



AEROPRESS™ Coffee and Espresso Maker - The Story Behind The Flavor



The **AEROPRESS™** is an entirely new way to make coffee.

- Water and grounds are mixed together for ten seconds.
- Then gentle air pressure pushes the mix through a micro-filter in 20 seconds.
- The total brewing time of only 30 seconds results in exceptionally smooth flavor.
- Tasters ranging from professional cuppers and author Kenneth Davids, to coffee aficionados all praise the smooth, rich flavor.

Some praises of **AEROPRESS™**:

"It makes the absolute best cup of coffee I've tasted in my entire life."
Lewis Singer - Cooks Junction

"When used properly, AeroPress produces a remarkably good straight espresso and an excellent Americano-style taller cup. In fact, it produces a better espresso shot than many home machines that cost twenty or thirty times as much." **Kenneth Davids – Author of:**

Coffee: A Guide to Buying Brewing and Enjoying Espresso: Ultimate Coffee
Coffee Roasting: Romance and Revival
editor of coffeereview.com

"Thank you for leaving us an Aeropress. I'm sipping a delicious Americano as I go through my emails--you have saved me from servitude to the office brew cup and I will be forever grateful! The funny thing is, I made it with the same pre-ground coffee the drip stuff is made of (just to do a more direct comparison) and, well, there is no comparison--one has flavor, the other has bitterness."
Molly Watson - Sunset Magazine

"I didn't know the same coffee could taste so good."
Peter Whitely - Sunset Magazine

"This is the first cup of coffee I've ever enjoyed without cream and sugar."
Margie Gray – Professional Engineer and coffee lover

"Thus, the result with hardly any tinkering: Two very, very good mugs of coffee. I was able to taste qualities that I had mainly read about before, particularly on the floral, fruity, and sweet end of the spectrum. You've obviously made a fine discovery."

Jeffrey Steingarten - Vogue Food Editor

Comparison of brewing methods:

Drip Brewing:

Drip brewing passes water through a bed of grounds. When the water first drips into the bed, it is too hot and bitterness is extracted. As the water filters downward through the bed, it becomes too cool and extraction is weak.

The water doesn't contact all of the grounds uniformly. Grounds at the edge of the bed are under-extracted, while grounds at the center are over-extracted and contribute bitterness.

Total immersion of the grounds in the **AEROPRESS** completely solves these problems. All of the grounds contact the same water temperature, and the brewing process is short and sweet. The gentle air pressure of the **AEROPRESS** also extracts extra flavor from the coffee. Ordinary drip brewers leave a lot of flavor in their soggy grounds.

The drip method cannot make a robust single cup because the small amount of water doesn't heat the bed enough for rich extraction. It is also slow. **AEROPRESS** makes one to four servings with a single pressing in less than a minute. The flavor is equally rich for any number of cups.

The lengthy wet time of drip brewing also extracts bitterness from the grounds.

In their 2005 edition of *America's Test Kitchen Live*, the editors of Cook's Illustrated Magazine wrote:

"Drip coffee machines make coffee easily, but rarely well -- often producing a burnt and bitter liquid reminiscent of stale truck stop coffee".

Finally, drip brewers cannot make espresso or lattes.

Espresso Machines:

Most coffee lovers agree that espresso is less bitter than drip brew because of the shorter brewing time. However when we ran comparison taste-tests in the homes of espresso lovers, they all agreed that **AEROPRESS** espresso tasted better than the brew from their high-priced European espresso machines -- why? The reason is that the total immersion brewing of the **AEROPRESS** yields a robust flavor at lower temperature -- and lower temperature brew is far less bitter. Home espresso machines don't allow adjustment of temperature. But even if they did, their lack of total immersion would not yield robust flavor at reduced temperature.

In addition to smoother taste, the **AEROPRESS** has several other advantages over conventional espresso machines.

Grind is not critical in the **AEROPRESS**. Grind is so critical in espresso machines that most grinders cannot produce a grind fine enough to make a good tasting shot! Special espresso grinders cost hundreds of dollars and require frequent cleaning.

Espresso experts always adjust the grind when there are changes in humidity or batches of coffee. They throw away two or three shots while adjusting the grind in to achieve the desired 25-second shot.

There is no tamping in the **AEROPRESS**. Books on espresso teach the art of just the right amount of tamping. They instruct the home barista to practice on the bathroom scale to learn exactly thirty pounds of pressure.

There is no pre-warming of the portafilter head. In fact the **AEROPRESS** has no portafilter head!

