



What is Good Coffee?

Its Certainly Not Starbucks Dark French Roast Laced with Potassium

All coffee drinkers have a favorite coffee, and what the favorite is today might not be a year from now, or ten years from now. It all depends on tastes, what's the latest innovation in CoffeeWorld, and what you happen to try at any given fortuitous moment. Whatever good coffee is though, it can't be one using chemicals to artificially change it. That's simply wrong. And this is what we at Puroast Coffee uncovered in the course of our routine checking into coffee chemistry.

Starbucks Coffee is Adding Potassium to Their Coffee

So Why and How did we find out?

The founders of Puroast Coffee learned that among all of the things that can affect the taste of coffee, where the beans are from, what flavoring or sweetener you use, the preferred milk or milk-like style, the particular grind and clearly how its brewed, the most important of all is ROASTING.

Roasting converts a raw, green ag product that looks and tastes like a dried pea in its harvested state, into something magical, a fruit that is grown in over 70 countries and consumed ritually the world over. Half the planet is hooked on brews from the roasted seed of this coffee tree fruit.

Puroast came upon a roasting technique left behind by the modern world. A method used mostly by coffee growers on their farms who had kept this age-old roasting practice in daily use. Why? Flavor. And also, as we later discovered, that certain feeling that comes from boosted antioxidants and less acid. This method of roasting is really a Holy Grail in coffee – it naturally produces smooth, rich flavor, with lower acid and an antioxidant boost. Puroast Coffee has all of this.

This lowering of acid levels is big – either you suffer from coffee acidity or know someone that does. Coffee is just a lot better when it's not acidic. Puroast does this *naturally* through its authentic, painstaking roast. So we confirmed this in research published in a scientific journal (www.puroast.com/the-story), say it on our packaging, and generally let people know:

It's possible to make coffee naturally smooth, without chemicals



Meanwhile Starbucks created a phenomenal global brand of coffee over the years, but for some reason of late, felt that they needed to add potassium, to their Dark French Roast Coffee. And not just a dash, a whole lot of potassium – a large cup of Starbucks Dark French brewed at home has 1600 ppm of additional potassium. Not what anyone would expect in their morning brew.

So Puroast discovered this potassium doping because our company routinely checks the pH of brewed coffee. Low acid coffee is a key attribute in our products, and we are constantly checking the pH of Puroast against other brands. Among other reasons, we do these tests to confirm the veracity of other brands' low acid claims - many claim to have lower acid, and in fact do not (more on that later).

Routine Test Reveals Something Strange

In March, 2022 in Puroast facility labs, a routine check of many coffees including Starbucks, showed this brands French Roast to have a pH of 5.74. pH is a well-known and accepted measure of acid. This Starbucks acid level was nearly 70% lower than their historical norm of approximately 5.2 (a paper published by UC Davis showed this). This same paper confirmed Puroast exhibited a pH of 5.99. All roasted coffee has a pH in the range of 4.9 – 5.2, depending on the bean type (robusta vs arabica), the bean origin (country) and level of roast, dark roasts have slightly less acid (pH 5.25) than house blends (pH 5.1)– assuming the same coffee bean.

The Smoking Gun

After checking and rechecking its internal data to ensure accuracy, Puroast went to the University of North Carolina A&T food science department, led by Dr. Salam Ibrahim to seek academic-level pH analysis. Dr. Ibrahim agreed to conduct pH tests on a set of blind samples that include 3 Puroast coffees, and 2 Starbucks flavors including their Dark French anomaly. NC A&T's blind tests confirmed the a pH reading for Starbucks Dark French Roast of 5.74, parallel to Puroast's French Roast with a pH of 5.8. Interestingly Starbucks House Blend measured conventional 5.2 pH, so nothing added here.

It was clear Starbucks was doing something different to at least their Dark French Roast (another product is now added to the mix, Starbucks Espresso).

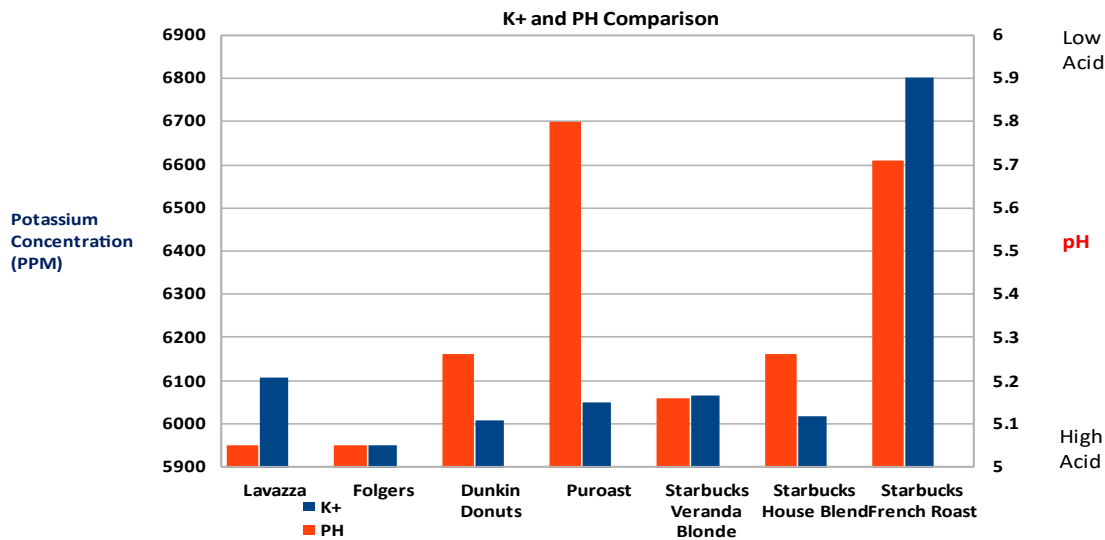
OK, so here is Puroast with a method of coffee making, producing *naturally* smooth tasting, lower acid coffee, basically invented the category of low acid coffee, and now Starbucks comes along and we find out they're cheating, artificially changing the character of their coffee with a chemical additive.

How? – how is Starbucks making an historically low acid coffee, with no mention of it – anywhere? Not on packaging, website, advertising, no where to be found that Starbucks 2022 version Dark French Roast for the first time ever has 70% less acid than it's prior year versions.

Puroast's technical history and work with such esteemed scientists as Dr. Taka Shibamoto and Arthur Euler, MD, taught us that there were certain ways, *other than through Puroast's roasting*, to lower acid. Add substitutes, like barley or wheat. Or add buffers, like salts containing Sodium, Calcium or Potassium, or potentially with Phosphorus.

With no reference other than the basic science, Puroast engaged again Dr. Ibrahim and his NC A&T research team. Their labs established a test program to analyze 6 different coffees, including the culprit Starbucks Dark French, and tested for the aforementioned elements. All showed common base levels of these chemicals except Starbucks Dark French.

Starbucks adds Potassium to Coffee and Doesn't Tell Anyone



The chart shows all coffees, including Starbucks' own Veranda and House Blends have pH and potassium levels within a predictable and narrow range. The baseline averages 6000 ppm for potassium, and 5.15 for pH. But look at Starbucks French Roast – 6800 ppm. This is the equivalent over the baseline of the coffees tested of 180 mg of potassium in an 8oz cup of coffee. This is consistent with the abnormally high pH of 5.74 of the Starbucks Dark French Roast coffee.

Its clear Starbucks is adding potassium to coffee, it alters the acid chemistry and probably other things as well. The facts are:

- Starbucks Dark French Roast shows abnormally low acid/high pH
- Abnormal levels of potassium of 800ppm detected in the same coffee
- Starbucks says nothing - not on packaging, website, advertising, nowhere – about this additive

So what happens now?

Puroast is the only coffee that's naturally smooth tasting and low acid

Puroast has built a brand around the natural roasting of smooth tasting, lower acid coffee. It comes from a traditional roasting craft, made commercial by our advanced technology, but preserving the great flavor and wellness that the age-old method is known for.

Now a big company is basically cheating – throwing chemicals into their coffee so that it will imitate the same smooth taste and low acid, that we, Puroast, make naturally.

Since Starbucks told no one about this, well then its up to us. So we filed a complaint with the North Carolina (our home state) Attorney General who has referred this for further investigation to the NC State Department of Agriculture.

If Starbucks or anyone else wants to make their coffee smoother with chemicals, fine but just tell us. In the meantime Puroast will continue delivering their smooth tasting, low acid coffee the traditional way. Naturally.

"FEEL BETTER
NOT BITTER"TM