

COSTA 就在您身边

在以下任何国家，您都能享受到COSTA咖啡：

巴林、保加利亚、中国、塞浦路斯、捷克共和国、埃及、希腊、匈牙利、印度、爱尔兰、约旦、科威特、拉脱维亚、黎巴嫩、黑山共和国、阿曼、波兰、葡萄牙、卡塔尔、俄罗斯、沙特阿拉伯、塞尔维亚、叙利亚、阿联酋、英国

BAHRAIN

BULGARIA

CHINA

CYPRUS

CZECH REPUBLIC

EGYPT

GREECE

HUNGARY

INDIA

IRELAND

JORDAN

KUWAIT

LATVIA

LEBANON

MONTENEGRO

OMAN

POLAND

PORTUGAL

QATAR

RUSSIA

SAUDI ARABIA

SERBIA

SYRIA

UAE

UNITED KINGDOM

THE COSTA STORY



点滴历史 尽在杯中

A DROP OF HISTORY IN EVERY CUP

1971年阴沉的一天，在伦敦发生了一件难以置信的事情：第一杯COSTA咖啡诞生了。这杯咖啡的制作者就是COSTA两兄弟，Sergio和Bruno。起先他们向当地的一些餐馆售卖自己烘焙的咖啡，之后生意渐渐扩大到了一些熟食店。几年后，他们就开出了属于自己的第一家咖啡店。

距离COSTA两兄弟第一家咖啡店原址仅几米之遥，COSTA的烘焙厂仍在生产着他们悉心开发出的独特的咖啡混合豆。

直到现在，这里仍然是我们唯一的烘焙厂。虽然这有些难以置信，但事实上每杯COSTA咖啡都是由这里烘焙的咖啡豆制成的。

On a grey day in London in 1971, an incredible thing happened: a cup of Costa coffee was poured for the very first time. Its creators were the brothers Sergio and Bruno Costa. They sold their coffee to a handful of local caterers. Then to some delicatessens. And a few years later, they opened their first coffee shop.

Today, just metres from the spot where they started their journey, the Costa Roastery continues to produce the same unique blend of coffee they worked so hard to create.

Until recently, it remained our only roastery. It's hard to believe, but virtually every cup of Costa coffee that's ever been drunk has been made using beans that have been roasted here.

简史 A BRIEF HISTORY

1971

Costa两兄弟Bruno和Sergio创造出了意大利摩卡咖啡豆配比，并开始在英国出售咖啡豆

1978

Costa兄弟在伦敦沃克斯豪尔赫路开出了第一家咖啡店

1988

咖啡生产车间迁移至朗伯斯区甜天堂街

1999

在迪拜开出了第一家国际店

2006

Costa在迪拜开出了国际市场第100家店和英国本土的第500家店

2008

Costa在莫斯科开出了第1000家店

2009

调查显示十位咖啡爱好者中就有七位更偏爱Costa。同年开出了英国本土的第1000家店

2011

Costa 40周年庆典

完美的配比

COSTA兄弟把他们自创的特制咖啡豆命名为意大利摩卡咖啡豆。这种咖啡豆配比的诞生源于兄弟俩对完美品质的不懈追求——而直到现在COSTA咖啡仍长盛不衰这充分说明了它卓越的品质。

所有的咖啡豆都经过缓慢烘焙，将甜味、苦味和醇度有机结合，制作出杯杯完美咖啡。虽然咖啡豆的配比本身是密不外传的，但在全球25个国家的1700家COSTA门店里，你都能享受到它独特的香气和店员温暖的问候。

The perfect blend

The Costa brothers called their special blend of coffee beans Mocha Italia. Its creation owes everything to their perfectionism – and its survival to this day speaks volumes about its quality.

Made exclusively from slow-roasted beans, it's beautifully balanced, with the sweetness, bitterness and body needed to produce the perfect cup of coffee.

As for the blend itself? Well, that's a closely guarded secret. But you can enjoy its distinctive flavour – and a warm welcome – at any of our 1,700 Costa stores in 25 countries worldwide.

对于卓越的痴迷

AN OBSESSION WITH EXCELLENCE

对于非专业人士，一颗咖啡豆就是一颗咖啡豆。但在COSTA，我们有专业的品鉴师将其毕生精力投入到对咖啡豆的追溯、检查和配比。

比如，在我们的烘焙车间里，杰纳罗（我们的咖啡大师）和他的团队每天都在对我们意大利摩卡咖啡豆的酸度、醇度、甜度、苦味和香气进行精密的检查、杯测和记录。未达到标准的咖啡豆不允许送到COSTA门店用来制作咖啡。

长久以来我们一直采用缓慢烘焙的方式来烘焙咖啡

为了确保咖啡豆达到标准，自1971年起，我们就只采用缓慢烘焙的方法加工咖啡豆。为什么呢？因为这是唯一一个能把咖啡豆最真实、天然的味道和香气萃取出来的方法。每一包咖啡豆都在Petroncini和Probat鼓状烘焙炉里进行低温烘焙，便能得到味道最接近天然的咖啡豆。

在咖啡豆的天然油脂渗出豆子表面之前，我们便停止烘焙，这样，等到豆子在COSTA门店进行研磨时，油脂才会充分释放。

To the untrained eye, a coffee bean is a coffee bean is a coffee bean. But not at Costa. We have people who devote their entire working lives to sourcing, checking and blending our beans.

At our roastery, for instance, Gennaro (our coffee Maestro) and his team spend every day examining, cupping and charting the exact acidity, body, sweetness, bitterness and aroma profiles of our Mocha Italia blend. If any coffee doesn't make the grade, it doesn't make it to a Costa store.

We've been slow-roasting for years

To ensure that they reach the required standard, we only ever slow-roast our coffee beans. We've been doing it this way since 1971. Why? Because this is the only way to extract their true, as-nature-intended, flavour and aroma. Every batch of beans is roasted at low temperatures in a Petroncini and Probat drum roaster – the best available, naturally.

We stop the roast just before the beans' natural oils appear on the surface so they're only released when we grind them in the Costa store.

或许你不知道的关于COSTA的六件事

• COSTA是第一家从头到尾控制整个咖啡制作过程连锁咖啡品牌，从采购、存储、配比、烘焙、研磨和制作，我们都全程掌控，没有其他人参与其中。

• 我们的咖啡豆源头最后可追溯到中美洲和南美洲、非洲以及远东地区。

• 全球出产的生豆只有1%可以达到我们的品质要求。

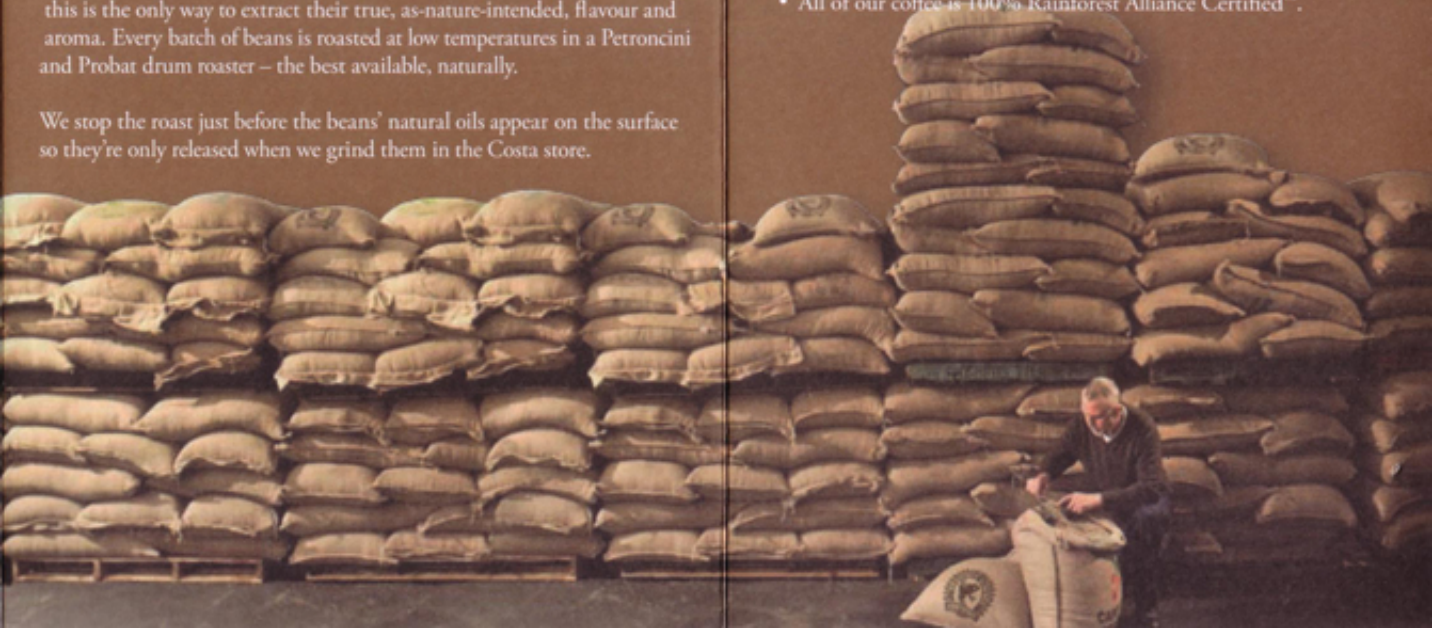
• COSTA兄弟的神秘意大利摩卡咖啡豆由世界上最好的阿拉比卡咖啡豆以及部分罗布斯塔咖啡豆配比而成。

• 我们的咖啡大师杰纳罗·派利西亚是意大利特证Espresso品鉴师。他的技能十分罕见，我们为他的舌头投保了数百万英镑的保险。

• 我们所有的咖啡豆都通过雨林联盟认证。

6 things you might not know about Costa

- Costa was the first retail coffee chain to control the whole coffee-making process from start to finish – we source, store, blend, roast, grind and pour all our own coffee. No one else is involved.
- We source our beans from as far afield as Central and South America, Africa and the Far East.
- Only 1% of the world's raw coffee beans are good enough for us to choose from.
- The world's finest Arabica beans, as well as some Robusta beans, are the main ingredients in the Costa brothers' secret Mocha Italia blend.
- Gennaro Pelliccia, our Coffee Maestro, is an Italian Licensed Espresso Taster. His skill is so rare that his tongue was insured for millions of pounds.
- All of our coffee is 100% Rainforest Alliance Certified™.



纯正的咖啡，真正的咖啡品质师 REAL COFFEE, REAL BARISTAS

要制作纯正的咖啡，仅有优质的咖啡豆是不够的，还需要娴熟的技术、对细节的关注和丰富的专业知识。在全球，我们的咖啡品质师都经过了专业的学院培训。通过十四天的刻苦努力，学习制作完美咖啡的艺术。我们的咖啡品质师在真正为您献上经过完美萃取、质地细腻、口感丰润的杰作之前，他们平均已经制作了上千杯咖啡。

每一位COSTA的咖啡品质师都对完美充满骄傲。衣领上的一粒纽扣意味着他们已经成为合格的咖啡品质师，两颗纽扣则说明他们具备成为咖啡大师，即COSTA最高荣誉的能力。

精英中的精英

每年，我们从全球超过一万七千名咖啡品质师中遴选最顶尖的人才，来参加我们的年度咖啡师比赛。评委从专业技能、呈现和性格方面给参赛选手打分。更为关键的是，选手在展示技能时体现出的激情也是评判标准之一，这是每一杯COSTA咖啡中关键的成分之一。

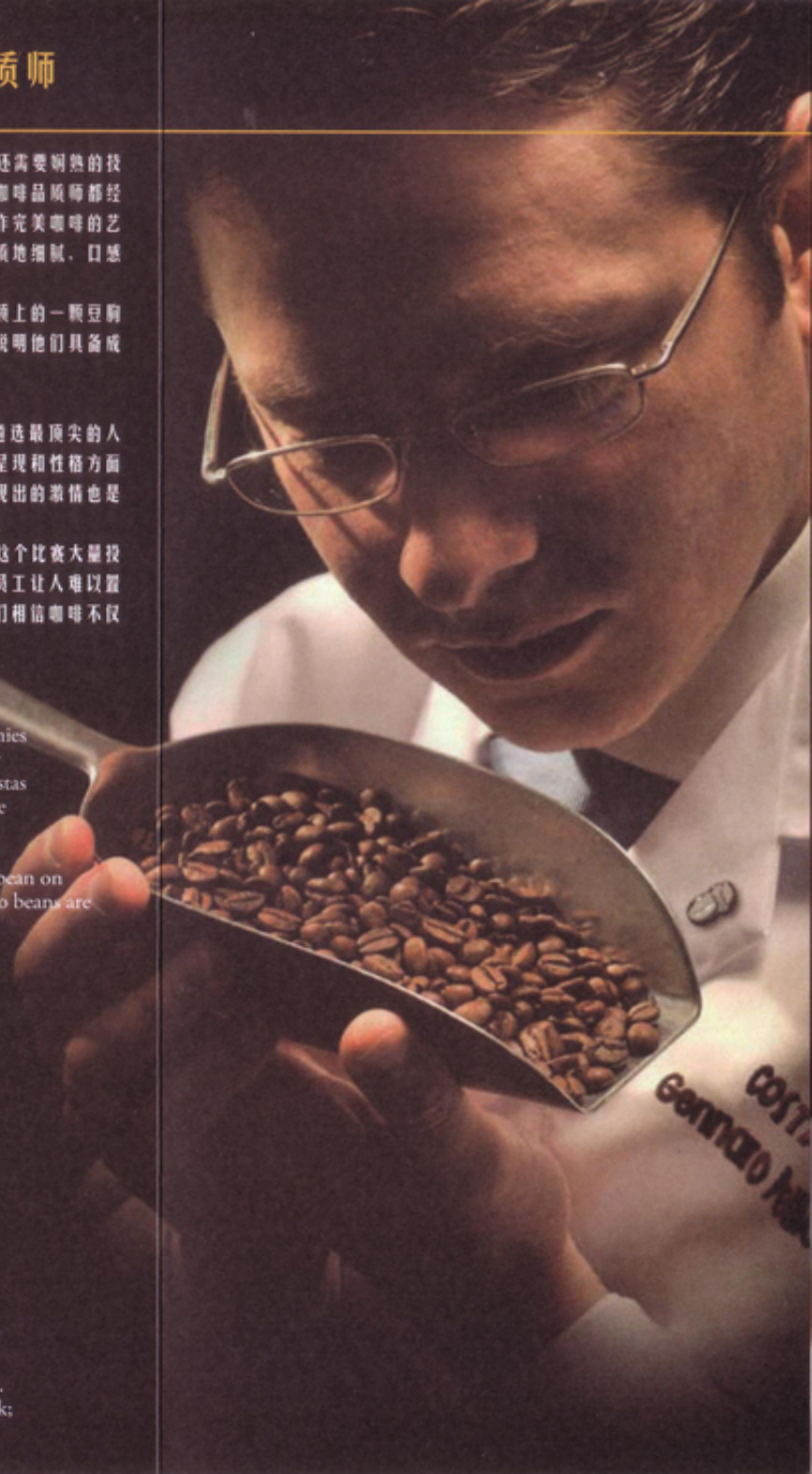
最终的获胜者被誉为冠军中的冠军。为什么我们为这个比赛大量投入？是为了庆祝咖啡制作艺术。为了认可和奖励我们的员工让人难以置信的工作。为了维持我们赖以生存的卓越标准。因为我们相信咖啡不仅仅是一杯饮品，而更多的是一种生活态度。

It takes more than great beans to make great coffee. Skill, attention to detail and expertise are required in abundance – and our baristas are taught at our academies around the globe. Fourteen days of hard graft go into learning the art of perfect coffee. On average, our baristas will make over 1,000 cups before they're ready to serve you your perfectly extracted, textured, flavoured, steamed and frothed masterpiece. Every Costa barista wears perfection with pride. One bean on the shirt collar means they've made the grade. And two beans are reserved for a barista maestro – the ultimate accolade. Well, almost...

The best of the best

Once a year, we look for the very finest talent from our 17,000 baristas worldwide, to compete at the Barista of the Year competition. The contenders are judged on a number of criteria, including technical skill, presentation and personality. But critically, they're also judged on the passion they show for their craft – an essential ingredient of every cup of Costa coffee.

The eventual winner is hailed as the Champion of Champions. Why do we invest in this competition? To celebrate the art of coffee making. To recognise and reward the incredible work of our people. And to maintain the standards of excellence that we live by. Because we believe that coffee is more than just a drink; it's a way of life.



回馈社会 GIVING SOMETHING BACK

在COSTA，我们关心咖啡种植者。这也是我们在2006年成立COSTA基金会的原因。COSTA基金会是一个注册的慈善组织，致力于改善哥伦比亚、哥斯达黎加、埃塞俄比亚、危地马拉、乌干达和越南等地咖啡种植区的社会经济条件。

基金会的主要目的是为咖啡种植者的子女提供教育机会。迄今为止，我们已经建立了11所学校，改变了上千名孩子的命运。

At Costa, we're committed to looking after coffee-growers. That's why, in 2006, we set up the Costa Foundation – a registered charity that improves the social and economic welfare of coffee-growing communities in countries such as Colombia, Costa Rica, Ethiopia, Guatemala, Uganda and Vietnam.

Its main aim is to provide access to education for coffee-growers' children. So far, we've built 11 schools – and made a very real difference to thousands of children.



雨林联盟 The Rainforest Alliance



COSTA也十分重视环保责任。我们独有的意大利摩卡咖啡豆的原料100%是由雨林联盟认证的农场获得的可持续生长的咖啡豆。

为了获得雨林联盟认证，农场必须确保为咖啡种植者提供良好的条件，而且对咖啡种植的土地需进行持续性保护。因此，无论何时你饮用COSTA的咖啡，你都会为咖啡种植者和他们所在的社区做出点滴贡献。

We also take our environmental responsibilities very seriously. 100% of the coffee we use to make our unique Mocha Italia blend comes from sustainably-grown beans sourced from Rainforest Alliance Certified™ farms.

To achieve the Rainforest Certification, farms must ensure the people who grow the coffee, and the land they grow it on, are carefully supported and sustained. So whenever you drink Costa coffee, you're also doing your bit for coffee growers and their communities.



了解你的COSTA KNOW YOUR COSTA

由COSTA兄弟在1971年发明的COSTA独有的意大利摩卡咖啡豆是所有美味咖啡的基础：

浓缩咖啡

浓烈，馥郁，醇厚。

双杯浓缩咖啡

双倍强劲，加倍精神。

玛奇朵

加少许牛奶的浓缩咖啡，特别爽滑口感。

Our unique Mocha Italia blend – created by the Costa brothers in 1971 – is the foundation for all of these delicious coffees:

ESPRESSO

A short, strong black coffee, with no milk.

ESPRESSO DOPPIO

A double Espresso shot. For those who like it strong.

MACCHIATO

Espresso topped with just a dash of milk. Yum.

卡布奇诺

浓缩咖啡与热牛奶及丰富奶泡的经典结合，口感细腻。

拿铁

浓缩咖啡融入数倍的牛奶，具有浓郁的牛奶香，风味绝佳。

美式咖啡

加热水的浓缩咖啡，口感略淡，浓香更绵长。

摩卡

巧克力口味的卡布奇诺咖啡，极品风味，让人沉醉。

CAPPUCCINO

A shot of Espresso with steamed, frothy milk.

CAFFE LATTE

Coffee with steamed milk. Not as strong as a Cappuccino, but just as good.

AMERICANO

A blend of Espresso and hot water. Add milk if you like.

MOCHA

Espresso with hot chocolate, topped with frothed milk.

