

Our Brewing Guide





We like strong coffee. It helps us get stuff done. But most high-caffeine coffee on the market tastes horrible.

So we created a coffee that combines high-strength and great taste. Quality robusta beans, medium roast for a smooth mellow flavour – but with productivity inducing levels of caffeine.



Our coffee helps you lift heavier, run faster and work harder. It also tastes delicious.

We've put together this short guide to help you understand a bit more about coffee and give you tips for making better tasting coffee at home.



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Introduction

What's all the fuss, you just add water right?!

This could sound a bit pretentious but there is a knack to brewing great coffee. It's part chemistry and part art.

The ratio of water to coffee, how the coffee is ground, the water temperature, and contact time between coffee and water will all affect how the end product tastes.

By altering these variables it is actually possible to make two very **different tasting drinks** from the **same beans**, using the same coffee brewer!

Getting great results takes a little knowledge and practice.





What is Coffee?

Coffee is actually the seed of a cherry that grows on a small tree (or shrub). There are several species of this shrub - the most well-known of which are Arabica and Robusta. They mostly grow in countries around the equator.

It can be helpful to think of coffee like wine. There are hundreds of types of coffee from loads of different growing regions. Things like altitude, climate and soil type, and variables such as when the cherries are picked and how the seed is removed from the fruit (known as processing) will all have an impact on what the coffee tastes like. People dedicate vast amounts of time and effort to produce fantastic coffee beans with unique taste characteristics.

You might have heard of 'speciality' and 'commodity' coffee. Commodity coffee is traded on commodity markets based on price. It goes into instant coffee, cheap brands of coffee in supermarkets, and the stuff served in franchise coffee shops. Its purpose is to deliver a brown drink that contains caffeine. Taste and quality are not important.

Speciality coffee is grown, processed, shipped and roasted with taste being the main focus. Prices of speciality coffee vary widely as they factor in production costs and quality. Brands such as Cannonball focus exclusively on speciality coffee. These coffees will reveal all sorts of incredible flavours once brewed.



Choosing Good Coffee

Here are a few things to think about when you're buying coffee:

Origin. Where is the coffee from? You might find you prefer the taste of coffees from certain countries. Single-origin means it can be traced to a specific region within a country.

Processing. How the seed is removed from the cherry affects taste. There are 2 main processes – washed and natural. 'Washed' is where the cherry is removed in a machine using water. 'Natural' is where the cherry is dried in the sun before being milled. This will give the coffee more sweetness and acidity from the fermenting fruit. If you prefer a sweeter coffee look for a natural.

Roast date. Like bread, fresh coffee tastes much better. Look for coffee with a 'date roasted' rather than best before end. Some people take this a bit far and get weirdly obsessed with how fresh coffee is. 7-14 days after roasting is considered by many to be the optimum time to drink it. But there is plenty of coffee that is delicious 3 months after its roast date, as long as it is stored correctly.

Packaging. Bags with a one-way valve allow trapped air to escape and will keep the contents fresher.

Aroma. You should be able to get a sense of how the coffee will taste from the aroma coming from the bag. If there isn't an aroma then the coffee could be old and stale.

Ignore marketing jargon! Here are the top offenders:

'100% Arabica' this is like saying a wine is '100% grape' - it doesn't tell you anything about the quality of the coffee.

'Fair Trade' is not necessarily a representation of quality. It means the farmer has been paid a set price for the crop. Sometimes farmers will dump their lesser coffee as fair trade and sell the better stuff on the open-market for a higher price.

'Grown in the heart of country x' good coffees will pinpoint which part of a country they come from.

Roast Type. If you want to enjoy the subtle taste properties of a coffee opt for a light or medium roast. The taste of carbon becomes the dominant flavour in darker roasts, so the subtle flavours of the bean get lost.





Storing Your Coffee

As a rule, coffee and oxygen don't like each other. Exposure to the atmosphere will rob coffee of the oils that provide its aromas and flavours. Moisture will also harm coffee, so protect it from moisture in the air.

Fresh coffee will release carbon dioxide that's left-over from the roasting process. This is why coffee bags can puff-up. Most bags have a one-way valve that will release excess gas.

Coffee doesn't really 'go off' like other foods but once roasted the flavour and aroma will deteriorate over time. Consume it as soon as possible but definitely within 6 months of the date roasted. Once you've opened the bag try and use it within a month.

We recommend keeping your coffee in its original re-sealable bag or transferring it to an airtight container. Store in a cool, dry place.

Freezing coffee can help preserve some of its oils. But taking it in and out of a freezer results in fluctuating temperatures that leave moisture in the packet. This will de-nature the coffee and spoil the taste. Putting coffee in the fridge can also result in moisture forming inside the container.

If you bulk-buy coffee it's okay to freeze some of it. Squeeze the air out of the bag and leave it in the freezer until you are ready to use it. Then store on the shelf as usual.



Measuring Your Coffee

Weigh. Your. Coffee.

You might think this is a step too far, but would you bake a cake without measuring the ingredients first?!

Forget spoons or scoops, these aren't the most helpful as different coffees have different volumes. A scoop of one coffee might be a different weight than another. So it won't be consistent.

A set of digital kitchen scales (which you can pick up for about £15) will make a huge difference. Try weighing your coffee and your water for consistent results.

For any kind of filter coffee we recommend starting with a brewing ratio of 60-70g of coffee per 1000g of water. Adjust this up if you want something stronger - going up to 100g per litre. Cannonball Coffee tastes great with higher ratios of coffee.

This guide doesn't cover espresso. Making good espresso requires skill, patience and most of all very expensive equipment. You could write a whole guide on espresso!





Grinding Your Beans

Once coffee has been ground it will start to lose some of its aroma. If you're serious about your coffee an electric burr grinder is a good investment - they start at around £70.

A burr grinder produces a nice consistent grind. Blade grinders create uneven grinds which will affect the end result. They're best avoided.

The coarseness of the grind will make a big difference to how it tastes. Personal preference and trial and error has a big part to play when it comes to how fine to grind. However, there are some general principles:

Where water touches coffee for a short amount of time use a fine grind, and when coffee is immersed in water go coarse.

Espresso or a stove top coffee maker have 'short contact time'. Using a fine grind creates a greater surface area and maximises 'extraction' - the process of extracting the good stuff from the ground coffee. If the grind is too coarse you'll get a watery drink with a sour taste.

When using a cafetiere or other techniques which involve immersing the coffee in water, a fine grind will result in too much flavour being extracted. This will produce a bitter coffee. A coarse grind allows a nice gentle extraction to take place over a few minutes.

If you're not ready to grind your own beans Cannonball Coffee offers 3 different grind settings – fine, medium and coarse. This will help achieve good results with most coffee makers.



Coarse Grind

Appearance: like sea salt

Use for: cafetiere and cold brew makers

Medium-Coarse

Appearance: like rough builders sand

Use for: Chemex

Medium

Appearance: like regular sand

Use for: flat-bottom filter machines, pour-over coffee makers, AeroPress

Medium-Fine

Appearance: slightly finer than sand but not quite espresso fine

Use for: drip coffee makers with a cone-shaped filter, pour-over

Fine


Appearance: like table salt

Use for: espresso, stove-top

Super-Fine

Appearance: flour

Use for: Turkish coffee, some espresso makers



“Average coffee that is well-extracted will always taste superior to a great coffee that has been poorly extracted”

James Hoffman, professional coffee nerd.

'Extraction'

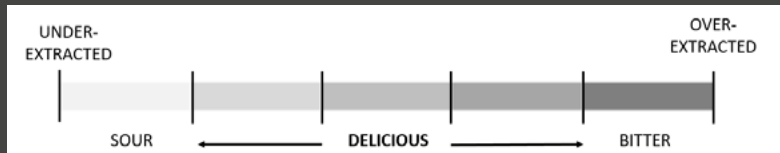
Extraction is the process of extracting flavour from the ground coffee beans. It is what happens when coffee is brewed.

To brew coffee we have to achieve the following things:

- Expose ground coffee to hot water for a long enough time to extract the desired flavours, but not bitterness.
- Extract the desired amount of dissolvable solids from the coffee.
- Control the water temperature. 93°C is seen as ideal. Too cold and we don't extract enough flavour, too hot and we get the stuff we don't want.
- Remove or filter the grounds from the finished coffee.

Getting good at brewing coffee takes a bit of practice and experimentation. The type of coffee maker, and variables like temperature, grind and time make a huge difference.

Over V Under Extraction



If your coffee tastes sour try a finer grind, hotter water or brewing longer. If it's too bitter try brewing for less time or using a coarser grind.

A high-speed photograph of water being poured into a clear glass. The water is captured mid-pour, creating a thin stream that hits the surface of the water already in the glass. This impact creates a series of concentric ripples and numerous small, clear bubbles that rise and fall within the liquid. The glass is partially filled with water, and the background is a dark, gradient blue-grey. A red rectangular box is overlaid on the upper portion of the image, containing text.

Water

The quality of the water you use will affect how the coffee tastes. Use clean, fresh water each time. If you live in a hard water area consider using some kind of water filter or softener.

Brewing Guides

The next section contains some tips for the most popular coffee makers







V60/ Pour-Over

1. Place V60 funnel directly onto cup or serving jug
2. Insert a paper filter and rinse thoroughly with hot water from your kettle. This will wash away any paper taste and warm your cup
3. Weigh in medium ground coffee. Start with 17g of coffee per 250ml of water. (Use more coffee for a stronger coffee, and adjust ratio for a bigger yield).
4. Take a kettle just off the boil and slowly pour around 30ml in a circular motion, all over the grinds. This allows the coffee to 'bloom' (where trapped gas escapes). Leave to bubble for 30 seconds
5. Slowly pour a further 70-100ml over the grinds, leave to drain through.
6. Repeat twice more until you've used the allocated water.

Tip: The grinds need to be fine enough to extract maximum flavour as the water passes through, but not so fine the water takes too long and over-extracts. If it is too slow try a coarser grind.

Checkout our video tutorial [here](#)





Aeropress®

1. Place the plunger 1cm into the cylinder and invert/turn upside down (with rubber pointing up)
2. Add 15g of medium or medium-fine coffee (approximately 1 scoop), 20g if you want something stronger
3. Pour 30ml of hot water over the grinds and let the coffee bloom for 30 seconds
4. Slowly add water until the chamber is full. Stir
5. Rinse filter paper to remove any paper flavour, place in plastic mesh lid and screw onto cylinder
6. Push down gently until you remove any trapped air
7. Turn AeroPress the correct way up and place onto cup
8. Plunge

Check out our video tutorial [here](#)





Cafetiere/French Press

1. Thoroughly warm the cafetiere with hot water
2. Add coarse ground coffee. Start with 75g of coffee per litre of water - this works out to roughly 2 heaped dessert spoons per mug.
3. Slowly pour required amount of hot water over the coffee, ensuring all the grinds get wet. Leave for 3-4 mins.
4. A thick crust of coffee will have formed at the top. Gently break this with a spoon, pushing the coffee down. Scoop up any leftover bits and remove.
5. Leave for a further 2-3 minutes to allow the coffee to gradually settle at the bottom, then plunge







Moka Pot

1. Ensure the moka pot is thoroughly clean. A build-up of coffee oils can affect taste.
2. Fill the bottom section with hot water, up to the two metal studs on the side. Using cold water will cause the coffee to get hot from the stove before it has any contact with the water
3. Fill the basket with finely ground coffee (slightly coarser than espresso grind) Do not tamper (compact) the coffee. The moka pot does not generate enough pressure to cope with compacted coffee.
4. Place onto heat source and keep lid open so you can observe the flow of brewed coffee.
5. The first bit of brewed coffee to trickle out of the spout will be the strongest. Once the flow goes clear extraction is complete. Remove from the heat and run cold water over the bottom section, or wrap in a wet cloth. This stops extraction and prevents you from getting a bitter coffee.

Tip: do not wait for all the water to pass through. This can result in over-extracted coffee.





Filter Coffee

All filter machines are different, so here are some general tips.

- 1. Grind.** There are two options: if the basket where you put the coffee has a flat base use a medium grind. If it is cone shaped use a finer grind, as this design encourages gravity to pull the water through more quickly.
- 2. Water.** Use filtered water where possible. This will make a massive difference, especially if you live in a hard water area.
- 3. Cleaning.** Regularly clean using a de-scaler to remove build-up of limescale from the water tank. Wash the basket between uses to remove coffee oils.
- 4. Consistency.** Try and be consistent with how much coffee and water you use each time. 60-70g of coffee per litre of water is a good start point.
- 5. Time.** Don't leave the coffee too long. After 30mins the coffee being warmed in the jug will start to spoil.



SMALL BATCH ROASTED

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COFFEE

**SUPER
STRONG
COFFEE**

CANNONBALL BLEND

A TURBID BLEND OF 50:50 SINGLE ORIGIN BRAZILIAN AND INDIAN ROBUSTA BEANS. FULL-BODIED WITH NOTES OF CHOCOLATE & NUT. MEDIUM ROAST.



NET WEIGHT: 250g / 8.8oz



Cold Brew Coffee

Cold brew is such an awesome way of making coffee. Steeping the grounds in cold water produces a really sweet coffee that's low in acidity.

You can buy home cold brew makers starting at £15 which have really well designed filter systems. If you don't have one of these you can make it in a cafetiere.

Here is a simple way of making it for yourself at home. As a guide use a water to ground coffee ratio of around 8:1

1. Place 100g of coarsely ground coffee in a cafetiere
2. Pour over 800ml of room temperature water and stir
3. Cover and leave in fridge overnight
4. Slowly plunge. Effectively filtering the coffee is key here



Tips For A Stronger Coffee

Cannonball Coffee is all about strong, great tasting coffee. To us this means coffee with more caffeine, not a more bitter taste. Here are a few things to consider for a stronger coffee.

- 1. Bean type.** Go for a coffee that contains a good quality Robusta bean. Robusta typically has over twice the caffeine of Arabica.
- 2. Roast.** You can get high caffeine coffee that is a nice medium roast. If you want a stronger taste try a slightly darker roast. But remember the strength scale on supermarket coffee just refers to how dark it's roasted (and how bitter it tastes), not how much caffeine it contains.
- 3. Ratio.** Try using more coffee! Brewing ratios of 100g of coffee per 1000ml of water are popular amongst people who like their coffee to have a kick.
- 4. Brewing Method.** Using a brewing method that has a longer contact time between coffee and water will produce a stronger coffee.

Adding Fats To Your Coffee



Recipes

Pre-Workout Coffees

Try adding some healthy fats such as MCT or coconut oil to your coffee. It will provide you with instant energy and can really improve brain function. Try combining this with some Exceed – our plant-based Nootropic to feel even sharper. Here a couple of recipes to try which are perfect before a gym session. Mix the following and blend for 10 seconds. Warming the blender before use will help keep the coffee hot.

'Bulletproof' Coffee

- 300ml brewed coffee
- 1 x dessert spoon of organic, grass-fed butter
- 1 x teaspoon spoon of MCT oil
- 1 x teaspoon of Exceed Nootropic (optional)
- Stevia or other sweetener to taste

Salted Caramel Paleo Latte

- 300ml brewed coffee
- 1 x dessert spoon organic coconut oil
- 1 x dessert spoon Cacao Butter
- Small pinch of sea salt
- 2 x stevia tablets or teaspoon of Agave nectar to sweeten
- 1 x teaspoon of Exceed Nootropic (optional)



Protein Shakes

Coffee is a great addition to a protein shake. Adding some much needed caffeine can help create a quick and easy breakfast or an awesome pre-workout snack. Here are a couple of recipe ideas. Combine all the ingredients in a blender and blitz for 30 seconds.

Vanilla Cannonball

- ½ ripe banana (frozen)
- ½ cup milk (dairy or almond)
- 1 cup room temperature or cold brew coffee
- 1 scoop vanilla protein powder
- Dash of vanilla extract
- 1 teaspoon cinnamon powder
- 2-3 ice cubes

Flying Chocolate Mocha

- 1 ripe banana (frozen)
- 1 cup room temperature or cold brew coffee
- ½ cup milk (almond or coconut works particularly well)
- 1 scoop chocolate protein powder
- 1 dessert spoon raw cacao powder
- 1 tablespoon chia seeds
- 2-3 ice cubes

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