

THREE KEYS BREWING GUIDE

METHOD 1 - FRENCH PRESS

Pros: Easy to use, inexpensive, no filters or paper waste

Cons: Not ideal for lighter roasts, messier cleanup, loses some acidity in the cup

Ideal Ratio: 1g of coffee to 14 -16g of water

Grind: Very Coarse

Brew Time: 4 minutes

Taste Guide: Textured, Heavy, Resonant

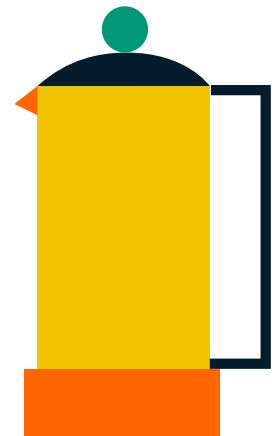
Sound Guide: "Naima" by John Coltrane

The French Press is the easiest and most classic method for making coffee. For those who think that making a good cup of coffee may require too much effort, the French Press is the best place to start.

You want your grind size to be coarse. If your coffee is too finely ground, you'll over-extract the coffee and get bitter tannins and grit in the cup. Experiment to find what's best for you.

- 1 If you can, preheat your French Press by putting a little hot water in there before you add your coffee grounds. This will prevent your French Press from stealing all the delicious heat away from your coffee, but it's not a necessary step.
- 2 After you've decided how much coffee you want and put the grounds inside the French Press, start your timer and bloom the coffee by adding twice as much water as you have coffee grounds (ex. if you have 30g of coffee grounds, add 60g of water). Stir the coffee 7 times (preferably with something wooden or plastic, but metal will work too) making sure that all of the coffee grounds are incorporated. Now wait 60 seconds.
- 3 At 60 seconds, add the rest of your water (again, if you had a 30g dry dose, you'll want to pour until you get between 420 - 480g of water).
- 4 Stir back and forth one more time.
- 5 Put your plunger on top and press down slightly so the plunger is barely submerged (this keeps the coffee grounds from floating to the top and not actually brewing). Don't push the plunger completely down just yet.
- 6 Press Play on Coltrane's Naima and wait about 4 minutes to steep (aside from being a classic listening experience, this will help keep the time)
- 7 When your coffee is done, slowly and gently press the plunger all the way down. Immediately pour your coffee into a cup or carafe. It is very important to not just leave your coffee in the French Press! Just because you've pressed the plunger down doesn't mean your beans will stop brewing. Get yourself an insulated coffee thermos that will keep that coffee hot without over extracting the rest of your coffee.

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THREE KEYS BREWING GUIDE

METHOD 2 - CHEMEX

Pros: Easy to use, one-piece device, easy cleanup, clean taste

Cons: Paper waste with a large filter, not ideal for darker roasts, fragile construction (glass)

Ideal Ratio: 1g of coffee to 15 - 17g of water

Grind: Medium/Coarse

Brew Time: 3 - 5 minutes

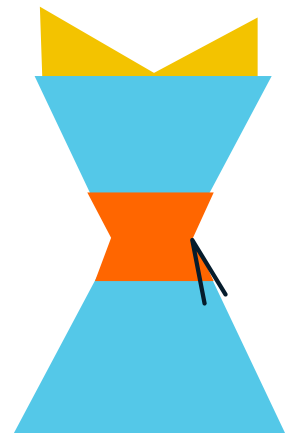
Taste Guide: Polished, Even, Balanced

Sound Guide: "It Never Entered my Mind" by Miles Davis

The Chemex pour over method offers a great balance in terms of ease of use and cup quality. For instance, if you wanted to dump water in it all at once, you can and will still end up with a great cup. We don't suggest you do this, but it's forgiving enough that you can. The glass container helps create a very clean taste with no bitterness. Plus, it acts as its own carafe!

- 1 Fold filter paper according to the instructions on your filter of choice and place it in the Chemex, making sure that the side with the three layers is facing the spout.
- 2 Always rinse your filter with hot water. This does a few things: 1. Gets the papery taste out of your filter (most important reason), 2. Preheats the Chemex (next most important reason), and 3. Creates a seal around the filter (least important reason). Make sure you dump that water out before you add your coffee grounds.
- 3 Add your coffee grounds and press play on Miles Davis' "It Never Entered my Mind"
- 4 Start your timer and add twice as much water as you have coffee (ex. if you have 30g of coffee grounds, add 60g of water). Let it bloom (it bubbles while gases are released) for 60 seconds.
- 5 At 60 seconds, start pouring again. Begin in the middle and make a spiral out to the edges of the grounds (try your best to always pour onto the coffee grounds, not directly onto the filter).
- 6 Pour several times until you reach your desired yield. The key is to try to pour at the same rate the coffee is dripping. You can easily do this by watching the water level in the filter and making sure it doesn't rise or fall.
- 7 Once you've poured in all your water, wait for all of the coffee to stop dripping on its own. (It's usually frowned upon to squeeze the filter to get the water out, but we won't judge if you do). Remove your filter with all the grounds.
- 8 Keep an eye on your final brew time. If it isn't within the 3 - 5 minute range, that's a sign you need to adjust your grind. (Coarser grinds = quicker brew time; finer grinds = longer brew time.)

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METHOD 3 - AEROPRESS

Pros: Very little paper waste, quick, portable, lightweight

Cons: Many small parts and pieces, complex brewing method, only good for one cup at a time

Ideal Ratio: 1g of coffee to 10 - 11g of water

Grind: Very fine

Brew Time: 1:10 - 1:20

Taste Guide: Full, Rich, Heavy

Sound Guide: "Monk's Point" by Thelonious Monk

Aeropress is by far the quickest and most portable brew of methods. You might also notice that it only yields about 200ml of coffee (which is a little over half of a normal diner mug). That may not seem like a lot, but the coffee is a lot stronger than a normal cup, so you can add hot water to stretch it out, resulting in a drink similar to an Americano. You can even pour it into cold water and add ice if you want some iced coffee! The Aeropress also offers near infinite opportunities for improvisation.

- 1 Weigh out 20g of coffee and wet your paper filter so that it sticks onto the black sieve that screws onto the bottom of the tube.
- 2 Screw on the sieve, put the coffee into the tube, and then place the whole thing (except the plunger) on top of a coffee mug.
- 3 Press Play on "Monk's Point" by Thelonious Monk
- 4 Add 40g of water and use the stirrer to stir the coffee seven (7) times.
- 5 Wait 25 seconds.
- 6 At 25 seconds, pour to 180g.
- 7 Stir one more time back and forth.
- 8 Take everything off your scale (you don't want to hurt the scale by pressing too hard).
- 9 Put the plunger in the top and firmly apply downward pressure so as to squeeze the coffee into your cup.
- 10 Aim to be completely done by 1:10 - 1:20. Adjust your downward pressure as you plunge so that it ends around that time.
- 11 At the very end it will hiss. Try to stop before it hisses! It's okay if it does, but if you can try to stop the brew before it gets there such that you retain some of the trapped steam.
- 12 Finally, before you enjoy your delicious cup, unscrew the sieve and press the plunger until the grounds come out and you hear a pop (either into the trash or over the sink). It's important to do this now and not wait because waiting can ruin the seal created by the plunger.
- 13 (Optional) Add a little hot or cold water to taste before drinking.

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METHOD 4 - V60

Pros: Yields a bright & acidic cup, quick an easy setup, great for lighter roasts

Cons: Faster extraction can be finicky, paper waste from filters

Ideal Ratio: 1g of coffee to 15 - 17g of water

Grind: Medium/Fine

Brew Time: 2:30 - 3:00

Taste Guide: Brassy, Vibrant, Lively

Sound Guide: "Manteca" by Dizzy Gillespie

The V60 is probably one of the most preferred methods for the connoisseurs. It offers a range of dial-ability that produces the most vibrant and energetic flavors. It's easy to learn and fun to experiment with to produce the "perfect" cup.

- 1 Fold filter paper edge and place in V60 cone.
- 2 Always rinse your filter with hot water. This does a few things: 1. Gets the papery taste out of your filter (most important reason), 2. Preheats the Chemex (next most important reason), and 3. Creates a seal around the filter (least important reason). Just make sure you pour that water out before you add your coffee grounds.
- 3 Grind about 30g of coffee and add your coffee grounds to the V60 cone.
- 4 Press play on Dizzy Gillespie's "Manteca" and start your timer.
- 5 Bloom the grounds by adding twice as much water as you have coffee (ex. if you have 30g of coffee grounds, add 60g of water). Now wait 30 seconds.
- 6 At 30 seconds, start pouring again. Begin in the middle and make a spiral out to the edges of the grounds (try your best to always pour onto the coffee grounds, not directly onto the filter). Do this 3 times.
- 7 After your third spiral, just pour in the center of the coffee until you reach your desired yield. The key is to try to pour at the same rate the coffee is dripping. You can easily do this by watching the water level in the filter and making sure it doesn't rise or fall.
- 8 Once you've poured in all your water, wait for all of the coffee to stop dripping on its own. (It's usually frowned upon to squeeze the filter to get the water out, but we won't judge if you do).
- 9 Keep an eye on your final brew time. If it isn't within the 3 - 5 minute range, that's a sign you need to adjust your grind. (Coarser grinds = quicker brew time; finer grinds = longer brew time.)

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