


THE SCIENCE BEHIND
DELICIOUS COFFEE



SPECIALTY COFFEE ASSOCIATION OF AMERICA

CERTIFIED HOME BREWER PROGRAM

WHO IS THE SCAA?



The Specialty Coffee Association of America (SCAA) is a non-profit trade organization and the world recognized leader in coffee knowledge development. For over 30 years, the SCAA has been dedicated to recognizing, developing and promoting specialty coffee by setting and maintaining quality standards for the industry.

CERTIFIED HOME BREWERS

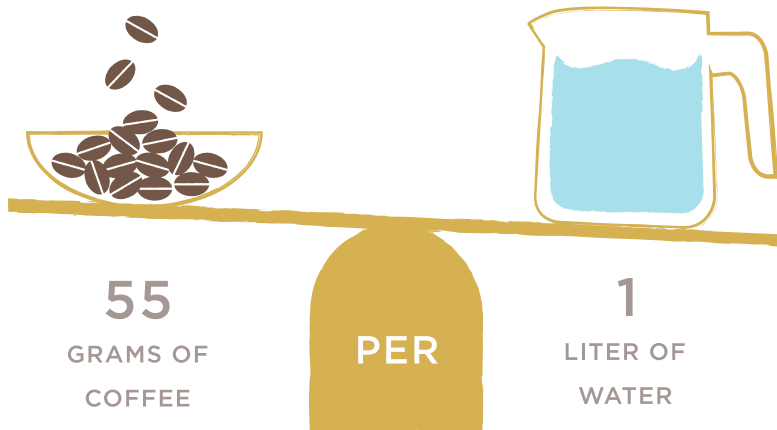
WHAT IS THE SCAA CERTIFIED HOME BREWER PROGRAM?

Developed by coffee science experts and professional coffee tasters, this program reviews brewers designed for in-home use to determine if they meet the vigorous requirements of brewed coffee quality determined by the SCAA.

THESE REQUIREMENTS OF QUALITY INCLUDE:

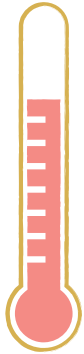


THE GOLDEN CUP RATIO



This brewing recipe once a staple of the restaurant industry, is a best practice developed by The Specialty Coffee Association of America (SCAA). Research shows that coffee brewed this way is more enjoyable and delicious.

BREWING TIME & TEMPERATURE



TEMPERATURE
MUST REACH
197.6°F
WITHIN ONE
MINUTE AND
NEVER EXCEED
204.8°F.

WATER
CONTACT
TIME WITH
COFFEE:
BETWEEN
4-8
MINUTES

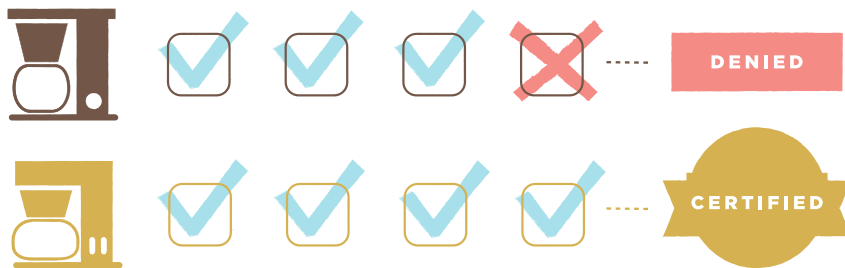


Proper water temperature is one of the most important features of properly brewed coffee, and is the place where most coffee brewers fall short. SCAA Certified coffee brewers deliver sufficiently hot water throughout the brewing process, ensuring optimal flavor extraction.



UNIFORMITY OF PERFORMANCE & EXTRACTION

TO ENSURE CONSISTENCY, MULTIPLE INDIVIDUAL BREWERS ARE
SUBJECTED TO NUMEROUS BREW CYCLE TESTS BEFORE PASSING THIS
CRITICAL COMPONENT OF CERTIFICATION.

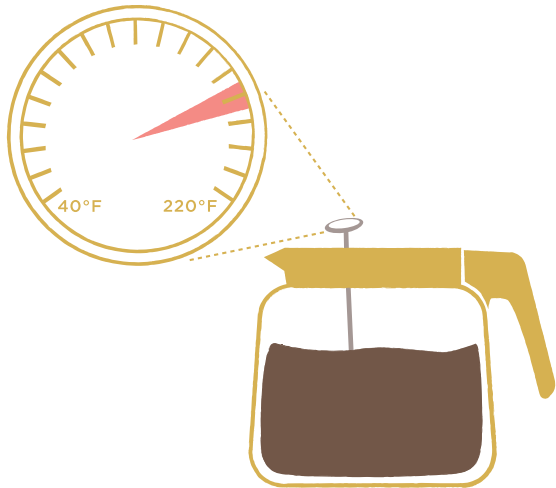


Quality and consistency naturally go hand in hand. When you purchase an SCAA certified home brewer, you can be assured that your coffee maker will produce a consistently delicious cup, every time, for every brew.



CARAFE TEMPERATURE

THE CONTAINER
THAT RECEIVES
THE COFFEE
MUST MAINTAIN
A COFFEE
TEMPERATURE OF
NO LESS THAN
176°F AND NO
MORE THAN
185°F.



Temperature must be maintained during the first thirty (30) minutes of the holding time. During this time, at no point should the temperature of the coffee increase due to a heating element.

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