



## Brewing Guidelines

Batch Size	Coffee Usage	Grind	Brew Time	ByPass/Comments
1.9 liters/1/2 gallon/64 oz	3.7-4.2 oz / 0.23-0.26 lb.	Drip	3:00-3:30	None / 4.0 oz 'best'
3.0 liters/3/4 gallon/98 oz	5.5-6.1 oz / 0.34-0.38 lb.	Drip	3:30-4:00	None / 5.8 oz 'best'
4.0 liters/1.0 gallon/128 oz	7.5-8.0 oz / 0.47-0.50 lb.	Elec Perc	4:00-4:30	3-6% / 7.8 oz 'best'
1.5 Gallon/5.7 liters/192 oz	10.5-12.0 oz / 0.66-0.75/lb.	Reg Perc	4:00-4:30	8-16% / 11.5 oz 'best'

**>> Always weigh each batch -- never eyeball.  
>> Once you determine exact usage, stick to it!**

### Jim's General Rules of Thumb:

- Using less coffee results in bitterness and lost customers. Over the years, we have found that customers who stick with consistent, strong coffee have greater sales increases and more loyal customers.
- A small increase in coffee usage per batch is less than 2 cents per cup.
- Faster brew is more brightness; longer brew is more body.
- The larger the batch size, the (slightly) coarser the grind.

The Jim's Organic Coffee Brewing Formulas are based on both years of experience brewing coffee in the field as well as the SCA (Specialty Coffee Association) Golden Cup Standard.

While we have simplified and adhered to the Gold Cup standards in our recipes, set ups, and trainings, some more technical information and support is provided below:

### Golden Cup Standard:

Coffee shall exhibit a brew strength, measured in Total Dissolved Solids, of 11.5 to 13.5 grams per liter, corresponding to 1.15 to 1.35 "percent" on the SCAA Brewing Control Chart, resulting from a soluble extraction yield of 18 to 22 percent.\*