



How to Brew Quality Coffee

Quite the Complex Cup!

While coffee can appear to be a very simple drink, it is one of the most complex beverages on earth. Every single detail involved in getting coffee from the harvest and into the cup is significant. To ensure you're taking advantage of these intricacies in your coffee, consider these suggestions:

Water : Coffee is 98% water. It's important to have quality filtered (not distilled) water.

Beans : Different coffees vary dramatically in terms of quality. Local roasters typically use higher quality beans and get them to you before they stale. Store them in an airtight translucent or opaque container away from heat (we do not recommend refrigerating or freezing). If you can, keep it in our bags because of the built-in one-way valves removing CO₂ from the coffee while preventing oxygen intake to break it down. Use the beans within 2 weeks of roasting for optimum aromatics.

Dose : A good starting point is 2 tbs. of coffee for 6 ounces of water. Some pots measure cups in four ounces, so it would be wise to measure your coffee pot for accuracy. This provides the proper particulate extraction ratios of the water as it goes around the coffee grinds. If you desire a weaker cup, keep the same ratio, brew less, then add hot water to your coffee afterward.

Grind : Once ground, coffee stales very quickly so grinding coffee just before brewing is the number one way to improve the final cup.

Equipment : Different brewing methods create very different results. An automatic drip brewer will create a crisp, clean cup. The french press will make a rich, full-bodied coffee. Try new methods and choose one which matches your preferences. Whatever you use, make sure the equipment is cleaned after each use.