

## Press Communiqué

### Getting the best from the coffee

From temperatures that are too high to cool storage: ritterwerk explains the most frequent mistakes that are made when preparing coffee

**Munich / Gröbenzell, 12 January 2016. Coffee makers, water and coffee beans can make good cups of coffee. Yet as simple as this formula may appear at first glance, it is nonetheless hard to achieve at the practical level. This is because the preparation depends on more than just the quantity of water and coffee – or the brewing temperature. Of equal importance for enjoying coffee is the degree of grinding – meaning how finely or coarsely ground the coffee beans are – and the contact or infusion time which the water requires to run through the filter: the so-called extraction. So that drinkers of coffee can enjoy the variety of great flavoured coffee in the best possible way, the home appliances manufacturers ritterwerk have compiled a summary of the most frequent mistakes that are made when preparing coffee.**

#### **When the coffee tastes too bitter**

Once cause of coffee that tastes too bitter can be attributed to an excessive brewing temperature: the optimum water temperature for filter coffee is between 92 and 96 degrees Celsius. It is only in this way that the flavours are optimally withdrawn from the ground coffee. If the water is too cold, they will not be sufficiently released. If it is too hot, they evaporate too quickly and the coffee tastes excessively bitter or burnt. Yet the flavour is also influenced by the degree of grinding: the more finely the coffee beans are ground, the more slowly the water runs through the filter. The extended contact time between the coffee and the water means the wrong flavourings are washed away and the coffee ends up tasting bitter.

#### **When the coffee tastes sour**

If the coffee is too sour on the tongue, this may be because it has been stored wrongly. Many people, for example, make the mistake of putting their coffee in the refrigerator. If stored there, the coffee can absorb the flavours of other foods which can distort its typical flavour. Coffee should be stored in a cool place, but most importantly, it should be stored somewhere dry and in an airtight container. Oxygen leads to oxidation which causes a loss of flavour. For this reason, ideally, the coffee should only be ground immediately before brewing. Finally, the quality of the water is also decisive: if the coffee is prepared with water which is too hard (excessive calcium carbonate content) then it will also taste sour because the calcium carbonate in the water enhances the natural acidity of the coffee.

### **When the coffee is too weak or strong**

When it comes to strength, the most important consideration is ensuring the correct proportions: the more ground coffee that is used, the stronger the final result. If too little powder is used, however, this won't only result in coffee which is weak, but coffee which can also taste bitter, because an excessive quantity of water combined with a small quantity of coffee will bring out the bitter components of the coffee. In addition to the quantity, however, from this point of view, the grinding degree and the water contact time also affect the result: if the coffee is ground too finely, the water may run through the ground coffee too slowly, but if it is ground too coarsely, it may run through it too quickly. The result is either coffee which is strong and bitter, or coffee which is watery and also bitter. Only when the brewing temperature, water quality, proportions, grinding degree and contact time are right can the ground coffee yield the right flavours and right quantity of caffeine, and provide the best tasting coffee.

For those new to the world of coffee, buying a filter coffee machine is a good way of being able to enjoy a cup of coffee at home which is akin to the kind of coffee served at a good café. High-quality coffee makers brew at the right temperature and the right speed. The most important thing, however, is the starting material – the coffee itself. "Depending on the quality and quantity, every variety of coffee yields a new flavour experience," explains Michael Schüller, Managing Director of ritterwerk GmbH. This concept was the long-standing company's starting point in the design of its very first coffee machine, the cafena 5. "We wanted to create a solid machine which was easy to use, which enables an authentic enjoyment of coffee, and which fulfils the highest aspirations in terms of its design."

### **About ritterwerk:**

ritterwerk was founded in 1905 by Franz Ritter. Since then the medium-sized company develops and produces household appliances which facilitate the everyday work in the kitchen.

The medium-sized company, headed by Michael Schüller, develops, designs and produces exclusively in Gröbenzell near Munich.

The company's philosophy 'made in Germany' not only stands for its production site in Germany. It also incorporates high quality standards, sustainability, appropriate materials as well as functional design, thus clearly following the 'Bauhaus' principles of the twenties.

More information at: [www.ritterwerk.com](http://www.ritterwerk.com)