

Drip Coffee Product Card



Take a look at the chart below to learn about our Roast Spectrum & core coffees and find out what other menu items they'll pair with perfectly. See reverse side for brewing fundamentals & tips.

Blonde Subtle and soft with mellow acidity		Veranda Blend™ <small>Available in Decaf</small>	Flavor: Mellow and soft Region: Latin America Pairings: Nuts, milk chocolate
		Pike Place® Roast <small>Available in Decaf</small>	Flavor: Smooth and balanced Region: Latin America Pairings: Chocolate, cinnamon and nuts
Medium Smooth and balanced – not too soft, not too strong		Iced Coffee Blend*	Flavor: Crisp and caramelly smooth Region: Multi-region - Latin America and East Africa Pairings: Key lime pie, mango
		Caffè Verona® <small>Available in Decaf</small>	Flavor: Dark cocoa and roasty sweet Region: Multi-region Pairings: Chocolate bars, crème brûlée
Dark Bold and robust, for fans of fuller-bodied coffees		Café Estima Blend®	Flavor: Smooth and roasty Region: Multi-region Pairings: Chocolate chip cookies
		Espresso Roast <small>Available in Decaf</small>	Flavor: Rich and caramelly Region: Multi-region Pairings: Caramel, spices, chocolate and nuts

Understanding brewing fundamentals of coffee are key to ensuring you're always offering the freshest and best tasting coffee for your customers. Start with our Four Fundamentals of Coffee on this page and continue with Brewing, Tasting and Enemies of Coffee on the next.

Four Fundamentals of Coffee Brewing

- **Proportion** — Coffee is pre-measured into portion packs specific to your brewer and batch size.
- **Grind** — Your portion packs are pre-ground to ensure the best flavor.
- **Water** — Fresh, filtered water is essential to brewing a great cup.
- **Freshness** — Open your portion pack immediately before brewing.

** Used exclusively for Iced Coffee*

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These tips will help you ensure that every cup of brewed coffee you serve is unforgettably premium and flavorful. See front page for Roast Spectrum and coffees.

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** — The way the coffee smells.
- **Acidity** — The lively palate-cleansing sensation that is primarily tasted on the sides of the tongue.
- **Body** — The “weight” of the coffee. A coffee with light body will feel light on your tongue and its flavor will not linger.
- **Flavor** — How the coffee tastes. Some flavors are straightforward, others are very subtle.

Enemies of Coffee Flavor

- **Air** — Coffee should not be exposed to air before you are ready to brew.
- **Light** — Prolonged exposure to light can alter the taste of the coffee.
- **Heat** — Prolonged exposure to heat can dry out the coffee.
- **Moisture** — Moisture before brewing will alter the taste of the coffee.
- **Strong Aromas** — Exposure to strong aromas will alter the taste.