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PREPARATION TIPS

Grinding Tip

Never grind more coffee than you will use for immediate brewing. Once the beans are ground, the flavorful oils are exposed to the damaging air and as these oils dissipate so will the flavor of your coffee. Once ground, coffee will begin to lose its flavor almost immediately. Different methods of brewing will require different grind consistencies. Typically, coffee used for drip brewing should be ground to a consistency similar to granulated sugar. The complete drip cycle should occur within four to six minutes. If the drip cycle is completed in less than four minutes, grind your coffee finer. If the cycle takes longer than six minutes, grind your coffee coarser. When using a French press, the coffee will need to be ground extremely coarse. Espresso requires an extremely fine grind...almost powder-like with a slight grittiness. The key to the proper espresso grind is the extraction time. After the proper dose and tamp, one ounce of espresso should be extracted in approximately 25 to 30 seconds. Like drip coffee, if the one ounce extraction occurs in less than 25 seconds, grind your coffee finer. If the extraction occurs in longer than 30 seconds, grind your coffee coarser. Talk to your local coffee professional for additional information.

Storage Tip

Never store your coffee in the refrigerator. Coffee will absorb flavors and aromas from other food products in your refrigerator. Freezing coffee can also have a damaging effect, and we do not recommend this practice unless you will not use-up your supply of coffee for a prolonged period of time [two weeks or more]. Coffee should be stored in a clean, dry, airtight container, in a cool, dark place.

Dosage Tip

When making brewed coffee, allow 2 to 2 1/2 level tablespoons for each 6 ounces of water [3 tablespoons for 8 ounces]. For espresso, allow 7 to 8 grams for a single shot, and 14 to 16 grams for a double shot.

Filter Drip Tip

Be sure to use a filter, which is designed to fit your filter basket. Bleached white paper filters are most common, however unbleached brown filter papers are usually available. Permanent gold-plated wire mesh filters also work very well and are environmentally friendly.



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COFFEE CHARACTERISTICS

Each coffee can be characteristically defined by the components and degree of roast listed below. Components are elements that make up the coffee's flavor. The degree of roast is determined by the coffee's color and surface oil. These characteristics combined make up the essence of coffee's flavor.

BODY

Thickness or heaviness as it feels on the palate during consumption

ACIDITY

Pleasant tanginess when the coffee first hits the palate.

FLAVOR

Ranges from mild to rich and is the most subjective of coffee characteristics

AROMA

Powerful evocative smell that enhances a great cup of coffee

Light Roasted Coffees are roughly the color of cinnamon with intense aromatics, good body and lively acidity. Other names for this style are *light city* and *cinnamon roast*.

Medium Roasted Coffees are brown in color with increased body and nutty aromatics. Other names are *city roast* and *American roast*.

Dark Roasted Coffees are noticeably darker in color with traces of surface oil. *French roast* and *full city roast* take on a slightly smoky, more pungent flavor.

Espresso Roast is very dark and sometimes black in color. Espresso beans are fully coated in oil and have a strong, carbony flavor. Espresso is the traditional Italian style of roasting.