



# LET'S GET BACK TO BASICS

## **KEEP IT FRESH**

- Use the freshest coffee possible.
   Using whole beans and grinding them fresh will guarantee you the perfect cup of coffee.
- If you don't have the time to grind your coffee you can always use our pre ground coffee, just make sure to store them in an airtight container in a cool and dry place.

# **GRINDING**

- Different grind sizes have different uses and flavours; for example, if you use an espresso machine to make your coffee, than you need to sure a grind.
- Like we mentioned before, different grind sizes have different flavours, so play around with the sizes to see what you like best.

# WATER QUALITY & TEMPERATURE

- Water quality and temperatures play a huge role when it comes to coffee brewing!
- For example, if you use filtered water you are likely to have a sweeter brew and as an added bonus it will protect your kettle.
- Temperatures are just as important! If the water is too hot, it will over extract the coffee, too cold, and it will under extract it.
- Ideally, you should aim for water that is between 91°C - 94°C (195F -205F). Just make sure to leave your kettle to rest for 1 minute before brewing.
- In this guide we cover 4 of the most popular brewing methods:
  - The Cafetiere, The V60 Dripper, The Moka Pot & The Aeropress.



# THE CAFETIERE





# HISTORY OF THE CAFETIERE

The story of the cafetire goes back many years...

- Back in 1929 an Italian man named Attilio Callimani first patented the coffee making device that resembles the modern cafetire otherwise known as a French Press.
- There's a variety of ways to make them, and they come in all different shapes, sizes and colours, however this is always the basic configuration:
- A pot or carafe with a plunger attached to the top and a mesh screen filter that keeps out the grounds.
- It's a simple, easy and effortless device that has great tasting results!

Get the Stainless Steel Cafetiere at Coffeelink

# PERFECT CAFETIERE COFFEE

### **WEIGH & GRIND**

 If you're using fresh coffee beans you want to weigh about 18g and grind to a medium size. Same goes to pre-ground users, you want to use a medium grind..

# **GRINDING**

- Add the coffee grounds to the bottom of the cafetiere and then slowly pour boiled water using circular motions.
- Ensure that all the grinds are evenly saturated.

### LET IT BREW...

- Now you can leave the coffee to brew...
   Leave the coffee for about 3-6 minutes depending on how strong you like it.
- The longer you brew for, the stronger your coffee will be!





# PERFECT CAFETIERE COFFEE PLUNGE DOWN SLOWLY

- Put the plunger lid onto your cafetiere and slowly press down.
- The plunger should lower smoothly and effortlessly without too much resistance.
- If it doesn't, that might be the cause of your grind being too fine or you might have too much coffee in your cafetiere.
- Coffee grinds, much like teabags become bitter and over extracted if left too long in hot water.
- Brewing coffee with a cafetiere is the preferred method for many because it's simple and you can never go far wrong.
- Once you plunge a cafetiere, pour your coffee straight away and enjoy!

Get the Stainless Steel Cafetiere at Coffeelink

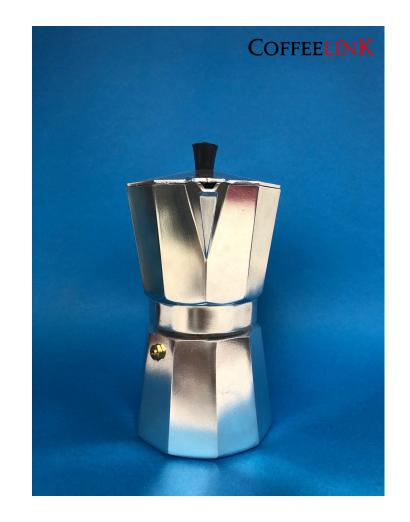
THE MOKA POT

# **HISTORY OF MOKA POT**

Did you know that the Moka Pot was actually inspired by a washing machine?

Let us tell you more...

- In 1918 Italian man Alfonso Bialetti returned home from France, where he was working in the aluminium industry for a decade. He set up his own workshop to make metal household goods.
- Near where he worked, he used to watch women washing their clothes in a sealed boiler that had a small central pipe. This pipe drew soapy water from the bottom and spread it over the wet laundry. This is when Bialetti decided to try to adapt the same idea using coffee do that Italians can make a real cup of espresso in the comfort of their own home.
- The domestic coffee machines allowed the hot water to drip gently over the coffee grounds which led to a weak cup of coffee. However, during this time, multiple inventors had begun to experiment with steam in an attempt to emulate the strong and intense flavours of the espressos found in the public coffee houses....





# HISTORY OF THE MOKA POT

- Owner of Galla Coffee, James Grierson said, "He finally invented the Moka Express in 1933. Its distinctive shape was based on a silver coffee service that was popular in wealthy Italian homes at the time and hasn't changed since"
- He said that "without requiring any ability whatsoever, one could enjoy an espresso in casa come al bar – in other words coffee as good as you could buy in the café".
- First, the Moka Pot was only sold at local markets. It was not only until after the war that sales took off with the help of Bialetti's son and thanks to the advertising campaign that used 'l'omino con i baffi' (the little man with the mustache), which was a caricature that was loosely based on Alfonso Bialetti himself.
- Today, the design has hardly changed since and aluminium is still used. The Moka pot is enjoyed by millions of coffee lovers all over the world

Choose from 6 coloured Moka Pots at Coffeelink

# PERFECT MOKA POT COFFEE

### FILL CHAMBER & FILTER

- Start by filling the chamber with cold water up to the level of the valve and then insert the filter.
- Then completely fill the filter with fine ground coffee. If you're using freshly ground coffee, aim for about 20-22g, but don't pack it down!

### SCREW TOGETHER & PLACE ON HEAT

- Place your basket of coffee into the base chamber then brush any coffee off of the rim that might stop it sealing evenly.
- Keeping the pot level, screw the top chamber onto the bottom.

### **REMOVE FROM HEAT & ENJOY**

- Remove the Moka Pot from the heat as soon as the coffee starts to hiss & bubble. This way you'll be sure to extract only the best parts of the coffee.
- Give the coffee a quick mix before serving into cups Now it's time to sit back and enjoy!
   View the Moka Pot collection at Coffeelink



# FREE 6 Cup Pezzetti Moka Pot With Coffee Club Membership

### Here's what you get:

- 2 x 227g bags of freshly roasted coffee
- 1 x Ital Express Moka Pot
- Your choice of flavours & grind type
- Free Delivery anywhere in the UK
- Roasters choice options available
- All this for just £9.95!

### **CLAIM YOUR FREE MOKA POT**

★Choose from weekly or monthly options

★Limited to one per customer

★Pezzetti Moka Pot in silver or red



# THE AEROPRESS





# **HISTORY OF THE AEROPRESS**

- The inventor of the AeroPress, Allan Adler is a Stanford professor who has been inventing all sorts of gimmicks since the 1980s.
- It wasn't until he was hosting a dinner party when a guest mentioned her difficulties with making a single brew cup of coffee. Adler related to this difficulty as he himself is an avid lover of coffee. He was frustrated because at that time, most coffee makers could only brew 6 to 8 coffees per brew. Meaning, if you had no one to share the coffee with, you were stuck with at least 6 cups of coffee to yourself! So likely, the coffee would go to waste.
- Adler set to find a solution to this problem! He started to develop new inventions to solve this issue. During this time, the most popular method of brewing coffee was the automatic drip coffee maker. However, professional baristas opted for the pour over brewing method, in which you either use a Cafetiere or a Dripper.

FREE bag of single origin coffee with the Aeropress at Coffeelink.com

# **HISTORY OF THE AEROPRESS**

- Adler found the cafetiere and dripper to be lacking and he wanted to develop a superior device that addressed the issues found in the other devices.
- According to Adler, the Coffee Dripper, brewed coffee for an average time of 5 minutes. The longer you'd wait, the coffee grounds would become more bitter and acidic. Adler knew he could improve this and in addition also have the waiting time dramatically reduced. He found that using air pressure would enhance the flavour of the coffee and decrease the time.
- Adler's device is a solution to anyone that only wants to brew a single cup of coffee. It includes a plastic tube which acts as a plunger. This way the flavours are more concentrated and extracted quickly out of the coffee grounds.
- Today the AeroPress is one of the most popular brewing methods for coffee lovers worldwide!

Get a FREE bag of single origin coffee when you purchase the Aeropress at Coffeelink





# PERFECT AEROPRESS COFFEE

### **HEAT WATER & GRIND**

- Boil your water and let rest for about a minute, you're aim for a water temperature between 175°F and 195°F.
- Now, you want to grind your coffee beans. Mesure about 2 full AeroPress scoops of your beans, and grind until about the same consistency as fine sugar

### **ADD WATER & STIR**

Add a paper filter into the cap, then place on top of your mug and drizzle in some warm water in order to wet the filter. Place the funnel on top of your mug and pour in the coffee. Don't forget to remove the funnel!

#### WET FILTER & ADD COFFEE

 Pour in your water until in comes up to the top line on the AeroPress. Using either a paddle stirrer or a spoon, stir once, briefly.

### PRESS, TASTE & DILUTE

 Insert the plunger, then firmly and slowly press down, until you hear a long hiss. Now you get to taste the coffee! The AeroPress makes a concentrated cup of coffee, so if you want to, you can split the coffee between two cups and dilute with some more hot water

# THE V60 DRIPPER



# HISTORY OF V60 DRIPPER

Hario, makers of the V60 was founded in Japan in 1921...

- With the help on a man named Tsuruoka San, the company were able to come up with the first prototype of the 'Hario V60 Coffee Dripper'.
- It got its name from the 60-degree angle created by the cone's shape.
- The cone filter was born while Tsuruoka San was experimenting with glass funnels to make a pour over brew. It was released for commercial sale in 1980. The cone filter was just an initial attempt to make a reliable coffee brewer while the V60 Dripper still remained a prototype. It wasn't until 2004 that the company decided to revisit the V60 Dripper design.
- The new design of the V60 features spiral ribs, lifting the filter from the glass while allowing coffee to bloom during contact with water. Apart from that, the new V60 Dripper came with a large hole in the centre.
- This allowed more water to make contact with the coffee grounds, extracting more of the nuanced and delightful flavours from the coffee.





# PERFECT V60 DRIPPER COFFEE

## **WEIGH & GRIND**

- You want to weigh about 18g of coffee beans and grind to a medium size. Same goes to pre ground users, you want to use a medium grind.

### POP ON THE FILTER

- Pop the paper filter into your coffee dripper and rinse it with boiled water, this helps remove any papery taints and opens up the fibres of the paper.
- We recommend preheating your cup as a lot of the temperature can get lost during this brew method.
- Place your ground coffee into the paper filter and pour 70-100 ml of boiled water, making sure to use circular motions and saturating all of the coffee grinds evenly, we call this 'Blooming'.

### **POUR WATER & ENJOY**

- Allow the water from the bloom to pass through the coffee grinds over the course of about 30 seconds.
   Now, start adding the rest of your water in doses of about 100ml.
- Wait 10 seconds between pouring each dose of water.

Get the Hario V60 Dripper at Coffeelink

# FREE Hario V60 Dripper with Coffee Club Membership

### Here's what you get:

- 1 x 227g bag of freshly roasted coffee
- 1 x Hario V60 Coffee Maker
- 40 x Hario Filters
- Free Delivery anywhere in the UK
- Freshly roasted single origin coffees
- All this for just £7

### CLAIM YOUR FREE V60 DRIPPER

- ★ Choose from 7, 14 or 28 day subscription
- $\uparrow$ Limited to one per customer
- $\uparrow$ Hario V60 Dripper comes in size 1



