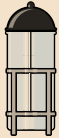




Coffee Brewing Tips:

Proper brewing enhances the taste of coffee by allowing you to extract the proper amount of flavor from the bean. Here are five essential elements of good brewing:



1. Correct coffee-to-water ratio:

The generally accepted ratio is 1 - 1.5 tablespoon of coffee for each cup (6oz) of water.

2. Coffee Grind:

The grind style you choose will also affect the strength of your coffee. Too fine a grind will result in a strong and bitter, cup, and too coarse of a grind will result in a weak cup. The grind must also match the design and speed of your coffee machine.

3. Water: A cup of coffee is 98% water. The quality of the water that goes in determines the quality of the coffee that comes out. Always use freshly drawn cold water, ideally filtered. Avoid artificially softened water which will result in a "flat" tasting cup.

4. Brew Levels:

To achieve optimum flavour and extraction, brew at least half of your coffee brewer's capacity. For example, brew at least 5 cups of coffee in a 10 cup brewer.

5. Use freshly ground coffee.

Also, make sure that the grind of your coffee is consistent. Blade grinders cannot attain consistent particle size so have your coffee ground at your local coffee house using commercial burr grinders.

Source: Coffee Association of Canada / Specialty Coffee Association of America



Coffee Storage Tips:

It is important to properly store your coffee, both before and after it's been prepared.

1. To ensure the freshness of your coffee, exposure to oxygen, moisture, and outside odours must be minimized.
2. Freshness is optimized by purchasing quantities that can be consumed within 7 to 10 days after opening.
3. After opening your package, be sure to transfer coffee to the proper storage container. To ensure coffee maintains its full flavour characteristics, use an airtight, glass container, stored in a cool dry environment. Minimize empty "head space" in the container.
4. A good rule to follow is not to leave coffee on a warming element longer than 20 minutes. Prolonged exposure to heat will cause coffee to burn.
5. To store brewed coffee for longer periods of time, transfer it to a thermal container, which has been preheated with hot water. This will maintain coffee's flavour and temperature.

Source: Coffee Association of Canada / Specialty Coffee Association of America

Useful Conversions:

WEIGHTS:

454 grams = 1 lb = 16.01 oz (ounces)

28.35 grams = 1 oz

1 kg = 1000 grams = 2.2 lbs

VOLUMES:

1 cup (US, fluid) = 8 ounces

1 gram = .04 oz

1.5 ounces = 45 ml

1 liter = 33.81 oz (US, fluid)

1 gallon (US, fluid) = 128 oz = 3.79 liters

*when converting using ounces use avoirdupois (not troy)



US LIQUID MEASUREMENTS

1 liter = 33.81 oz

2.2 liter thermoses = 74 oz = 9.3 cups of an 8 oz serving

1.85 liter thermoses = 62 oz = 7.82 cups of an 8 oz serving

50 g size x 84 packs = 9.25 lbs (50 x 84 = 4200 grams / 454 grams = 9.25 lbs)

60 g size x 84 packs = 11.1 lbs (60 x 84 = 5040 grams / 454 grams = 11.1 lbs)

70 g size x 84 packs = 12.95 lbs (70 x 84 = 5880 grams / 454 grams = 12.95 lbs)

2.2 liter thermos = 72 oz / 7 oz into an 8 oz cup = 10 (10.29) cups per thermos

1.85 liter thermos = 60 oz / 7 oz into an 8 oz cup = 8 (8.57) cups per thermos.

1 Gallon = 3.79 liters = 16 cups (8oz serving size)

1.5 Gallon = 5.68 liters = 24 cups (8oz serving size)

2 Gallon = 7.57 liters = 32 cups (8oz serving size)