

# VAN ZANDT COFFEE CO



## *Local veteran wants to change the way you view coffee*

BY JAMES ROBERTSON

After opening his gym, Crossfit Van Zandt South, Sam Deen, a US Army veteran and retired firefighter, had a dream of opening his own coffee roasting business to provide his gym patrons with a healthy coffee option to get their day started. From that dream came the birth of Van Zandt Coffee Company.

A coffee drinker himself, Deen saw the need to provide locals with a fresh, healthy roasted coffee bean, without all the added fillers and sweeteners of the big brand names.

"If you have to add sugar and some other kind of sweetener to your coffee, you're drinking bad coffee," said Deen.

The machine Deen uses to roast his beans, which are imported from South America (coffee isn't grown in the United States), is called the IR-12 Coffee Roaster. It's an impressive machine with the ability of roasting up to 26 pounds of coffee per batch and up to 460 pounds of coffee a day.

The Zenyth II Automation screen allows Deen

to achieve total roast control. This system enables him to save and edit roast profiles for easy duplication. Not only does this improve consistency and efficiency it gives Van Zandt Coffee Company the ability to create a roast flavor unique to the person buying it.

Want a chocolate cherry dark roast? Is a light vanilla roast more your thing? No problem. Deen has it covered. The possibilities with customizable coffee are nearly endless. As an example, local non-profits could make a roast unique to them and sell for fundraising.

The automation records properties of the roast every six seconds for up to a 25 minute roast.

Freshness is the top criteria when buying food. Why do we tend to skimp on that when buying coffee? A ground coffee begins to go stale after two weeks and lose its flavor. No other beans

have a better taste than freshly roasted ones.



Being one of only two roasters outside of the DFW area, where else are you going to find a locally roasted bean with higher quality? Experts say that quality flavor can be obtained from a freshly roasted bean for seven to ten days after the roast.

Aroma, arguably the trait that coffee enthusiasts look for most in a roast, adds a sense of fullness to the coffee drinker. Once the beans reached their final roasting temperature during our demonstration the room was filled with a chocolate cherry aroma.

Van Zandt Coffee Company offers several house roasts in different varieties. Bold Vaquero, beans from Peru, is the house signature roast. Pulled closely after second crack, it emits a wonderfully sweet chocolate aroma. First Roast, beans from Guatemala, is the lightest and most caffeinated roast available. Green tea, raspberry, and mocha fill out this roast with the best of both worlds. Finally, Darkside, which is also roasted from a Guatemalan bean, is pulled at second crack, offering hints of cherry,

oak barrel and chocolate.

Above all however, Deen is providing fresh roasted beans for the health benefits. Health experts say that coffee is rich in antioxidants. The amount of antioxidants in it depends on how fresh it is. This means that freshly roasted beans contain the highest amount of antioxidants you can get. Antioxidants help in fighting free-radicals in the body that can cause cancer. It also boosts the immune system.

The house roasts from Van Zandt Coffee Company can be found and purchased online at [www.vanzandtcoffee.com](http://www.vanzandtcoffee.com) or at the CrossFit Van Zandt South gym located at 6353 State Highway 19N in Athens. You may also call 903-880-8488 to place an order.

You may also purchase Van Zandt Coffee Company products at Mr. D's in Canton or at Come and Take It in Athens, and is sold either whole bean or grounded.

If you're a coffee drinker, take Deen's advice and enjoy it at its best level; as fresh as fresh can get!

