





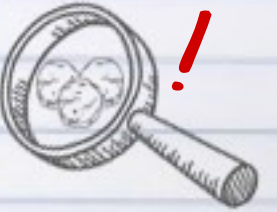
Coffee 101 | How to Pull a Perfect Espresso Shot

Step 1: The Grind

The grind texture is a very important aspect of shot quality: If it's too fine, it will result in a slow, over-extracted shot that can taste bitter and burnt.

If it's too coarse it will be a fast, under-extracted shot with a weak and watery consistency and sour notes.

The texture you're looking for is similar to granulated sugar.



14 - 18 grams

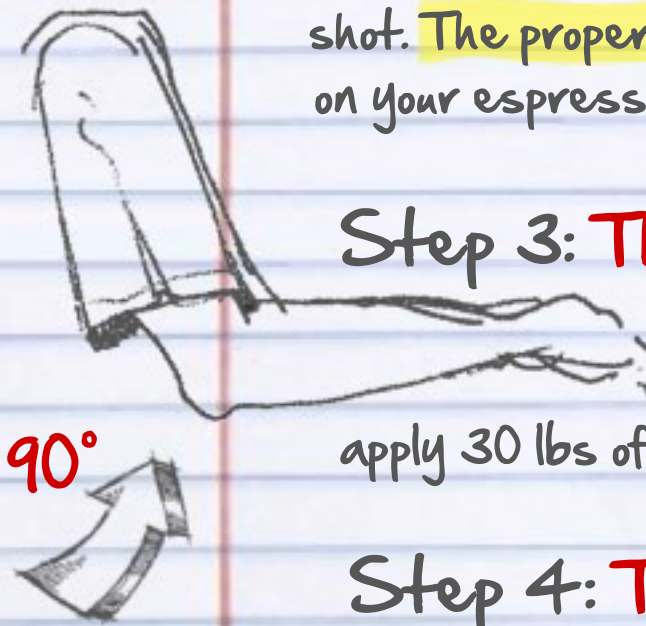
Step 2: The Dose

The dose is the amount of coffee grounds that you put into the portafilter for your shot. The proper dose for a double shot should be between 14 - 18 grams, depending on your espresso machine and personal preference.

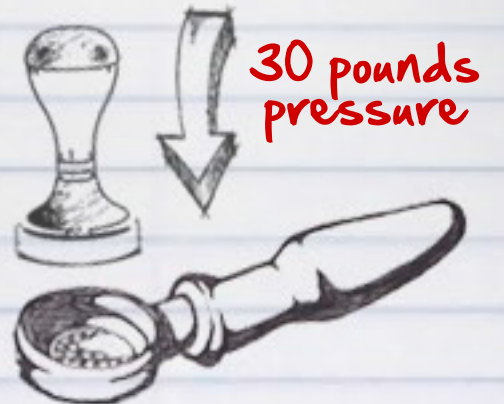


Step 3: The Tamp

The proper tamp method is to hold your elbow at 90 degrees, rest your portafilter on a level surface and then apply 30 lbs of pressure until the coffee has an even and polished look.



90°



30 pounds pressure

Step 4: The Pour

Place the portafilter into your machine's brew group and put your preheated cup under it. The volume of water for each shot should be 1 oz., so after your double shot has reached 2 oz., stop the shot.



2 ounces = double shot

The brewing time you're looking for is between 20 - 30 seconds, so if you're running too long or too short, check your grind, dose and tamp, then adjust it accordingly.

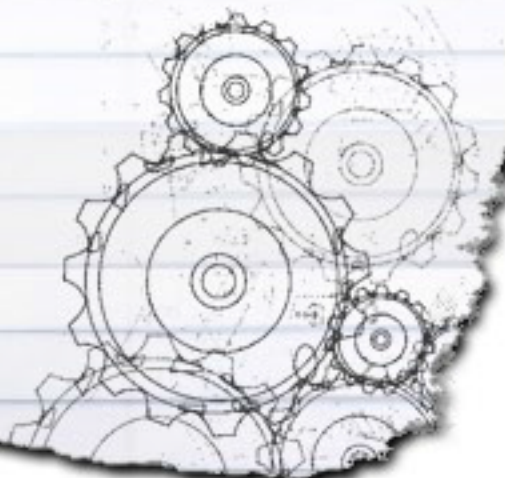


20 - 30 seconds

You want to create a fine golden crema atop a rich dark brew that tastes sweet and smooth. It's well worth the time to experiment and learn how to pull the perfect shot from your espresso machine; the result will be excellent espresso drinks every time.



Coffee Rocks

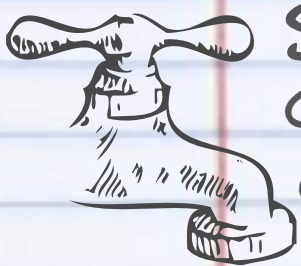




Coffee 101 | How to Make Excellent French Press Coffee

Step 1: Water Works

Choose water that tastes great by itself. Filter out any chemicals like chlorine or fluoride that might be in your tap water.



Bring it to a boil and then allow it to sit for a couple of minutes.



Step 2: The Grind's the Thing

You're going for a coarse grind. If you have a metal mesh filter on your press pot, your grind should be a little bit coarser than if you have a nylon one. Uniform and coarse grounds = no muddy sludge at the bottom of your cup.

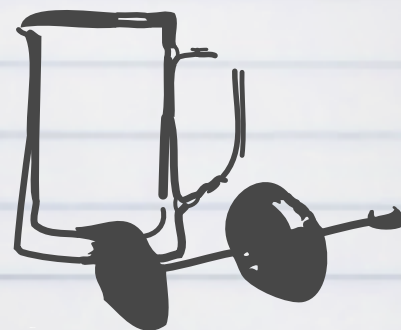


2 Tbsp

Step 3: The Measure of a (Wo)Man

Measure out 2 rounded tablespoons for every 6 oz. of your press pot's brewing capacity.

for every 6 ounces



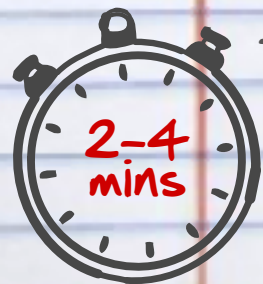
Step 4: Islands in the Stream

The key here is a steady stream that thoroughly moistens all of the coffee. Your water level needs to take into account the space required for the filter, so leave room at the top. Stir up the grounds and water to release the "bloom."



Step 5: Steeped in Tradition

This can take anywhere from 2 minutes for a smaller pot to 4 minutes for one of the larger ones. We dig multi-tasking, so use this time to warm our cups by pouring in some of the excess water we boiled.



Step 6: Take the Plunge

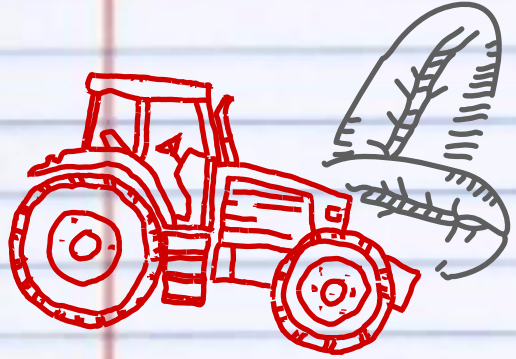
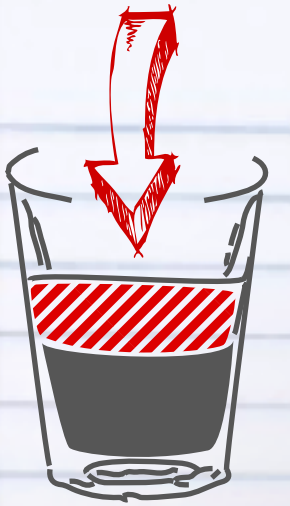
Slowly and steadily, fully depress the plunger -- too fast and you could let some grounds escape or you could end up spilling some over the side. Once you've fully depressed the plunger, serve the coffee into your warmed cups, taking care to keep the lid and plunger stable as you pour. Sip and enjoy!





Coffee 101 | What is Crema?

Crema is the initial light colored liquid that comes out during an espresso extraction. It filters up, leaving a tan colored layer on top of the darker espresso below which causes that 'Guinness effect'.

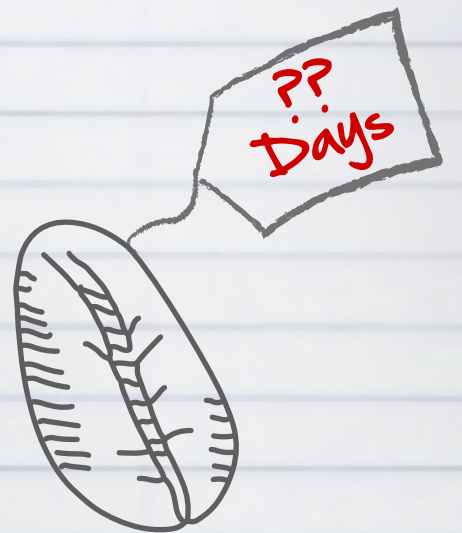


Plantation Processing

'Naturally dry', 'Pulped natural/semi-washed' or 'Honey processed' beans generally maintain more sugar and fat which creates more crema.

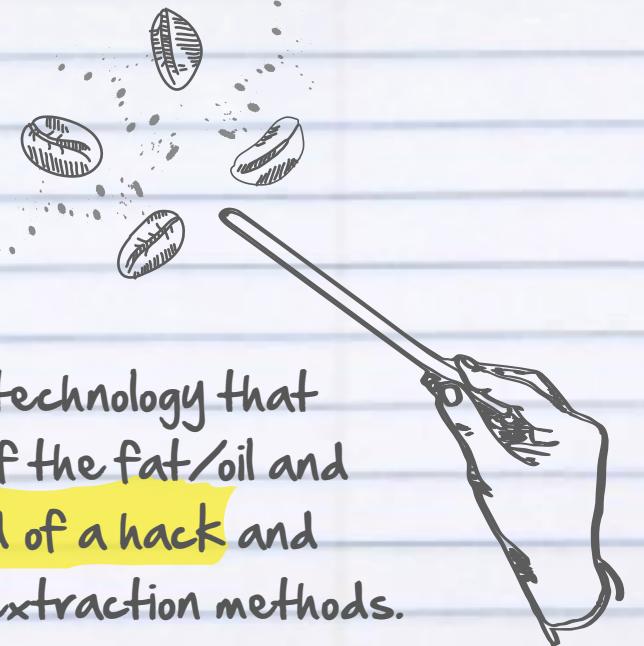
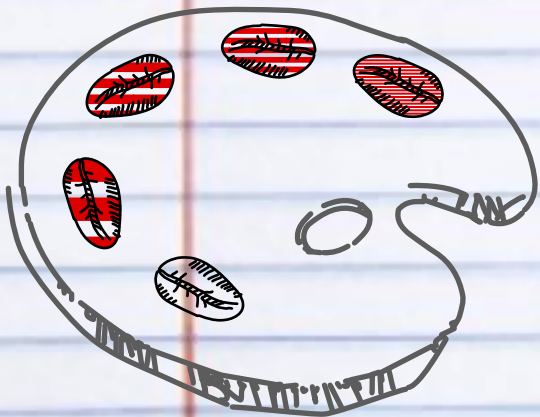
Roast Date

The 'sweet spot' for a coffee post-roast varies, coffee roasted less than 72 hours before will result in an early blanding often mistaken for crema. You want some of the CO₂ for the emulsification of the fat, but not so much that there's no room for the coffee solids to actually extract.



Roast Color

Darker roasts bring more of the bean's natural oil to the surface which can then transfer to packaging, grinders and other equipment resulting in less overall oil/fat in the coffee grounds. This is why you see that darker roasts can often produce less crema.



Espresso Machine Tech

Pressurized portafilters aerate the coffee during the extraction giving the illusion of crema. Superautomatic machines will often utilize technology that produce the look of crema without it actually being the emulsification of the fat/oil and the CO₂. This makes these machines 'user friendly' but it's also kind of a hack and often doesn't taste as rich or complex as shots pulled via traditional extraction methods.

