

## Six Keys To Serving A Great Cup Of Coffee

1. **Use great water** - a great cup of coffee is over 98% water. If you don't start with great water, you won't finish with great coffee. We work with water experts to analyze your water and recommend the filtration that is right for you.
2. **Use great coffee** - buy coffee only from a roaster dedicated to finding, roasting, and packaging great coffee beans. We are passionate about our coffee, and love to share that passion with you and your staff.
3. **Use great equipment** - great coffee is brewed within tight parameters of time and temperature. Be sure that your brewing equipment can meet the requirements of a great cup. We specify and test commercial brewing equipment that can meet the exacting requirements of great coffee.
4. **Use enough coffee** - a great cup of coffee depends on an ideal intersection of coffee and water. We ensure that the right ration of coffee to water is combined with the perfect grind to get a great cup of coffee.
5. **Serve it fresh** - great coffee is always fresh coffee - freshly roasted and freshly brewed. We roast fresh daily, package in nitrogen flushed barrier packaging, and encourage you to serve coffee within twenty minutes of brewing.
6. **Keep it clean** - great coffee comes from clean brewers, clean serving carafes and cups. We recommend a strict hygiene regimen to keep your coffee at its best.



**Coffee Reserve™**  
7625 East Redfield Road, Suite 400  
Scottsdale, Arizona 85260  
Phone: (480) 905-9070  
FAX: (480) 905-8707  
Toll Free: (888) 755-6789  
E-mail: [java@coffeereserve.com](mailto:java@coffeereserve.com)  
<http://www.coffeereserve.com>

