



THE ART OF BREWING GREAT COFFEE



A PRACTICAL GUIDE
from Essence of Coffee

SERIOUS COFFEE • GREAT FOOD • CASUAL ATMOSPHERE

essenceofcoffee.com



GREAT COFFEE STARTS BEFORE YOU BREW



FRESH BEANS

- Choose specialty-grade coffee
- Best flavor within 3–4 weeks of roast
- Grind just before brewing



STORAGE

- Airtight container
- Away from heat, light and moisture
- Avoid refrigeration



WATER MATTERS

- Coffee is 98% water
- Use filtered water
- 198–205°F (92–96°C)



ESSENTIAL EQUIPMENT

- Burr grinder
- Scale
- Gooseneck kettle
- Clean equipment



SERIOUS COFFEE



GREAT FOOD



CASUAL ATMOSPHERE

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UNDERSTANDING GRIND SIZE



The right grind size is key to a great cup of coffee.

BREW METHOD	GRIND SIZE	LOOKS LIKE
 FRENCH PRESS	COARSE Large, chunky pieces for a slower extraction.	 LOOKS LIKE SEA SALT
 POUR OVER (Chemex, V60, etc.)	MEDIUM Balanced grind for a well-rounded cup.	 LOOKS LIKE FINE SAND
 AUTO DRIP (Drip Coffee Maker)	MEDIUM-FINE Slightly finer for optimal flow and extraction.	 LOOKS LIKE TABLE SALT
 ESPRESSO	FINE Very fine for higher pressure extraction.	 LOOKS LIKE POWDERED SUGAR

Essence Tip



COFFEE IS NOT ONE-SIZE-FITS-ALL.

Experiment with medium, medium-fine and medium-coarse grinds to discover your personal preference.



Great coffee is about exploration—enjoy the process!

Essence of COFFEE

RAPID CITY, SOUTH DAKOTA

IF YOUR COFFEE DOESN'T TASTE RIGHT



SOUR?

Sharp • Tart • Acidic

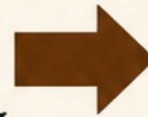


**GRIND
FINER**



BITTER?

Harsh • Dry • Overwhelming



**GRIND
COARSER**



WEAK?

Thin • Watery • Flat



**USE MORE
COFFEE**



TOO STRONG?

Heavy • Intense



**USE LESS
COFFEE**



GREAT COFFEE IS A BALANCE.
Small adjustments make a big difference.
Taste, adjust, enjoy, and repeat!



Essence of **COFFEE**

RAPID CITY, SOUTH DAKOTA

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BREWING RATIOS



We use grams and milliliters for precision and consistency, leaving less variable to affect brewing outcomes.

BREW METHOD	COFFEE (g)	WATER (ml)	RATIO
 ESPRESSO (Double Shot)	20g	60ml	1:3 (20g : 60ml)
 AEROPRESS (Ratio depends on preference)	14–20g	200ml	1:10 to 1:16 (e.g. 1:14)
 POUR OVER (Chemex, V60, etc.)	38g	600ml	1:16
 FILTER (Drip Coffee Maker)	35g	600ml	1:17
 FRENCH PRESS	38g	600ml	1:15 to 1:17
 COLD BREW (Concentrate 1:4)	50g	500ml	1:10 (50g : 500ml)



Essence Tip

WATER IS WEIGHT.



600ml of water weighs 600g.

Measuring water by weight is often easier and more accurate than measuring by volume.

RAPID CITY,
SOUTH DAKOTA



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ONE FINAL THOUGHT



COFFEE IS A JOURNEY.



EVERY BEAN
HAS A STORY.



EVERY ORIGIN
HAS ITS OWN
CHARACTER.

The goal is not to impose flavor
through roasting or brewing—
but to *reveal* what is
already there.

“REVEAL THE FLAVOR,
NOT IMPOSE IT.”

Michael Fewson
MASTER ROASTER



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