



• **COFFEE ENTERPRISES**
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Products Received:
 Customer:
 Roaster:
 Brand:
 PO Number:
 CE Analysis ID:

Feb. 9, 2022
 Simply Good Coffee
 N/A
 Simply Good Coffee
 Laura Sommers
 18082 & 19697

Brewing Equipment Analysis

Analysis Reports Issued March 4, 2022 & April 14, 2023:

Coffee Enterprises was contracted by Simply Good Coffee to conduct independent equipment analysis for the Simply Good Coffee home coffee maker (also known as the Olson) to determine coffee quality output and brewer operational conformity to accepted industry standards. Tests/equipment analysis were conducted on three (3) production Olson coffee brewers provided by Simply Good Coffee.

We used Starbucks® Veranda Blend® coffee shipped directly from Target® for this testing project. Coffee details: Starbucks® Veranda Blend® ground coffee, net weight 12 oz (340 g), Best By: 18JUN2022 PRC129640 R407:11 and 04JUN2022 PRC2128240 R220:07.

Brewers were tested three (3) separate times for data collection using a 17.5:1 ratio, specifically 1180 grams of water and 67.4 grams of roasted and ground coffee.

The following information is a condensed summary of the data collected:

Brew Time (time elapsed from the start of the brewing cycle to the end of the beverage drip out from the brew basket): 376 seconds – 398 seconds (6.29 minutes - 6.63 minutes)

Water Dispensed (the total quantity of coffee dispensed during brewing): 1107.4 g – 1159.3 g.

Water Contact Temperature (water temperature measured in the center of the filter unit on the surface of the coffee) 197.5 °F– 204.5° F.

Beverage Dispensed Weight (the weight of the prepared beverage at the end of the brewing cycle): 1029.8 g – 1041.6 g.

Brew Solids % (the amount of total dissolved solids in the brewed beverage, also known as brew strength – solubles concentration): 1.3536% - 1.4104%.

Extraction % (the amount of coffee material removed from the ground coffee during brewing, also known as solubles yield): 20.8884% - 21.5621%.

Beverage pH (measured from the mixed brewed beverage): 5.17 – 5.20.

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Observations:

The Simply Good Coffee (Olson model) home coffee brewer test results are comparable to Published Consumer (Home) Coffee Brewer Standard, The Specialty Coffee Association “SCA Coffee Equipment Series, SCA Standard 310-2021, Home Coffee Brewers: Specifications and Test Methods”, the Specialty Coffee Association “Coffee Standards” Revised 2018, and the Specialty Coffee Association of Europe (SCAE) published standards include the following Golden Cup Standard:

- Target extraction parameter – Brew Strength: 1.15% - 1.55%, resulting from solubles extraction yield of 18 to 22 percent.”
- Brewing Temperature, the slurry shall reach a temperature in the 90 – 96 °C (194 -204.8°F) range the moment when 33% of the water mass has been sprayed onto the coffee. The temperature shall be maintained within the 90 – 96 °C range for the remainder of the brew cycle.
- Brew Strength – Soluble Concentration at 12.0 to 14.5 grams per liter, corresponding to 1.20 to 1.45 “percent” on the SCAE Brewing Control Chart, resulting from solubles extraction yield of 18 to 22 percent.”
- Brewing temperature in the brew - to reach 92 °C (197.6 °F) within the first minute of the brew and remains between 92 – 96 °C (197.6 – 204.8 °F) throughout the brew cycle. The temperature should never exceed 96 °C 204.8 °F).

Conclusions:

Coffee Enterprises observed the Olson brewers to perform consistently among the units tested for each analysis replication. The variations of the recorded data were within our expectations for a quality brewing machine. No anomalies or issues of unknown origin were observed or detected. No observed operational inconsistencies were concerning.

Critical issues for consumer coffee brewing equipment include beverage characteristics that can be identified as different or inconsistent with coffee produced by other brewing devices. As such, how the beverage looks, smells, and tastes are the high value critical control points for coffee brewing equipment. These factors were consistent from brewer to brewer, cup to cup, and as expected for specialty coffee and “golden cup” standards.

Brew Strength had a measured range of 1.3536% - 1.4104%, with an average of 1.39%, and a standard deviation of 0.02.

Extraction has a measured range of 20.8884% - 21.5651%, with an average of 21.39%, and a standard deviation of 0.21.

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Water Contact Temperature has a measurement range of 197.5 -204.5 °F (92 – 96 °C) during the brew cycle.

The coffee produced by Olson brewers was determined to be within Specialty Coffee Association home brewer standards and expectations for Brew Strength (solubles concentration) Extraction (solubles yield). Thus, producing a prepared coffee beverage to specialty quality standards.



Spencer Turer
Vice President

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