
MERIDIAN COFFEE CO. — COMPLIMENTARY GUIDE

The Meridian *Brewing Guide*

Five brewing methods. The science behind each one. And the variables that separate a great cup from a forgettable one.

5
METHODS

12
PRO TIPS

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PERFECT CUP

The Four Variables

That Rule Every Cup

Before you pick a brewing method, understand the four variables that determine extraction quality. Master these and every method becomes approachable.



WATER TEMPERATURE

The sweet spot is **93–96°C (200–205°F)**. Boiling water (100°C) scalds the grounds and extracts bitter compounds. Too cool (below 88°C) and you under-extract — weak and sour. Let your kettle rest 30 seconds after boiling.



COFFEE-TO-WATER RATIO

The golden ratio is **1:15 to 1:17** coffee to water by weight. Start at 1:16 (e.g. 22g coffee : 352g water). A kitchen scale removes the guesswork — scoops vary wildly by grind size and how packed they are.



GRIND SIZE

Fine grinds extract faster (more surface area), coarse grinds extract slower. Match grind to method. Inconsistent particle size — the blade grinder problem — means some particles over-extract (bitter) while others under-extract (sour) simultaneously.



CONTACT TIME

How long water spends with grounds determines extraction. **Espresso: 25–30 seconds. Pour-over: 3–4 minutes. French press: 4 minutes. Cold brew: 12–18 hours.** Under-extract and it's sour. Over-extract and it's bitter.

The bloom rule applies to all methods: Pour 2× the coffee's weight in water first, wait 30–45 seconds. Fresh CO₂ escapes, enabling even extraction. If your coffee doesn't bloom, it isn't fresh.

Pour Over & French Press

POUR OVER (V60 / CHEMEX)

Paper-filtered, slow, and meditative. The clean cup that lets origin character shine brightest.

GRIND	Medium-fine
TEMP	93–96°C
RATIO	1:15 – 1:17
TOTAL TIME	3–4 minutes

STEP-BY-STEP

1. Rinse paper filter with hot water
2. Add grounds, create small well in centre
3. Bloom: pour 40–50g water, wait 45s
4. Pour in slow spirals, centre to edge
5. Maintain steady water level
6. Total draw-down: 3–4 minutes

Best for: Ethiopian, Kenyan — light to medium roasts where florals and fruit acid matter.

FRENCH PRESS

Full immersion, unfiltered, rich. Coffee oils stay in the cup for a full-bodied, textured brew.

GRIND	Coarse
TEMP	93–95°C
RATIO	1:15 – 1:16
STEEP TIME	4 minutes

STEP-BY-STEP

1. Preheat press with hot water, discard
2. Add coarse grounds
3. Pour all water at once, stir gently
4. Place lid on (plunger up), don't press yet
5. Steep exactly 4 minutes
6. Press slowly and pour immediately

Best for: Sumatra, dark blends — medium to dark roasts where body and richness are the point.

AEROPRESS

The Traveller

Portable, forgiving, versatile.
Makes everything from
espresso-style concentrate to
clean pour-over style in
under 2 minutes.

Grind: **Medium**Temp: **85–95°C**Ratio: **1:12 – 1:16**Time: **1–2 min**

Pro tip: Try the inverted method
— flip the AeroPress, steep for
90 seconds, then flip and press.
More control, cleaner result.

COLD BREW

The Slow Brew

Cold water, long time.
Produces a smooth, low-acid
concentrate that's completely
different from iced hot
coffee.

Grind: **Extra coarse**Temp: **Cold / room temp**Ratio: **1:8 (concentrate)**Time: **12–18 hours**

Pro tip: Use a darker roast for
cold brew — the smoothness
amplifies sweetness, but light
roast fruit notes can taste odd
when cold. Colombian Huila or
Sumatra are ideal.

ESPRESSO

The Concentrated

9 bars of pressure, 25–30
seconds. The most technical
method — small adjustments
have large effects.

Grind: **Fine**Temp: **90–94°C**Dose: **18–20g in / 36–40g out**Time: **25–30 seconds**

Pro tip: Taste then adjust. Sour
= grind finer or brew hotter.
Bitter = grind coarser or brew
cooler. One variable at a time.

QUICK GRIND
REFERENCEEspresso:
•Pour Over:
••AeroPress:
••French Press:
•••Cold Brew:
••••

Fix Your Cup

The Troubleshooting Guide

☹ Tastes bitter

Over-extraction. Fix: grind coarser, lower water temp, reduce brew time, or use less coffee. Most common cause: blade grinder producing uneven fine particles.

☹ Tastes sour / sharp

Under-extraction. Fix: grind finer, increase water temp, extend brew time, or use more coffee. Sour ≠ acidic brightness — sour is a defect, brightness is a feature.

☹ Tastes weak / watery

Too much water or too little coffee. Adjust ratio first — try 1:14 instead of 1:16. Also check: did you use enough coffee by weight, not just by scoop?

☹ Flat, no aroma

Your coffee is stale. Coffee peaks at 5–21 days post-roast. If there's no bloom when you pour water, the CO₂ is gone. Buy fresher beans and store in an airtight container away from light.

☹ Inconsistent day to day

Switch to weight-based brewing (scales). Scoops vary by how full they are and how tightly packed the grind is. Same weight = same cup, every time.

☹ Pour-over drains too fast / slow

Fast drain (under 2:30 total) = grind finer. Slow drain (over 5 min) = grind coarser. Target 3–4 minutes total for V60. Chemex runs slightly slower, that's normal.

READY TO BREW BETTER?

Every great cup starts
with great beans.

All of our coffees are roasted to order — not sitting in a
warehouse. You'll taste the difference from the first
bloom.

YOUR WELCOME DISCOUNT

MERIDIAN_{IO}

10% off your first order — no minimum

meridiancoffee.org/shop

Free shipping on orders over \$40 · Ships within 48 hours of roasting

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