

Coffee pods Part 1



Pod adaptors are available for most machine types

Some frequently asked questions.

Q. What are coffee pods?

A. Pods are like a tea bag but they contain espresso coffee. They are the new and simplest way to make great coffee. Coffee pods are freshly roasted coffee, ground to exact requirement, tamped and then encapsulated in paper.

Q. Are they difficult to use?

A. No! It is simple to use Coffee Pods.

just pop a coffee pod into the filter holder of your machine to brew a delicious espresso coffee. Then simply throw the used pod into the bin! **No mess, no waste** just perfect drinks time after time.

Q. Are pods expensive?

A. For a 100% Arabica top range gourmet coffee can be as little 17c per cup.

Q. How do I save money?

A. You are not going to need a grinder save €440.00. and a pod machine will replace the need for an automatic machine **saving you paying up to €3,000**

Q. How do they help me?

A. Basically you avoid those bitter or watery coffees that no one likes.

- It cuts out measuring, dosing, and tamping the coffee each time.
- Serve the perfect espresso each time, which is the basis for excellent cappuccinos.
- **With no grinder you will save valuable counter space.**

Q. I all ready have a machine can I still use pods?

A. Yes! You just get an adapter to convert to pods.

Q. I have no experience- how can I make a COFFEE.

A. First step is to make the coffee correctly.

Once you have the espresso made correctly, the rest is easy - all you do then is froth the milk .

By using pods in your machine can you guarantee perfect results, **there is no mess** and pods help to look after your machine with **less maintenance** involved. In fact used pods can even be used as fertilizer for your garden!



Espresso is an art; there are many ways of getting it wrong! The grind, the measurement, freshness, the roast, tampering, temperature, and water pressure.... the list goes on. Some people judge an espresso by the crema, some by the flavour, acidity and liqueur. **By using coffee pods you get it right first time every time**



Pods are very popular in Italy and the USA and are used both for home use and in the catering sector. They have caught on very quickly there, as people have become discerning over time and no longer will put up with poor coffees.



No loose coffee grinds



No need for a knock box



No need for a grinder

Coffee pods Part 2

**Why bother with pods?**

- Save ~~€440-€550~~ on the expense of a grinder
- Save on the expense of an automatic machine

With just €1700 you can buy a semi automatic machine which will give you the same coffee as a fully automatic machine with practically no experience.

- Minimum of expense for maximum taste
- Easy to operate

Just pop in the pod, press button and hey presto!
Perfect espresso with crema every time.

- Save training and avoid terrible coffee

If you have a manual or semi automatic you can get an adaptor i.e. new group handle or filter basket to hold the pods.

**Eliminate:**

- Dosing the coffee (should be 7 grams per cup)
- Correcting the grind (should take 18-23 seconds per extraction)
- Tamping the grind (tamp to hard and the coffee will be bitter, tamp to soft coffee will be watery).

- ***Pods – they cant be any good can they?***

Every pod produces exactly the same coffee and unlike coffee beans are consistent. Usually they are better especially in a start up situation or in high staff turnover environments.

**Advantages of pods**

- ★ No need for a grinder
- ★ Easy to use
- ★ Clean – therefore needing less maintenance
- ★ A high quality cup of espresso
- ★ Little staff training
- ★ From €0.17c per cup
- ★ Offer **DECAFFEINATED coffees**
- ★ Will suit most Espresso machines

Basically one eliminates the skill that a baresta would acquire in months or years.
No more grinding, dosing the correct amount of coffee, or pressing the ground coffee into shape.

**Always fresh**

Each pod is individually wrapped to insure maximum freshness every time.