are added. "It's a lot like wine in that way," Andrew says.



**Whether you're new to the world of premium coffees or consider yourself a connoisseur, you're sure to find a coffee you'll love from this exclusive collection.**

Each blend is available as grounds and single serve cups. Tropical Twist is also available as whole beans. The great price makes it easy to try more than one blend. The coffees are designed to be brewed however you like. For the best results, Andrew recommends using filtered water and storing your coffee in an airtight container in your freezer.





Coffee specialist Andrew Hetzel sorts freshly harvested coffee berries.

# Taste of Inspirations® Signature Coffee Collection

Taste of Inspirations®, Hannaford’s gourmet private label brand, debuted its collection of premium coffees in September. Coffee expert Andrew Hetzel tells us how he crafts the blends from bean to cup.

### A NEW CHALLENGE

In over 20 years as a coffee consultant, Andrew Hetzel has worked in every part of the industry all over the world, from helping small businesses and global brands to improving government policies for coffee farmers in developing countries. Taste of Inspirations® brought him a new challenge: Creating an exclusive premium coffee line that could compete with bigger brands at a better price point and still be exceptional on its own. Many months and hundreds of tastings later, they landed on a collection that is both distinguished and delicious.

“The next challenge is maintaining consistency and quality — not easy when you’re working with millions of pounds of beans from many regions in 20 or more countries,” Andrew says. “What we’re doing with Taste of Inspirations® that many others don’t is creating detailed flavor and roasting profiles for our suppliers and our roasters. This way we can ensure it tastes the way we want every time and that it’s true to the brand.”

### A BLEND FOR EVERYONE

Customers will see seven exclusive blends in the collection with names like **Tropical Twist**, **Smoky Symphony**, **Cozy Cabin** and **Mellow Moonlight** (a decaf blend). “We want to represent a range of profiles from light and bright to mild and sweet and rich and dark,” Andrew says. Notes like chocolate, citrus or cherry come from the beans themselves — where they’re grown and how they’re processed, roasted and blended — rather than from added flavorings. “It’s a lot like wine in that way.” The coffees are available as grounds and single serve cups.

### TIPS FOR BETTER BREWING

To brew a better cup at home, Andrew recommends starting with filtered water for consistency and purity. He also suggests weighing grounds rather than scooping, as different beans and roasts can change the volume and affect your ratio. Coffee is porous, so storing in an airtight container in your freezer will help maintain freshness and prevent off flavors.



Andrew participates in a coffee cupping, or tasting, for flavor and aroma.