

PRIMARY SERIES



RED



Red brings the fruit-forward and dense quality of some of the most unique specialty coffees to our Primary Series. Featuring a profile reminiscent of the coffee cherry, Red is a delightful option for brewed coffee and espresso.

To achieve a concentrated fruit flavor, Red features naturally processed coffees. This involves sun-drying the harvested coffee cherry before separating the fruit from the seeds, which will eventually become coffee beans. This ancient processing method is known to result in a cup with syrupy body and the intensity of berry fruit. With the intentionality practiced by specialty coffee producers, this method has become immensely popular among coffee fanatics in the last decade.

Visit blueprintcoffee.com/red for traceability stats and brewing advice.

Red is one of our three Primary Series of blends – a nod to the primary colors of red, yellow, and blue. Much like these three colors are the building blocks of art, our Primary Series represents three essential coffee flavor profiles:

- **RED** is ideal for filter brewing or espresso, with deep fruity tones of cherry, berry, and apple and a syrupy body.
- **YELLOW** features citrus and floral notes and a crisp, light body that is well-suited for filter brewing or French Press.
- **BLUE** is full-bodied and intended for cold brew or filter brewing, with notes of caramel and chocolate.



RED



POUR-OVER BREWING GUIDE

- 1.) Insert a filter into the brewer cone of your choice and place atop a cup or decanter. Rinse filter with boiling water to preheat the cone and vessel.
- 2.) Add 25g of fresh coffee grounds to the filter ground at a medium-fine setting.
- 3.) Remove all rinse water from your vessel, then place entire assembly atop a scale. Start a timer, then slowly pour 50g of water onto the ground coffee, making sure to saturate all of the grounds.
- 4.) After 30 seconds have passed, slowly pour a total weight of 400g of water over the grounds. Take pouring breaks every 50-75g. Aim to have all 400g of water added between 2 and 3 minutes on your timer.
- 5.) Discard grounds and filter. Enjoy!

SUGGESTED PARAMETERS

DRIP RATIO:	1 : 16
ESPRESSO RATIO:	1 : 2.25
WE TASTE:	cherry, apple, lush sweetness

