

How to Brew a Great Cup of Coffee

PERCOLATORS

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!



Percolator Brew Guide

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.

Cold Water	Fellowship Blend
10 servings	10 tbsp. (5/8 of a cup)
30 servings	2 cups
55 servings	3 cups
100 servings	6 cups (one 1-lb. package)

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.

Percolator Coffee



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.



COARSE GRIND



NOTE: In the coffee industry, a "cup" of brewed coffee is 6 oz, not 8 oz. In these tips, when we refer to a cup of dry coffee, we mean an 8 oz. measuring cup.

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DRIP BREWER

Instructions for 12 cup commercial brewers like Bunn, Bloomfield, etc.



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Drip Brew Guide

1. Use Equal Exchange's drip grind coffees in pillow packs or 10/12 oz. 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: Measure one cup of drip grind coffee into the filter.

If you are using Exchange pillow packs, all sizes of our 1.5 oz., 2.25 oz. or 2.5 oz. pillow packs are premeasured for a 10-12 cup standard pot of coffee. The size of the pillow pack will determine the strength of the coffee. 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.

✓ KEEP IT CLEAN

Clean your brewing equipment regularly to avoid build-up.

✓ 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.

Drip Grind Coffee



MEDIUM-COARSE GRIND



NOTE: In the coffee industry, a "cup" of brewed coffee is 6 oz, not 8 oz. In these tips, when we refer to a cup of dry coffee, we mean an 8 oz. measuring cup.