

BE A SNOB ABOUT THE COFFEE YOU DRINK

- 1) The key to a tasty cup of coffee is **freshness**. The majority of coffee sold in retail stores has been “sitting around” too long after roasting.
 - a. **Freshness** is measured in time after roasting, not time after being harvested.
 - b. After roasted coffee has been exposed to air, the flavor will begin to deteriorate extremely fast. In fact, a huge portion of the flavor is lost in just 7 to 10 days!
 - c. Flavor is kept longer in whole beans than in ground beans, so don't grind the beans until you are ready to brew.

Buy whole bean coffee directly from a roaster. At Cloudforest, we store our green beans with one of the cleanest and best roasters in the U.S. Beans are roasted and shipped 1-2 days after we place the order.

- d. Roasted coffee gets its best flavor and aromatic properties from the oils in the beans. After roasting, these oils will come to the surface and evaporate taking the flavor and aroma with them. The less surface area exposed to air, the longer it takes for the flavor to deteriorate.
 - e. Store your coffee in a cool, dark, airtight container, but do not store in refrigerator, as the beans will absorb odors, which will affect taste.
 - f. If you don't plan on drinking your coffee within a couple of weeks, you could try storing in the freezer, but condensation will affect the beans once they warm so don't take them in and out very often.
- 2) A cup of coffee is 98% **water**, so needless to say **good, charcoal filtered water** is crucial for flavorful coffee.
 - a. **Do not** use soft or distilled **water**. Minerals are important for taste and for health.
 - b. Some reverse osmosis **water** filtering systems take too many minerals out of the **water**. Ideally there should be 100-200 parts per million (ppm) of Total Dissolved Particles (TDP).
 - c. **Do not** use boiling **water** to brew your coffee. The ideal temperature is between 195^o - 205^o F. This temperature is achieved when you boil **water** and then let it stand 2 minutes before pouring over coffee.
- 3) Now you are ready to **grind** your beans. We recommend a conical burr **grinder** instead of a whirling blade **grinder**, which will overheat your grounds. This also allows you to adjust your ground for different brewing preparations. As a general rule, coffee should be ground finer for quick extractions like Espresso and more coarsely for a slower extraction like the French Press or auto drip coffee makers. Once the coffee is ground, its flavor will immediately begin to deteriorate.
- 4) Now that you've taken all the necessary steps to assure great tasting coffee, don't ruin the experience by using paper filters in your automatic drip coffee maker; while convenient, paper removes many important oils and flavors from coffee and do nothing positive for the environment. On that note, coffee grounds make great compost; mix them with the soil of your potted plants and watch them grow as you enjoy a delicious cup of Cloudforest coffee.