

Fur-color method for solving the milk in coffee issue

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Abstract

There has been many studies investigating the perfect cup of coffee (Larsson et al 2017, Svensson & Siwert 2017, Andersson & Löfberg 2018). However, so far there has been limited attempts to connect the color of coffee, and the personal flavour. Moreover, none of the earlier studies has aimed for a more holistic approach, connecting both visual appearance and subjective taste. Also, this study takes the investigation to a new level, introducing animal fur-colour connected to coffee flavour. This study develops a five step scale for overcoming contextual barriers when expressing the amount of milk in your cup of coffee. The scale ranges from Albino coffee (only milk), Camel coffee (very much milk, like cafe latte), Hamster coffee (some milk), Beaver coffee (little milk), and Panter Coffee (no milk).

Keywords: Coffee, Contextual irritation, Subjective feeling of joy, Fur, animals, Multi-stakeholder; Participatory; Impact

Introduction

There has been many studies investigating the perfect cup of coffee. One study identified resilient beans delivering both strong taste, and increased growth and production of coffee even in a warmer world (Armarego-Marriott, 2021). Another study investigated polyphenols in coffee, the substance responsible for the astringency and bitterness of coffee, also well known to lend antioxidant properties beneficial against oxidative stress related diseases like cardiovascular diseases, cancer, and aging (Bandyopadhyay et al, 2012, Wislon & Temple 2016). There has also been law cases of which the McDonald's coffee case and the hot coffee lawsuit, in 1994 is the most prominent. The case related to bad (or too hot) cups of coffee, resulting in that a coffee drinker received third-degree burns in her pelvic region when she accidentally spilled hot coffee, at McDonalds (HBO Hot coffee).

However, so far there has been limited attempts to connect the color of coffee, and the personal flavour. There has been earlier attempts to combine coffee and color of which one is the Löfbergs rather successful initiative, "Löfbergs Lila" or Lofbergs Purple (Lofbergs, 2022). However, that initiative puts the same colour on all kinds of coffee, from lots of milk to no milk; they always use the colour Purple. Even though frequently used related to coffee, the color purple has so far not led to any progress in solving the issue related to subjective correct amount of milk in a cup of coffee.

This study aim for a more holistic approach, connecting visual appearance and subjective taste. Also, this study takes the investigation to a new level, introducing animal fur-colour connected to coffee flavour.

The structure of the paper is as follows. In Section 2 we set out the method of the study and in Section 3 we presents results. Finally, in Section 4, we offer some concluding comments.

Coffe, Society, and Ecomics

Method

This study uses a mixed-method approach combining informal semi-structured interviews and a survey study (Kvale 1996). The interviews has been, and still are, ongoing since 2012, and has mainly been used to develop the survey. The survey was distributed using LinkedIn, and was answered by 415 persons.

This study develops a five step scale for overcoming contextual barriers when expressing the amount of milk in your cup of coffee. The scale ranges from Albino coffee (only milk), Camel coffee (very much milk, like cafe latte), Hamster coffee (some milk), Beaver coffee (little milk (my favourite)), and Panter Coffee (no milkk).



Figure 1 – Framework for coffee and milk, using animal fur-colour.

Results

Results from the survey study reveal that over 73.7% of the respondents add milk to their coffee. (Figure 2). At the same time, 63.3% do not anticipate that the amount of milk will be correct if someone else pours milk. However, by using the Fur-Color Method, 67.9% of the respondents believe that the probability would increase of getting correct amount of milk (Figure 6).

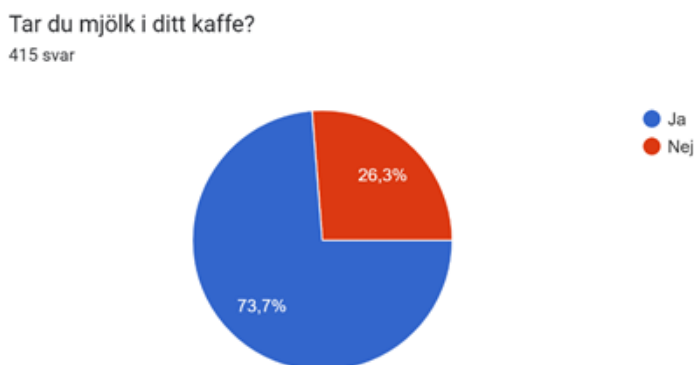


Figure 2 – Do you add milk to your coffee? Yes/No

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Om Ja, hur mycket?

309 svar

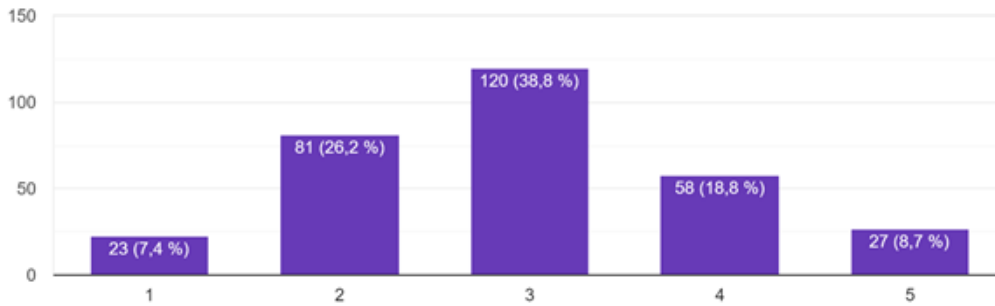


Figure 3 – If yes, then how much (1 is little, 5 is much)

Tror du mängden mjölk blir korrekt om du svarar likt ovan, när en medmänniska frågar om du vill ha mjölk i kaffet?

381 svar

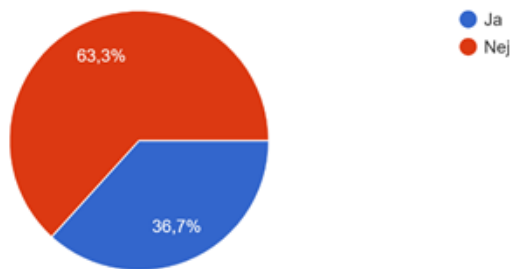


Figure 4 - If someone asks you if you would like to add milk to your coffee, do you think that the amount of milk will be correct by answering like above? Yes/No

Välj det djur vars päls sammanfaller med den färg på kaffet du önskar.

407 svar

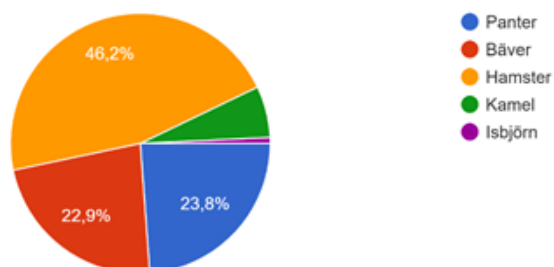


Figure 5 - Choose the animal whose fur resemble the color of your preferred cup of coffee.

Coffe, Society, and Ecomics

Anser du att sannolikheten för att få rätt mängd mjölk skulle öka med hjälp av denna metod?

411 svar

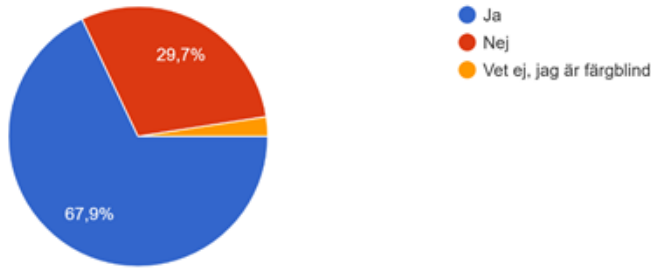


Figure 6 - Do you believe that the probability of receiving correct amount of milk would increase by using this method? Yes/No/Don't know, I am color blind

Concluding Remarks

Results from the survey study with over 400 respondents reveal that the hit rate of milk in coffee increases by 67.9%, compared to normal state if the respondents use the proposed Fur-Color Method (Figure 1). By using the method, it is assumed that the amount of so called micro or light anger will dramatically decrease (closing palm in the pocket, chewing on your own tongue, incontrollable eye movements, increased gas production somewhere in the middle of the body etc.). Bad cups of coffee has also resulted in more extreme outcomes than micro anger. On David Townsends (2007) album "Ziltoid the Omniscient", Ziltoid goes out in space in search for the perfect cup of coffee. He visits Earth and (as presumed) Zeltoid gets a bad cup of coffee resulting in an intergalactic war, completely devastating Earth, leaving it in burning rubble. By using the proposed method, we believe that extreme situations like these will be less likely to happen.

Future research

The framework show lots of potential, but there are limitations. There are still some individuals that like sugar in their coffee. This calls for a triple helix metod related to contextual confusion. Figure 7 below is an attempt to solve this multi-dimensional dilemma.

A common issue related to coffee other than milk content and/or sugar is the spelling of the word itself. Sometimes it is spelled as "coffea" but according to wikidoff.com (2020), coffea has no English definition. It may actually be misspelled. The site suggests other misspellings as coupe, chive, cowpea, chafe, cuppa, cabbie, cophia, cappa, chufa, cowpie, coffa, coppa, chape, chupe, cuffee, chippie, cheeba, coppe, chope, ceiba, chiefe, chappie, coiffe, civvie, cubie, cappae, cheve, cheapie, chuba, coupee, cobraea, cobia, ciboa and cohoba.

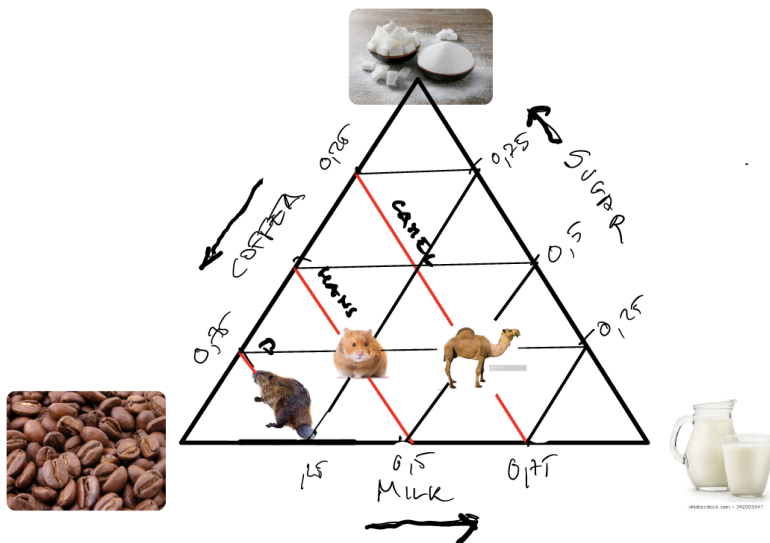


Figure 7 - Triple helix framework for coffee, milk, and sugar

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