

our favorite BREWING RECIPES



HOME BREWER

What you need:

- * 12 cup home coffee brewer (850 watts minimum)
- * ground (drip grind) coffee
- * filtered water
- * unbleached coffee filter

1 Put 12 tablespoons of freshly ground coffee into the filter basket and shake the basket a little to create a level bed of grounds.

2 Fill the coffee decanter with filtered water to the 12 cup line and pour the water into the back of the brewing vessel.

3 Turn the coffee brewer on and wait.

Note: Brewing less than 12 cups of coffee (or the recommended amount) with a home brewer may produce an undesirable and bitter flavor, unless the coffee brewer was specifically designed to brew smaller amounts.



The Road to Your Cup

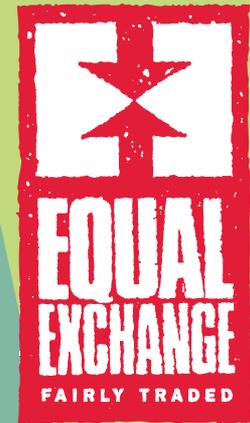
At Equal Exchange, we rely on our farmer partners to provide us with the best coffee beans in the world. We rely on ourselves to enhance the beans' flavor profiles with each and every roast. And we rely on you to release these fine attributes when you brew.

We work in partnership with small-scale farmer co-ops to bring you sweet, unique flavors in coffees that are grown with great care and skill. In coffee growing, everything matters. The environment the coffee is grown in, the farmer's craftsmanship, the organic cultivation practices, handpicking coffee cherries at their peak ripeness, the fermentation process, and evenly drying the coffee in the sun - all these factors combine to create unique coffee flavors.

The artistry is continued in our roasting and cupping practices. We offer over 40 coffees, each one highlighting special flavor characteristics and blend combinations that are perfected by our team of roasters and quality control technicians. The rest is up to you, but that's what this guide is for - to help you get the most out of your cup of coffee, a cup that has an incredible amount of work behind it. We hope you enjoy it as much as we do.

Small
Farmers
Big Change

www.equalexchange.coop



COFFEE BREWING TIPS

by EQUAL EXCHANGE

Join us on our journey to brew the perfect cup of coffee with this easy guide to our roasts, grind size and brewing methodology.



Crafting the perfect roast.

"A good coffee roaster has a lot of curiosity, willingness to experiment, and a full understanding of their tools. Developing the five senses as a tool is extremely important;

my senses inform how I use the roasting machine. I'm trying to find the sweetest way to deliver the complex aromas and flavors in each coffee, so that you can indulge your senses and curiosities when you brew."

-THOMAS

Above photo: Equal Exchange Lead Roaster Thomas Lussier using a trier to watch the coffee as it roasts.



MEDIUM ROAST

This offers the sweetest, brightest, most accurate flavor profile of the individual coffees. It reveals the coffee bean's true characteristics. You'll notice the beans have a dry appearance.



FULL CITY ROAST

Oils start to appear on the surface of the beans. The sugars caramelize a little longer, offering new depth to the flavors without covering up acidity. We're taming the tart while highlighting the sweet.



VIENNA ROAST

The beans have a scarlet maple coloring with an oily surface. This roast offers dense caramelized sugars, and smokiness for more bittersweet flavors. Think cooked fruit. Think maple and mesquite. Think dark chocolate.



FRENCH ROAST

This one is all about the roast profile, with heavy oils on the beans and a dark brown color. But we make sure the beans offer something more - heavy mouthfeel, smoky flavors, and a sweet, refreshing aftertaste.

POST-ROAST BLENDING

If you see different roasts in the same bag, it's a Post-Roast Blend. This method allows us to roast two or more coffees to their desired roast levels and blend them together to create unique flavor profiles.



BREWING TIPS

1 Decide Your Brewing Method

Each brewing method requires a different type of coffee grind in order to extract the proper flavor characteristics. A burr grinder, like the type of grinder found at the store, allows you to select different grinds, from a coarse grind to a fine grind.

- ✓ **RULE OF THUMB:** Always match your preferred brewing method to the proper grind size.

2 Select the Proper Grind

Begin by using freshly roasted coffee and grind a small sample to evaluate the size and consistency of your grind. Use the **Grind Guide** on the right. Does the grind match your brewer?

- ✓ **RULE OF THUMB:** If your cup of coffee tastes bitter, the grind is too fine for your brewer. A watery cup of coffee means the grind is too coarse.

3 Use Clean, Fresh Water

Filtered water is best and produces fantastic results.

- ✓ **RULE OF THUMB:** If you don't drink the water, don't use it to brew coffee.

4 Drink While it's Fresh

We recommend using a brewer that has a thermal carafe to preserve the coffee. If your brewer has a glass decanter, remove the coffee from the heat source and put it into a thermos at the end of the brewing cycle.

- ✓ **RULE OF THUMB:** Drink your coffee within one hour of brewing.

5 Store in a Cool, Dry Place

Protect your coffee by storing it in an opaque, airtight container in a cool, dry place like your kitchen cabinet. Contrary to popular belief, it is not necessary to store your coffee in the refrigerator or the freezer - this can actually have an adverse effect on the beans.

- ✓ **RULE OF THUMB:** Only buy as much coffee as you will use in one week.

GRIND GUIDE

STEP 1: SELECT BREWING METHOD



STEP 2: SELECT PROPER GRIND

FRENCH PRESS



COARSE GRIND



HOME BREWER



DRIP GRIND



ESPRESSO



FINE GRIND

