

In order to maintain the freshness and best possible taste from your coffee, it is important to always store the coffee in the most favorable conditions. Coffee's largest enemies are:

- Moisture
- Air
- Liaht
- Fluctuating temperature
- Strong odors

In order to avoid flavor loss during storage follow these simple rules:

- Store coffee in an air-tight container, preferably ceramic or non-reactive metal with an airtight gasket.
- Keep coffee in a cool, dark place away from light and heat.
- Purchase only enough coffee that will be consumed within 7-10 days.
- Only grind enough coffee for the day, do not pre-grind.

If you purchase more than a week's supply of coffee it is suitable to store the coffee beans in the freezer for 2-3 months. In this case, it is important to divide up the coffee beans into weekly portions as the coffee should only be frozen and defrosted once. Moisture can build up from removing and returning the coffee to the freezer and will ruin the flavor.

Place the beans in a freezer bag and remove as much air from the bag as possible; a vacuum sealer is the best way to accomplish this. Then place the individual portions in an opaque bag or in the back of the freezer to avoid exposure to light. Once coffee beans have been removed from the freezer, allow at least one hour for the frozen coffee beans to defrost before grinding. Use the defrosted coffee beans within 7-10 days.

Don't freeze coffee that isn't fresh as freezing will only prolong the stale taste.

Pre-ground coffee has a lot of surface area and as a result, it has a tendency of absorbing odors quicker than whole bean coffee. Therefore it is not recommended to store ground coffee in the freezer.

Never store coffee in the refrigerator! Storing coffee in the refrigerator will expose the beans to an excessive amount of moisture and odor that will damage the coffee's flavor.