We're Proud of our High Quality

Once the green coffee reaches our shores, it goes through several quality checks before it is roasted. In a narrowing lab, we roast small batches of each new shipment to ensure that the quality meets our stringent standards. We then taste each coffee using precise guidelines to compare each coffee to the original sample prior to the roasting step. With each batch, we analyze the fragrance, aroma, flavor, acidity, body and finish to ensure that the ritual of coffee drinking is not compromised.

After passing our quality check, the green coffee beans are roasted fresh daily by our Master Roaster, who has spent the past ten years perfecting the art of coffee roasting. The coffee is meticulously monitored to ensure the most flavorful coffee, bringing out the intricate flavors during the roasting process. Once the optimal flavor is reached, the coffee is then packaged using state-of-the-art equipment. Because coffee is highly susceptible to oxidation and degradation when exposed to air and moisture, our coffee is sealed in nitrogen-flushed, one-way-valved bags in order to maintain freshness until the bag is opened.

We Buy Only From the Best Estates and Small Farms

We only purchase specialty grade Arabica coffee beans from small farms and private estates in Latin America and the Pacific. All of the beans we import are grown at altitudes of up to 6,000 feet because the cooler temperatures at the higher altitudes cause the beans to develop more slowly, which results in a more concentrated flavor.

Because the growing conditions in each geographic region have a significant impact on the look, taste and smell of the coffee, we tend to many estates in each growing region to find Simply the Best™ coffee. Some of the conditions we judge at each estate are:

- Geographical
- Altitude
- Seasonal/Annual Rainfall
- Temperature Fluctuations
- Processing/Methods
- Caffeine/Methane
- Use of Equipment
- Genetic

We're the Only Green Coffee Roaster That...• Simply the Best™
• We Buy Only From the Best Estates
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FREE! Fresh Brew & Filters
Free Brew
Enjoy a free cup of freshly brewed regular coffee while you wait for your order.

Free Filters
To ensure the best-tasting coffee at home, we provide free unbleached filters with a purchase of 1-lb whole beans or 10-flavored coffee.

How to Store our Coffee
To ensure rich, fresh tasting coffee, keep whole beans frequently and only grind as much as you need for each cup or pot of coffee. We recommend transferring your whole beans to an airtight container and storing in a cool, dry location to protect the flavor and aroma. Do not freeze or refrigerate your coffee.

How to Brew our Coffee
1. grind as much as you need for one cup or one pot of coffee.
2. Chose the correct grind. Each brewing method requires its own grind. Consult the instructions for the coffee maker you plan to use to determine the correct grind. Use coarse coffee for cold brew coffee to ensure bitterness and too coarse of a grind will produce weak coffee.
3. Measure ground coffee to taste. Start with two level tablespoons of ground coffee per six ounces of cold filtered or hot water.
4. Use filtered or bottled water for best results. Because coffee is 95% water, impurities in tap water can negatively affect the flavor of the coffee. The ideal water temperature for brewing coffee is between 195° to 205°.
5. Enjoy your coffee within 20 minutes of brewing for the best flavor and taste.

The Art of Cooking Great Coffee Starts with the Ground

For over 45 years, the Coffee Bean & Tea Leaf has proudly offered Simply the Best™ coffee worldwide. From the mountains of Southern Columbia to the Kona Coast, from the foothills of Mt. Kenya, our expert Green Coffee Buyer travels the globe throughout the year to purchase the very best coffee crops from family farms and private estates.

How do roast degree and origin affect the flavor?
The flavor of each coffee is dependent upon the origin characteristics and the roast degree of each coffee. The combination is used to determine the flavor category of each coffee. Light & Subtle...Smooth & Mild...Dark & Distinctive...While the origin characteristics influence the look, taste and smell of the coffee, the roast degree also impacts the final product. As coffee is roasted darker, its origin characteristics become muted. As it moves progressively, the heat accelerates, intensifying the flavor by creating caramelization on the bean. While a light roast preserves the flavor and aroma, not present during the early stages of the roast. While light and medium roasted coffee are more mellow in flavor and maintain much of this origin characteristics, a medium to dark roast coffee is very intense and loses much of the origin characteristics during the roasting process.

Visit coffeebean.com
Our popular lighter coffees are characterized by light, balanced flavor and mild, fragrant aroma. Each of these blends is balanced to perfection and is enjoyed by many people.

**COLOMBIA**

**Norte**
Colombian coffee is grown in the states of Norte, the premier growing region of Colombia, this coffee is hand-picked by workers at privately owned family farms who take pride in their production, processing and grading of the coffee. Full, creamy body with bright floral notes and rich, dark roasted.

**LA GUADENA**
Grown in the distinct region of Antioquia, this coffee is renowned for its delicate flavor and is complemented by a light, balanced finish that is both smooth and satisfying. Each lot of coffee is selected and graded by professionals from the Colombian Coffee Institute.

**COPIABO**
Our Kopi Arabica coffee is cultivated in the heart of Sumatra, Indonesia, where the ideal climate and volcanic soil produce one of the world’s finest gourmet coffees. Deep coffee with a rich body and sweet malty flavor.

**SUMATRA Hand Picked Mandheling**
This exotic, medium-bodied coffee is grown in the slopes of Mt. Sumatra, Indonesia, where the densest flavors are focused. Subtle smokiness to the aroma and flavor.

**Sumatra Mandheling**
Our Sumatra coffee is cultivated from Montebello, the finest growing region in Sumatra in the Fondos region of Indonesia. The ideal growing altitude of 1500-2000 feet produces one of the world’s finest gourmet coffees. Deep coffee with a rich body and sweet malty flavor.

Our popular lighter coffees are characterized by their well-balanced flavor and full, fragrant aroma. Each dis-

**KOFFEE BLEND**

A delightful Costa Rican coffee, our French Roast is crafted in the tradition of the famous, European style. Deep roasted to a chocolate finish.

**SUMATRA Mandheling DARE**
Our distinctive Sumatra Mandheling coffee is taken for its intense, unique flavor and character, transforming the trademark of the Sumatra into a drink that adds more intensity to the aroma. Complemented with many aromas and sweet fruity notes.

**TANZANIA PEBERLEY**
Our Papua New Guinea coffee is taken from the lush, green foothills of Tanzania and grown on family-owned farms in the Tarrazu region to create a taste that is unique and unforgettable. The result is a dense, more robust coffee. This world-class peaberry from the lush, green foothills of Tanzania offers rich, smooth flavors and the perfect balance of sweet and fruity notes.

**VIENNESE BLEND**
Our Viennese Blend is a combination of the world’s oldest original coffee blend, hand-selected to create a light, balanced blend that is both smooth and satisfying. Each lot of coffee is selected and graded by professionals from the Colombian Coffee Institute.

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