




COFFEE VARIABLES GUIDE

Knowledge is power. Don't let terms like "Donut Store," "Morning Brew" and "House Blend" fool you into buying low-quality coffee. Identify your perfect cup every time with the tools below. Coffee Jar provides choices that reflect these variables so a wide variety of customers with varying tastes can find exactly what they're looking for.

ROAST LEVEL

Coffee has varying and delicate differences in flavor and profile depending on the region of the world it is from. Each coffee develops different flavor tones as it is roasted to the next level. Coffee Jar takes great care in roasting our coffee to a level that perfectly develops all of the natural flavors found in each bean.

FINENESS OF GROUNDS

-  **Very Fine/Espresso:** Provides most surface area for stronger coffee.
-  **Fine/Drip:** Provides average surface area for a balanced cup.
-  **Coarse:** Provides least surface area for a light cup.

MYTHS & MISCONCEPTIONS

- 1. Dark Roast = Heavy Body:** Darker roasts actually produce thinner bodied cups. The misconception comes from national chains roasting mixed beans to a very dark level to hide varying origin taste differences. Espresso is then added to create a heavy body.
- 2. Coffee is just Coffee:** Coffee is actually a fruit and the bean is the seed inside the fruit. Coffee "cherries," like any fruit, come in varying quality grades. Region, altitude, micro-climate, soil, maturity at harvest and many other factors combine to make high-quality coffee. Only about 10% of all coffee harvested is specialty coffee.
- 3. Organic Always = Good/Earth-friendly:** Not all Organic is created equally. For example, some coffee from South America can attain Organic status by simply clear-cutting rainforest and replacing with coffee. In that case, estate coffees and others may actually be more attractive. Coffee Jar only makes Organic purchases from farms that engage in ethical Organic Certification.

WATER:COFFEE RATIO

If you would like to get great body in every cup, be sure to mind the amount of water run through the amount you have ground.

- Heavy Body** - 1 gram : ounce water
- Medium Body** - 0.9 grams : ounce water
- Light Body** - 0.75 grams : ounce water

REGION

Central America: Clean, crisp, higher acidity, lighter body, nut/floral tones.	Africa: Complex, high acidity, bold body, citrus/berry/wine tones.
South America: Bright, higher acidity, heavier body, fruit/nut tones.	Indonesia/Asia: Complex with character, low acidity, huge body, chocolate/nut/fruit tones.
Islands: Complex with character, mild acidity, lighter body, nut/floral tones.	


SERVING TEMPERATURE

When cupping coffee professionally, tasters will try the cup at up to 5 temperatures - the hottest for aromatics and four cooler temperatures for: flavor, aftertaste, acidity, body, balance, sweetness, uniformity and cleanliness. Coffee is ground and placed in a cup. Water that has been heated to approximately 200° F is applied directly on grounds and the cup is allowed to stand for about 4 minutes. At that point, grounds are swirled in the cup to bring out and evaluate aromatics. As a cup cools, flavor, aftertaste, acidity, body, balance, sweetness, uniformity and cleanliness are evaluated in that order. This takes place from 160° F all the way down to 70° F. Coffees scoring above 80 points (on a 100 point scale) are considered Specialty Coffee, and coffees scoring above 85 points are considered "Excellent."




ROAST LEVEL GUIDE™


LIGHT

-  **City Roast:** Roast stopped at end of 1st crack. Sometimes called a Cinnamon Roast. Very light bodied coffee that expresses origin nuances.


MEDIUM-DARK

-  **Full City Plus Roast:** Roast has been taken a few seconds into the 2nd crack. Slightly darker and just a bit more body than full city. Last chance for origin nuances to be stronger than roast.


LIGHT-MEDIUM

-  **City Plus Roast:** Roast shortly beyond first crack for even surfacing. A light Roast and body still expressing origin.


DARK

-  **Vienna or light french roast:** Roast has been taken fully into the 2nd crack. Coffee body will be heavier as some origin nuances are eclipsed by roast character. Oils are noticeably present on the beans.

MEDIUM

-  **Full City Roast:** Roast has been taken to the verge of the second crack. Medium body and Roast while still expressing origin nuances.

BLACK

-  **Full French Roast:** Roast has been taken almost all the way through the second crack. Oils are heavily present, origin nuances almost totally eclipsed. Body will start thinning and taste will be smoky.

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SINGLE ORIGIN MICRO-LOT

COFFEE JAR



Glass Jars • Single-Serve Cups • Single-Pot Packs

Coffee, much like wine, has different flavor notes and complexities to it. This makes coffee grown in Brazil, for example, have a unique flavor and aroma compared to a coffee grown in Kenya. Unlike most coffee roasters, we at Coffee Jar embrace those variations and truly enjoy tasting the character each individual coffee has to offer.

When packaging coffee, most roasters buy beans from all over the world, roast them to a very dark roast level to eliminate the flavor variances in the beans, and package them so the roast level of the coffee is what you taste rather than the flavor of the coffee beans themselves. That's what creates the bitter and acidic flavor notes to most coffees. At Coffee Jar, we do things a little differently.

We start by using only 100% Arabica coffee beans, never using any flavorings, additives or less expensive and lower quality beans as fillers. We then roast each coffee individually and roast it to the roast level where the flavors of that particular coffee are at their peak. We explain this process on the back of all of our Coffee Jar products.

Coffee beans grown in different regions of the world and in different climates and soils have specific roast levels that maximize the flavors of the coffee and really make them sing. We take great care in roasting our coffee and want you to experience those flavors in their truest form.

Coffee, like all produce, has specific growing seasons around the world. We like to respect that natural process and rotate our buying from different farms and different regions throughout the globe over the course of a year. We'd like you to be involved in this process too and know what you're drinking and where it came from. That's why on the back of each of our products, we describe where the coffee is from and tell the story of the farmers who grew it for you and put their pride and care into every sip you drink.

Enjoy!

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