

Shawn R. Steiman, PhD

(808) 223-0982

steiman@coffeaconsulting.com

steiman@grokcoffee.net

Education

Oberlin College, Oberlin, Ohio

Bachelor of Arts, May, 2000

Major: Biology

Minors: Chemistry, Psychology, Jewish Studies

University of Hawai'i at Mānoa, Honolulu, Hawai'i

Master of Science, May, 2003

Major: Horticulture

Thesis: Method development for green coffee analysis and its possible application for group discrimination and correlation of green coffee chemistry with cupping quality.

University of Hawai'i at Mānoa, Honolulu, Hawai'i

Doctor of Philosophy - August, 2008

Major: Tropical Plant and Soil Sciences

Dissertation: Shade coffee in Hawai'i: Quality, physiology, and biochemistry

Languages spoken

- ☉ English; native language
- ☉ Hebrew; basic verbal mastery, able to read and write with minimal comprehension
- ☉ Spanish; some verbal mastery, able to read and write with some comprehension

Employment History

- ☉ **2020 – present:** Owner and Chief Experience Officer, [Grok Coffee](#). Grok Coffee offers coffee service for events, coffee tours, and coffee education.
- ☉ **2013 – 2019:** Owner, Co-founder, and Chief Science Officer, Daylight Mind Coffee Company.
- ☉ **2008 - 2009:** Postdoctoral Fellow, Department of Molecular Biosciences and Bioengineering, University of Hawai'i at Mānoa. Working to develop a method to authenticate a coffee's growing origin in Hawai'i using near infrared spectroscopy and solid phase microextraction-gas chromatography.
- ☉ **2007 – present:** Owner, [Coffea Consulting](#). Coffea Consulting promotes sustainability and quality through consulting and education services for coffee producers, roasters, retailers, and consumers.

Selected Consulting Assignments

- ☉ Government of Puerto Rico, 2009; assessed specialty coffee industry.
- ☉ Kaanapali Land Management, 2009-10; assisted in soil and plant nutrition of farm.
- ☉ Jasper Coffee, 2012; offered workshops to an Ethiopia coffee cooperative.
- ☉ Vasari Global, 2015; assessed a farm in Ethiopia.
- ☉ Kau Coffee Cooperative, 2017-18; assessed farms and cup quality of members

Activities

- ☉ Volunteer for Coffee Corps in Zambia, June, 2004
- ☉ Judge, Kona Coffee Culinary Invitational, 2007

- ☉ Judge, Kona Signature Cup Barista Competition, 2007
- ☉ Judge, Kona Coffee Culinary Invitational, 2008
- ☉ Judge, KTA Super Stores Kona Coffee Recipe Contest/Big Island Showcase, 2008
- ☉ Judge, Gevalia Kona Coffee Cupping Competition, 2010
- ☉ Judge, Ultimate Barista Challenge Hawaii, 2011
- ☉ Volunteered for Farmer-to-Farmer in Haiti, April, 2013
- ☉ Volunteered for Farmer-to-Farmer in Ethiopia, February, 2015
- ☉ Volunteered with [Haiti Coffee](#) as a conference speaker, March, 2015
- ☉ Organizer, Kona Coffee Cultural Festival Cupping Competition, November, 2017
- ☉ Judge, Eddy Awards for Edible Communities; 2016, 2017

Organizations

- ☉ Specialty Coffee Association of America; member since 2008

Board of Directors

- ☉ Hawaii Coffee Association, 2017-18
- ☉ Kokua Market, Nov 2018 - present

Academic Committees

- ☉ Andrew Bowles, University of Hawaii, M.S.
- ☉ Emily Pappo, University of Florida, M.S.
- ☉ Connor O'Hearn, Miami University, M.S.

Books

- ☉ Steiman, Shawn. 2008/2019. *The Hawai'i Coffee Book: A Gourmet's Guide from Kona to Kona'i*. Watermark Publishing, Honolulu. 144 pages.
- ☉ Robert Thurston, Jonathan Morris, and Shawn Steiman, eds. 2013. *Coffee- A Comprehensive Guide to the Bean, the Beverage, and the Industry*, Rowman and Littlefield, Boulder, CO. 416 pages.
- ☉ Steiman, Shawn. 2015. *The Little Coffee Know-It-All: A miscellany for growing, roasting, and brewing, uncompromising and unapologetic*. Quarry Books. 128 pages.

Peer Reviewed Publications

- ☉ **Steiman, S. R.**, Idol, T., and H. C. Bittenbender. 2007. [Analysis of kaolin particle film usage and its application on coffee](#). HortScience. 42(7):1605–1608.
- ☉ **Steiman, S.**, Idol, T., Bittenbender, H.C., and L. Gautz. 2011. [Shade coffee in Hawai'i – Exploring some aspects of quality, growth, yield, and nutrition](#). Sci. Hortic. 128(2): 152-158.
- ☉ Rodrigues, C., Brunner, M., **Steiman, S.**, Bowen, G., Nogueira, J., Gautz, L., Prohaska, T., and C. Máguas. 2011. [Isotopes as tracers of the Hawaiian coffee-producing regions](#). J. Agric. Food Chem. 59(18): 10239–10246.
- ☉ McLeod, R., Garland, M., Hale, R., **Steiman, S.**, and R. Frew. 2013. [Determining the most effective combination of chemical parameters for differentiating the geographic origin of food products- an example using coffee beans](#). J. Food Chem. Nutr. 1(2): 49-61.

Publications

- ☉ Jackson, M. C., Steiman, S. R., Nagai, C. and C. G. Cavaletto. 2004. Green coffee chemistry and its possible application for group discrimination and correlation of cupping quality. 20th International Conference on Coffee Science, Bangalore, India. P 102-110.
- ☉ Steiman S.R., Gautz L.D., and M.C. Jackson. 2008. Discrimination of Coffee Freshness and Roast Level Using SPME-Gas Chromatography and Near Infrared Spectroscopy. 22nd International Conference on Coffee Science, Campinas, Brazil. P 102-110.
- ☉ Steiman, Shawn. 2009. [The Glory of Coffee](#). The Independent Voice. April.
- ☉ Steiman, Shawn. 2009. [Why Assess Coffee Quality](#). The Independent Voice. May.
- ☉ Steiman, Shawn. 2009. [How to Assess Coffee Quality](#). The Independent Voice. June.
- ☉ Steiman, Shawn. 2009. Coffee Cornucopia. *The Honolulu Star-Bulletin*. 24 June.
- ☉ Steiman, Shawn. 2009. Strategies for Coffee Exploration. *The Honolulu Star-Bulletin*. 24 June.
- ☉ Steiman, Shawn. 2009. Hawaii's Top Coffees Slug It Out at Inaugural Competition. *Fresh Cup Magazine*, September.
- ☉ Steiman, Shawn. 2009. Hawaiian Coffees Shine in Statewide Cupping Competition. *Barista Magazine*, August/September.
- ☉ Smith, V.E., S. Steiman, and C.R. Elevitch. 2009. [Farm and Forestry Production and Marketing Profile for Coffee \(*Coffea arabica*\)](#). In: Elevitch, C.R. (ed.). Specialty Crops for Pacific Island Agroforestry. Permanent Agriculture Resources (PAR), Holoaloa, Hawai'i.
- ☉ Steiman, Shawn. 2010. Cuppers Guide: Hawaii- Experiencing the Coffees of Hawaii. *Café Europa*, No. 39, Apr. P 12-16.
- ☉ Steiman, Shawn. 2010. [For Coffee Evaluation, Scores Don't Add Up](#). *Roast Magazine*, July/Aug. P 22-29.
- ☉ Steiman, Shawn. 2011. [Handling the cherry: The risks and rewards of processing cherries. Origin case Study: Hawaii](#). *Roast Magazine*, July/Aug. P 20-29.
- ☉ Steiman, Shawn. 2011. [Hawaii researchers hope clay play will slow dreaded berry borer](#). *Fresh Cup Magazine*, Aug. P 20-21.
- ☉ Steiman, Shawn. 2011. [Kona Cherries in the Limelight](#). *HILuxury*, Oct/Nov. P 122-124.
- ☉ Steiman, Shawn. 2011. [Hawaiian Coffee Primer](#). *Barista Magazine*, Dec/Jan. P 39-43.
- ☉ Steiman, Shawn. 2012. [Taste the Rainbow State](#). *Fresh Cup Magazine*, Jan. P 29-33.
- ☉ Steiman, Shawn. 2012. Kinda Kona. *The Honolulu Weekly*, Feb., 1. P 5.
- ☉ Steiman, Shawn. 2012. Cherry Notes. *Halekulani Living*, Spring/Summer. P 16-20.
- ☉ Steiman, Shawn. 2012. Specialty Robusta: A revolution or a tragic mistake? (modified version) *CoffeeTalk Magazine - State of the Industry 2013*, Dec.
- ☉ Steiman, Shawn. 2013. Discussing Coffee Quality Assessment Strengthens the Industry. *CoffeeTalk Magazine - State of the Industry 2014*, Dec. Vol 26(12): P 62.
- ☉ Steiman, Shawn. 2018. [What's New in Coffee Across Hawai'i?](#) *Edible Hawaiian Islands*. Sept 21.
- ☉ Steiman, Shawn. 2019. [El Café De Calidad Y El Sistema De Evaluación De Los 100 Puntos](#). FórumCafé, N78. (Translated by FórumCafé)

Contracted Blogs

- ☉ Steiman, Shawn. 2012. [Specialty Robusta: A revolution or a tragic mistake?](#) The Coffee Store, 29 October.
- ☉ Steiman, Shawn. 2012. [Vacuum Pots: The science behind the method](#). Casa Brasil, 2 November.
- ☉ Steiman, Shawn. 2013. [The Mysteriously Vanishing, yet still available, Kona coffee](#). The Coffee Store, 24 February.

Posters

- ☉ Shade coffee in Hawai'i – The impact of light on coffee quality; ASIC 2006
- ☉ Physiological response of coffee to different shading regimes; ASIC 2006
- ☉ Quality determination and group discrimination of shade grown coffee using solid phase microextraction; ASIC 2006
- ☉ Not All Shade is Created Equal. Reflections on Shade Management Based on Preliminary Studies from Hawai'i; Second International Symposium- Multistrata Agroforestry Systems with Perennial Crops, 2007

- ☉ Discrimination of coffee freshness and roast level using SPME-gas chromatography and near infrared spectroscopy; ASIC 2008
- ☉ Control of coffee berry borer (*Hypothenemus hampei*) and increase of coffee yields using Surround WP (kaolin); ASIC 2012

Public Presentations

- ☉ Coffee production in Hawai'i; Ka'u Coffee Growers Association, Oct 2006
- ☉ Coffee quality- what it is and how we measure it; Kona Coffee Cultural Festival, 2006
- ☉ Coffee growing basics - maintaining quality and value from tree to green bean/cup; Kona Coffee Cultural Festival, 2006
- ☉ Coffee quality and the roast; Coffee quality workshop, Kona, Hawai'i, March 2007
- ☉ Discrimination of coffees by origin and shading regime using brewed coffee aroma and solid phase microextraction; CTAHR student symposium, April 2007
- ☉ Cupping- Why, What and How; Ka'u Coffee Growers Association, July 2007
- ☉ Shedding Light on Shade Grown Coffee in Hawai'i; Kona Coffee Cultural Festival, 2007
- ☉ Cup Quality After the Farm; Kona Coffee Cultural Festival, 2007
- ☉ Exploring Coffee Myths with Science; SCAA 20th Annual Exhibition and Conference, 2008
- ☉ Coffee basics- Growing, processing and consumption; Practical Agriculture for Hamakua, 2008
- ☉ Roasting 101; Kona Coffee Cultural Festival, 2008
- ☉ Ethical Coffees; ING Direct café, Feb 2009
- ☉ Ka'u Industry Briefing, Science and Quality; Ka'u Coffee Festival, 2009
- ☉ Coffee Processing demonstration and cupping; Kona Coffee Cultural Festival, 2009
- ☉ Coffee Brewing Methods (included demonstration); Kona Coffee Cultural Festival, 2009
- ☉ Coffee Appreciation 101 (included demonstration); Kona Coffee Cultural Festival, 2009
- ☉ Roasting and Coffee Quality: a seminar and demonstration; Brewalalai Kona Coffee Bar, January 2010
- ☉ Coffee Nutrition- a mini lesson; Ka'u Coffee Festival, 2010
- ☉ Tales of coffee: The Hawai'i adventure; The Hawaii Botanical Society, November 1, 2010
- ☉ Incestuous blending: one coffee roasted different ways- a seminar and demonstration; Brewalalai Kona Coffee Bar, November 2010
- ☉ Coffee in Hawai'i: from commercial farms to your backyard; Foster Botanical Garden, April 2, 2011
- ☉ Coffee Evaluation – revisiting an old friend; 2011 SCAA Symposium, April 27, 2011
- ☉ Coffee in Hawai'i: worth the price and better than you think; The Pacific Club's Distinguished Speaker series, May 11, 2011
- ☉ The Hawai'i Coffee Industry – from seed to cup; Coffee Fest Hawaii, July 10, 2011
- ☉ Effect of roasting on cup quality; Puerto Rico Coffee Expo, October 7, 2011
- ☉ Protecting coffee – why and how; GoTrace 2011, November 1, 2011
- ☉ Introduction to coffee appreciation (with tasting); The Associated General Contractors of America Annual Convention, March 15, 2012
- ☉ Why does coffee taste that way and other things we don't know; Nerd Nite Honolulu, November 13, 2013
- ☉ From the farm to the roaster: Factors that influence coffee's taste; SCAA The Event, April 26, 2014
- ☉ Coffee quality: What it is and how do we measure it; SCAA The Event, April 10, 2015
- ☉ Factors influencing coffee's taste; 13th Coffee Critic Association Symposium, January 4, 2016
- ☉ Coffee: More than a caffeinated beverage; American Culinary Federation ChefConnect Hawaii, April 5, 2016
- ☉ Coffee farming essentials; SCAA The Event, April 17, 2016
- ☉ The role (and importance) of sensory science in coffee; SCA The Event, April 2017, with Maya Zuniga
- ☉ Understanding the science of coffee fermentation; Ka'u Coffee Festival, 2017
- ☉ The Hawaii Coffee Industry: Brewing a Great Economy; Hawaii Economic Association, November 2, 2017
- ☉ A novel cupping competition system: introducing transparency and objectivity; SCA The Event, April 2018
- ☉ Quest for a high scoring coffee, Ka'u Coffee Growers Association, August 12, 2018.
- ☉ Exploring Coffee Evaluation Systems, Hawaii Coffee Association Conference, July 27, 2019

Academic Presentations

- ☉ Shedding light on shade grown coffee; Oberlin College, October 2007
- ☉ Coffee – Is it really so complicated?; U of Hawai'i, ANTH 27: Food, Health and Society. 17 Mar 2010
- ☉ About coffee and human health; U of Hawai'i, ANTH 425: Medical Anthropology. 25 June 2010
- ☉ Coffee farming essentials; UC Davis, Just Coffee. 24 April 2018

- ☉ Coffee processing, brewing, and tasting; U of Hawai'i, TPSS 120B: Plants for People: Beverage Crops. 1 Oct 2019
- ☉ [Coffee: What a chef should consider](#); Leeward Community College, Culinary Arts Assembly Guest Chef Series. 28 January 2020

Media Appearances

- ☉ Hawai'i Public Radio's "Business Beyond the Reef." 2008. Coffee. 13 May.
- ☉ KGMB9 News. 2008. The Hawai'i Coffee Book with Shawn Steiman. 19 November.
- ☉ Obra, Joan. 2009. Coffee Lovers Bypass Coffee Shops and Brew at Home. *The Fresno Bee*. 9 June.
- ☉ Leif, Dan. 2009. [Hawaii Cupping Aims to Showcase Coffee Beyond Kona](#). *Fresh Cup Magazine*, online article. 9 July.
- ☉ KGMB9 News. 2009 Hawaii State Farm Fair: Coffee and Abalone. 17 July.
- ☉ [Live at the Hawaii State Farm Fair](#). *Hawaii-arukikata web magazine*, 19 July 2009.
- ☉ Coffee Author featured at Women's Expo. *KHNL8 News*, 8 Sept 2009.
- ☉ Berusch, Brian. 2009. [Hawaii's Coffee Doctor to Give Education talks](#). *B on Hawaii*, 3 Nov.
- ☉ Wu, Nina. 2009. Beyond Kona Coffee; *The Honolulu Star Bulletin*, 22 Nov.
- ☉ Paiva, Derek. 2009. [Taste of Paradise: Kona in a Cup](#); *Hawaii Magazine*, January/February, Vol 27, Issue 1.
- ☉ SCAE news update. 2010. [Blended coffee disadvantages Kona growers, disputed study finds](#). 21 February.
- ☉ Engle, Erika. 2010. Barista wins first place with Hawaii-grown coffee; *The Honolulu Star Bulletin*, 4 March.
- ☉ Jensen, Chelsea. 2010. [Blenders refute coffee study](#); *West Hawaii Today*, 10 March.
- ☉ Leong, Lavonne. 2010. [Farm to Table: Coffee](#); *Honolulu Magazine*. July. P 36 (begin).
- ☉ Oshiro, Joleen. 2010. [A World Class Brew](#); *Honolulu Star-Advertiser*. 14 July.
- ☉ Katz, Jesse. 2010. [Adventures in Coffee Land](#); *Hana Hou Magazine*. Vol 13, Issue 5, Oct/Nov. P 56-69.
- ☉ Stanton, Karin. 2010. [Buddah's Cup tops at Kona Coffee Cupping Competition](#); *Hawaii 24/7*. 12 Nov.
- ☉ Levine, Michael. 2010. [Coffee Beetle Leaves State Seeking Quick Fix](#); *Honolulu Civil Beat*. 16 November.
- ☉ Bushman, Tavaner. 2010. [What's brewing? Seeking science in the cup](#); *Medill Reports*. 3 December.
- ☉ Toth, Catherine. 2011. [Cat Chat 14: Coffee Geeks](#); *NonStop Honolulu*. 9 February.
- ☉ Harmon, Anna. 2011. [The Best Part of Waking Up](#); *The Honolulu Weekly*. 8 June.
- ☉ Oshiro, Joleen. 2011. [Island Brews: A new spot downtown bills itself as a "microbrew" cafe with Hawaii coffees](#); *The Honolulu Star-Advertiser*. 13 July.
- ☉ Pendergrast, Mark. 2011. [Hawaii: Kona and More](#); *Wine Spectator*. 15 December.
- ☉ Harlib, Leslie. 2011. [Marin Dining: Sampling a festival of coffee in paradise](#); *Marinscope Community Newspapers*. 16 November.
- ☉ Fuhrmann, Mike. 2013. [Gourmet Kona coffee creates tourism buzz in Hawaii with farm tours, tastings](#); *The Winnipeg Free Press*. 18 January.
- ☉ Bly, Laura. 2013. [Hawaii's Big Island brews a cup of paradise](#); *USA Today*. 25 January.
- ☉ Interview on "The Midday Show" with Allan Alvarez, [Part 1](#) & [Part 2](#); *Pinoy Power Radio*. 22 February 2013.
- ☉ NBC's "The Today Show", [Taste-testing Hawaiian coffee, Mai Tais](#). 20 May 2013.
- ☉ Shin, Nara. 2014. [Daylight Mind Coffee Company](#); *Cool Hunting*. 2 January.
- ☉ Allen, Sarah. 2014. [10 Minutes with Shawn Steiman](#); *Barista Magazine blog*. 14 January.
- ☉ Clayton, Liz. 2014. [Is Shade-Grown Coffee Better?](#); *Serious Eats*. 29 January.
- ☉ Vershinin, Maxim. 2014. [Retailer/Roaster Profile](#); *Coffee Talk*. 14 May.
- ☉ Morgan, Paul. 2014. [Mobile Joe's Brand Show #9 2014](#); Mobile Joe's Brand. 8 May.
- ☉ Charisma, James. 2014. Profiles: [Shawn Steiman, Dr. Coffee](#); *Abstract Magazine*; December.
- ☉ Taylor, Marygrace. 2015. [How to make the perfect French press coffee](#); Greatist.com. 13 April.
- ☉ Lethem, Chris. 2015. [Spilling the beans on Coffee with Dr. Shawn Steiman](#); The Economy and You. 15 July.
- ☉ Lucas, Eric. 2015. [Island Brews](#). *Alaska Beyond*. November. P 102-118.
- ☉ Gentile, Dan. 2016. Thrillist. [USA-Grown Coffee Is Here. But Will Anyone Drink It?](#) February.
- ☉ G-Lounge interview, Arirang TV. 2016. [Dr. Steiman, a coffee scientist](#). 31 January.
- ☉ Wolfe, Pierre. 2016. Americas Dining and Travel Guide. 15 May.
- ☉ Fawcett, Denby. 2016. [Move Over, Mr. Coffee, The Third Wave Has Arrived](#). 4 October.
- ☉ Ryan, Chris. 2017. On an Island (series). [Part 1](#), 21 March, [Part 2](#), 17 April, [Part 4](#), 9 October.
- ☉ Connor, Andrew. 2017. [Why you're not drinking coffee growing in America](#). 21 June.
- ☉ Oshiro, Joleen. 2017. [True Brew: Innovative shops refine art of coffee in Kakaako](#). 8 August.
- ☉ Lague, Adam. 2017. [The Expert Guide to Hawaii's Famous Kona Coffee](#). 24 October.
- ☉ Somogyi, Aniko. 2017. [Kona in your Cup](#). 24 October.
- ☉ Edible Podcast. 2019. [Episode 3](#). 3 April.

- ☉ Snow, David. 2019. [Interview with Doctor Health Radio](#). 10 August.
- ☉ Savor Podcast. 2019. [Savor Spills the Beans on Coffee](#). 7 November.
- ☉ Ubay, Jason. 2019. [Hawai'i Public Radio: The Conversation](#). 27 December.
- ☉ Allen, Kevin. 2020. [Learn More About Hawai'i's Coffee Culture With This Book](#). 22 January.
- ☉ Allen, Keven and Cat Toth-Fox. 2020. [Have Aloha Will Travel: Ep 24](#). 3 February.
- ☉ Oshiro, Joleen. 2020. [Honolulu coffee shops contribute to ideal experience](#). 18 February.

Modeling

- ☉ Georgia Coffee; Gotica advertisements, including [a TV commercial](#), 2015.
- ☉ Georgia Coffee; Gotica advertisements, including [a TV commercial](#), 2016.

Certifications and Awards

- ☉ Licensed Q-grader; May 2011, not renewed.

Grants Received

- ☉ Establishment of a chemical database of Hawaiian coffees for origin authentication using gas chromatography and near infrared spectroscopy; Hawaii Farm Bureau Federation, \$65,825.
- ☉ Control of Coffee Berry Borer and increase of coffee yields using Surround WP (kaolin); Western Sustainable Agriculture Research and Education, \$47,648