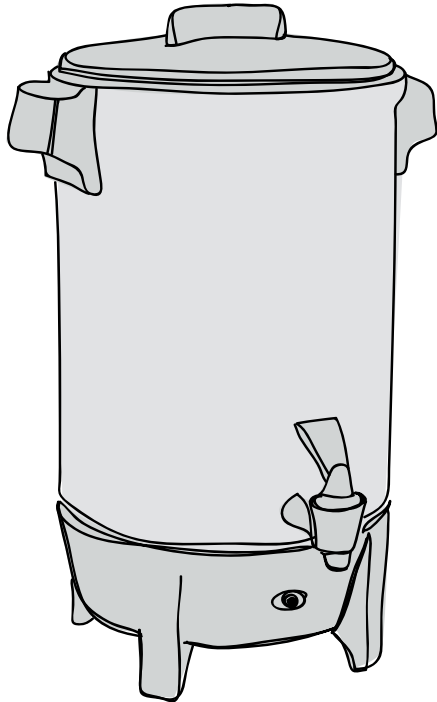


FOR
Percolators

How to Brew a Great Cup of Coffee

Equal Exchange farmer partners are experts in growing excellent, flavorful coffee. When you brew it right, you get a delicious cup and honor the farmers' hard work and expertise!

- 1** Use Equal Exchange's Fellowship Blend coffees, ground for percolators.*
- 2** Fresh water makes good coffee. Filtered water is best; tap water is fine if that's what you usually drink.
- 3** The right amount: Our suggestions are below (and on the bag); adjust to suit your community's preference.



More Tips

DRINK IT FRESH:

Drink your coffee within an hour of brewing. If you need to serve over a longer period, put your brewed coffee into thermal carafes or air pots.

USE IT UP: Once you open a package of coffee, use it within two weeks. Unopened packages should be used within three months.

STORE IT WELL: Store opened coffee in an airtight container in a cool, dark, dry place. Do not refrigerate or freeze it; this may adversely affect the coffee's flavor.

KEEP IT CLEAN: Clean your brewing equipment regularly to avoid build-up.

Cold Water	Fellowship Blend
10 Servings	10 Tablespoons (5/8 of a cup)
30 Servings	2 Cups
55 Servings	3 Cups
100 Servings	6 Cups or one 1-lb. package

*NOTE: Percolator coffees are ground coarser than drip coffee, because the water passes through the coffee many times during brewing. Percolator coffee in a drip brewer will come out weak; drip coffee in a percolator will come out too strong and bitter.



*for all who love
making a difference*

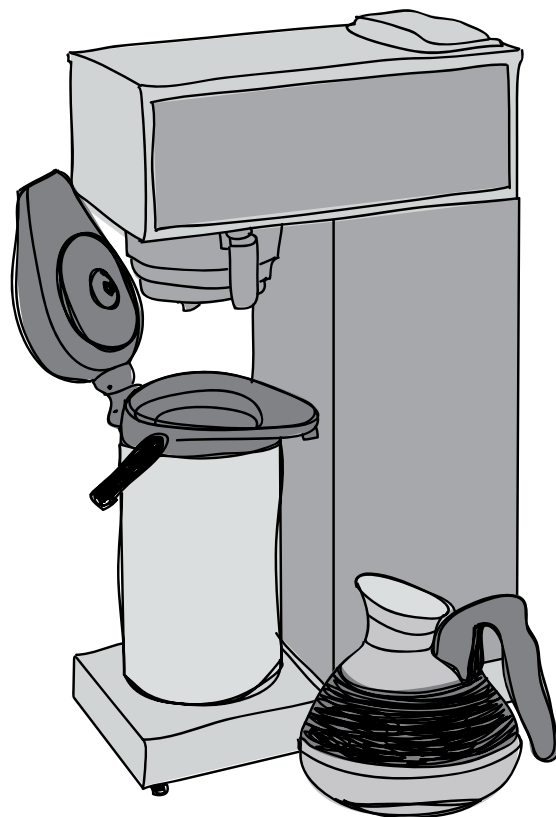
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FOR
**Pour-over
Brewer**

12-CUP COMMERCIAL
(BUNN OR BLOOMFIELD)



***NOTE:** In the coffee industry, a “cup” of brewed coffee is 6 ounces, not 8. In these tips when we refer to a cup of dry coffee we mean an 8-ounce measuring cup.

- 1** Use Equal Exchange’s drip grind coffees in pillow packs or 10/12 ounce bags.
- 2** Fresh water makes good coffee. Filtered water is best; tap water is fine if that’s what you usually drink.
- 3** The right amount: **For a 12-cup pot use one pillow pack or measure 1 cup of ground coffee into the filter.** Adjust to suit your community’s preference.*

More Tips

LET IT BREW: Let the whole pot brew! If you pour out some of the coffee before the whole pot has brewed, the coffee you poured off will be too strong and bitter and the rest of the coffee in the pot will turn out too weak.

KEEP IT FRESH: Serve your hot coffee immediately or pour into an air pot to keep it hot. Keeping coffee on the brewer hot plates can burn the coffee and negatively affect the flavor.

USE IT UP: Once you open a package of coffee, use it within two weeks. Unopened packages should be used within three months.

STORE IT WELL: Store opened coffee in an airtight container in a cool, dark, dry place. Do not refrigerate or freeze it; this may adversely affect the coffee’s flavor.

KEEP IT CLEAN: Clean your brewing equipment regularly to avoid build-up.



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