



TEN

Don't go crazy
with the brewing

If you are an obsessive-compulsive, we know you may have a problem only brewing enough coffee for you to enjoy in the next hour or so. So, if you must brew 72 cups at a time, at least store it in a glass-lined thermal carafe so it doesn't boil down and get gross; or, at the very least, get cold.

ELEVEN

Enjoy!

Okay, so we can't count. But, you don't come to the Leelanau Coffee Roasting Company for accounting tips. Remember, coffee is one of those little daily blessings that you can enjoy without guilt! And, great coffee is one of the few affordable luxuries. Leave it to us Americans to turn one of our simple rituals into a harried drug-delivery system. Find a quiet spot, a good book (or, even, The Good Book!), Sit in the sun, or by the fire, and actually take a moment to enjoy a good cup of fresh-roasted coffee. We don't mean to commit poetry here, but Great Coffee is, like art, one of those things that makes life worth living.



TIPS TRICKS TRIVIA TREATS & FINE PRINT



Best Grinder Setting for French Press:
Medium Course or Percolator

Amount of Ground Coffee to use Per 8oz. Cup
1 Level Tablespoon

Average Amount of Coffee Per 12-Cup Pot
1.5 Ounces or Level 1/2 Cup

How Many Cups Per Pound?
60 to 80

Best TV Comedy of All Time:
Green Acres

Most Popular Leelanau Coffee in 2007:
Lakers Blend

Best Grinder Setting for a "Mr Coffee"
Medium Fine

Strangest Album in Rock 'n Roll:
"Sgt. Pepper" with the Bee Gees & Peter Frampton

Cups of Coffee Consumed Daily World Wide:
5,500,000,000

BREWING GREAT COFFEE AT HOME



Leelanau Coffee's
Ten Steps
to
Stardom



ONE

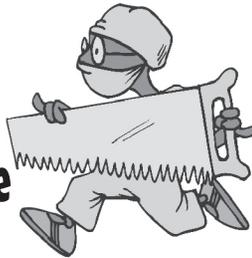
Stop Freaking Out...

Life is full of complications; thus we hire tax accountants and lawyers. There are no Byzantine rules for brewing great coffee at home. There is no league competition, no governing board. Simply breath deep from the diaphragm and remember, as Steve Arens once said, "Coffee is Fun!"

TWO

Making Great Coffee Isn't Brain Surgery

Maybe it ought to be, though. Then we'd get paid more, and we could rip off insurance companies and have high priced lobbyists in Washington. But, as an unhappy consequence, brewing great coffee at home is not only fun, it's easier than a blank stare.



THREE

Kick the Can

If you have canned coffee anywhere in your home, call any poison control abatement service and have it removed. Do not touch this substance with your bare hands. Canned coffee

is to Great Coffee what Ding Dongs are to fine cuisine. They're great in the fallout shelter.



FOUR

One Word: Fresh

Suppose for a moment you used the following regime for eating peas: You buy a bag of peas, and take them home. You put them in the cabinet, and every evening when you fix dinner, you scoop out some of the peas from the bag, and cook them. You do this every evening for a month. By the end of the second day, though, you notice that the peas are a bit, well, tasteless. Coffee is like any produce: Buy it fresh, and use it fresh. And don't put it in the kitchen cabinet

FIVE

Another Word: Leelanau

Read any of our other bits of propaganda to get the full scoop. Otherwise, take our word for it.



SIX

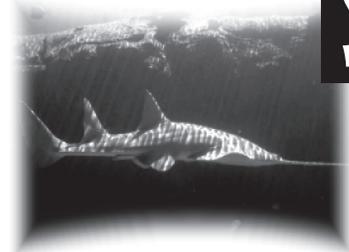
Freeze Your Beans:

Remember that guy they found in the glacier in Russia who was 30,000 years old? He was remarkably well preserved. In fact, he's probably right now getting Social Security. Just apply the same logic to coffee stodge, and it'll stay fresh longer.



SEVEN

It might be the water



Of course, it may not. But, if your water comes out of the tap already looking like brewed coffee, maybe you ought to consider bottled water. Water quality is important, but not nearly as important as bean quality. And, make sure your water is heated only to around 190 degree, so you don't boil the delicate coffee oils and volatiles.

EIGHT

"French Press" isn't an Obscene Basketball Play



This is the best way to brew coffee. In fact, it's all we use in our shop. And if WE can do it.... You don't filter out the flavor oils with a paper filter, and you don't boil the water like you do in a percolator.

NINE

Waste Not, Want Not

Grind only enough coffee for your immediate use just before brewing. That way you don't have old, ground coffee sitting around, outgassing and getting stale. It might take a little longer, but think of it as coffee foreplay.

