

# Origin to Cup



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## A GUIDE TO COFFEE FRESHNESS



*“The three enemies of coffee freshness are air, moisture and heat.”*

— Brian Juckeland, Coffee Marketing Manager

After selecting the finest beans and roasting them and grinding them to bring out their best qualities, the next step to a perfect cup of coffee is to keep the whole-bean or ground coffee fresh by shielding it from these three destructive elements. In this issue we'll discuss the ways and means of keeping coffee at its peak of freshness.

### Protecting freshness at our Roastery

In the presence of oxygen, coffee stales rapidly: whole-bean coffee within a week; ground coffee, with its greater surface area, even more quickly.

#### Nitrogen-flushing

To protect our coffees, Boyd's has built a nitrogen-flushing process into our production line. Immediately before sealing, oxygen is forced out of the package by nitrogen, a food-friendly inert gas with no flavor, color or other molecular content that would affect the coffee. Nitrogen also combines with the CO<sub>2</sub> given off by the coffee, rendering it inert as well. Under normal humidity and temperature conditions, a closed package that has been nitrogen-flushed will preserve coffee for up to 8 months. *(For more detail on nitrogen flushing, see the back page.)*

#### Advanced packaging

Another key to freshness is our packaging. In addition to one-way valves *(shown at right)*, we use state-of-the-art layered packaging materials that provide maximum protection. *(For more detail on packaging, see the back page.)*

### Protecting freshness at the point of consumption

When you buy Boyd's Coffee®, you are purchasing the freshest possible product. To maintain that freshness:

- Store all coffee at room temperature (or cooler) away from sunlight and moisture. Don't refrigerate unless your area's average temperature is over 78° F. Don't freeze coffee—freezers can actually create coffee-damaging moisture.
- Coffee is an aroma sponge. Odors like cooking smells, perfumes and smoke will dramatically interfere with the finished brew's flavor. Never leave coffee sitting on a counter top or in an open bag. Never store coffee with highly aromatic foods such as fish, garlic or cheeses.
- If you use bulk-portion coffee or whole-bean bags, seal the opened bag tightly. Open portion packs immediately before brewing. Stacking coffee-filled filters or opening portion packs well before brewing exposes your coffee to contaminants.
- When portioning ground or whole bean coffee from a nitrogen-flushed bag, scoop the coffee from the bag, rather than pour it out. The pouring action

releases nitrogen and replaces it with oxygen, causing coffee to stale more quickly. Reseal the bag immediately.

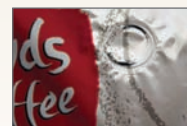
### Did you know...

**The secret to fine coffee lies in maturation after roasting.**

Coffee goes through a chemical change when it is roasted, releasing gasses. Newly roasted coffee should go through a **de-gassing** process that typically takes 25 to 28 hours. We rest our coffee for at least 25 hours after roasting to allow it to de-gas and to let the flavor "bloom".

**One-way valve packaging protects maturing coffee.**

One-way valves allow CO<sub>2</sub> to escape, while preventing oxygen from entering.



A one-way valve on a Boyd's Coffee® package

Whole bean or ground coffee can continue to mature while resting in its secure package.

**Boyd's  
coffee**

## Why portion packs?

### Ultimate freshness

Portion packs provide the  *freshest coffee possible*  because they are opened just before brewing and used immediately, with minimal exposure to the enemies of coffee freshness.

### Reliably perfect coffee

Portion packs contain the exact amount of coffee needed for the brewer—no measuring or weighing required. Customers can purchase and store portion packs for use as needed, avoiding leftover ground coffee going stale in opened packages.

### Better distribution/storage

Portion packs allow for wide distribution (coffee stays fresh when shipped from Portland to California or Illinois or even New York) and for longer-term storage.



*Our Quality Assurance Team checks the oxygen content of portion packs—in this case, a portion pack of our 100% Organic Rip City Coffee®.*

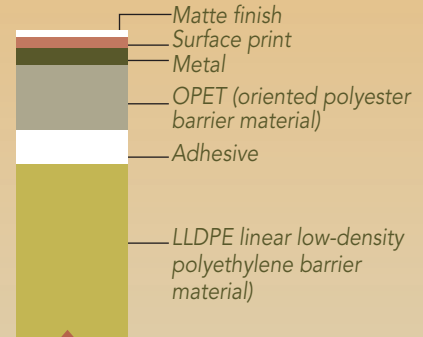
## THE SCIENCE OF KEEPING COFFEE FRESH

### PROTECTIVE PACKAGING MATERIALS

Boyd Coffee Company uses a variety multilayer packaging materials to protect its whole-bean, ground, and flavored coffees. These cutting-edge products all offer

- strength and durability
- crack, tear and puncture resistance
- an excellent barrier against O<sub>2</sub> and moisture
- attractive graphics.

Flavored coffees require an extra barrier layer to seal in flavor and prevent it from affecting nearby non-flavored coffees.



Cross section of Java-Flex® Grade 8964-F protective packing material suitable for packaging non-flavored coffees.

### NITROGEN FLUSHING

Our nitrogen-flushing system flushes the coffee twice: once in the auger (*silver bowl pictured at right*) before packaging; and again at the point of packaging and sealing, which helps guarantee that almost no oxygen is packed in the coffee bag.

We do not purchase nitrogen—our system pulls it from the air! Giant compressors force air through a special filtering system, which collects the nitrogen molecules and sends them down tubes to the augers and packaging machines.



Above, nitrogen flows into the packaging machines through the white tubes.



The floats shown at left monitor nitrogen flow to the coffee packaging machine. Too much, and the package won't seal. Too little, and the oxygen isn't flushed out. It's a delicate balance carefully maintained by our professional coffee packagers.

## NEXT MONTH'S TOPIC: The Decaffeination Process

SAVE A TREE—READ THIS NEWSLETTER ONLINE AT [WWW.BOYDS.COM](http://WWW.BOYDS.COM)



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