






THE SEATTLE'S BEST COFFEE STORY

Since 1970, Seattle's Best Coffee has been satisfying coffee lovers' demand for great coffee, fueled by the simple notion that everybody deserves a more enjoyable coffee experience.

A word about our coffee

We'd like to say this: coffee doesn't need to be complicated. We've been making coffee for more than 40 years, and we know what our customers want. That's why we've developed our perfect medium roast and signature smooth taste just for them. It's not about the origin of the beans, or how the coffee feels in your mouth (although that's important, too)—it's about creating a bright spot in a customer's day.

SEATTLE'S BEST COFFEE® LINEUP

BLENDS		DESCRIPTION	PAIRINGS
		Bright, Lively, Easy Drinking	Lemon bar, cranberry coffee cake, citrus fruit
	Available in Regular or Decaf	Hearty & Well Rounded	Buttermilk old-fashioned doughnuts, snickerdoodle cookie, buttery items with vanilla flavor
	Available in Regular, Org/FT or Decaf Org/FT	Bold & Roasty	Pumpkin spice loaf, chocolate peppermint loaf, triple chocolate chunk cookie, spicy, nutty or chocolaty items
Espresso - Roast-		Rich. Balanced. Smooth	Milk, dark chocolate and nuts
		Nutty & Aromatic	Chocolate, ice cream and nuts
		Rich & Sweetly Fragrant	Warm fruit pies à la mode

FOUR FUNDAMENTALS OF COFFEE BREWING

Proportion

Coffee is pre-measured into portion packs specific to your brewer and batch size. The full portion pack must be used to ensure quality.

Grind

Your portion packs are pre-ground to ensure that only the coffee's best flavors end up in the cup.

Water

Since coffee is 98% water, fresh, filtered water is essential to brewing a great cup.

Freshness

Open your portion pack immediately before brewing. Read the enemies of coffee flavor in the adjacent section for more information.

ENEMIES OF COFFEE FLAVOR

Air

Coffee should not be exposed to air before you are ready to brew.

Light

Prolonged exposure to light before brewing can alter the taste of the coffee.

Heat

Prolonged exposure to heat can dry out the coffee and give it a bitter taste.

Moisture

Moisture from freezing or placing coffee in a brewer well before brewing will alter the taste of the coffee.

Strong Aromas

If coffee is opened and exposed to strong aromas, those aromas will be imparted into the coffee and alter the taste.

BREWING FUNDAMENTALS

1. Make sure server is clean prior to brewing.
2. Pre-heat server prior to brewing.
3. Place filter in brew basket.
4. Pour the entire portion pack into the brew basket; shake to level.
5. Slide the brew basket into the rails until it stops.
6. The green ready light must be on to start the brew cycle.
7. Make sure the pre-heated empty server is under the brew basket. Then, push the start switch.
8. Do not remove the server until the coffee has stopped dripping.
9. Close the lid on the server in order to retain heat.
10. Brewed coffee hold-time standards are:
 - 2 hours —airpot and thermal servers
 - 1 hour —heated server
 - 20 minutes —glass pot and coffee press

COFFEE TASTING TERMS

Aroma

This is your nose's opinion of the coffee. Some noses have been known to describe our coffee as earthy, spicy, floral and nutty.

Acidity

When something makes the sides and tip of your tongue tingle it's due to its acidity. Tongues tend to enjoy this. Which explains the popularity of coffees described as bright, tangy and crisp.

Body

Coffees range from light-bodied to full-bodied depending on how long the flavor lingers in your mouth. A good coffee is like a good guest. It never outstays its welcome.

Flavor

This is simply how a coffee tastes. Some flavors are straightforward and others are subtler. For more information, consult your mouth.