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Contact: Raquel Hochroth
raquel@rosengrouppr.com

The Tchibo Guide to the Best Brew

*Europe's #1 coffeehouse offers definitive tips to Midwest java lovers
for freshest cup of coffee*

CHICAGO (March 2, 2021)—According to the National Coffee Association, 79% of Americans prepare coffee at home, and consume an average of 3 cups of coffee per day. Helping javistas ensure they have the freshest cup of joe, **Tchibo** (*Chee-bo*)—Europe's #1 coffeehouse which debuted in the US last fall—has released its definitive guide to brew the best cup of coffee. Leveraging over 70 years of experience to create perfectly fresh, aromatic coffees, Tchibo believes that at the end of the day it's not when you make the coffee, but how.

To serve up the best brew:

- **Store correctly:** Store coffee beans in an airtight container or jar under cool conditions. Not only will this make your coffee taste better, it will make it last and stay fresher longer.
- **Use filtered water:** Flavors, odors and toxins in ordinary tap water will influence the final brew in your cup. Be sure to put filtered water into your machine for the best results.
- **Raise the temperature:** The highest-quality coffee brews at 195-205 degrees Fahrenheit. Run the machine with only water, check the temperature, and if your machine allows, adjust accordingly.
- **Grind matters:** Good coffee grounds are the foundation of a great cup of coffee. When you grind, keep in mind the kind of machine you have. You should select a medium grinding degree for drip machines or a coarser grinding for French Press preparation. If it is too fine, the coffee can become bitter. Too coarse, and the coffee will taste thin and weak.
- **Timing is key:** Make sure to grind right before you brew, coffee quality fades away with age. You won't do yourself any favors by trying to cut down on time by grinding in advance.
- **Clean your coffee maker:** Coffee contains oils which can affect the taste and linger on the machine if not properly taken care of. Make sure to clean your coffee maker regularly for a pristine, crisp cup.





Tchibo takes a detailed approach to every step in the coffee development process—from the green coffee plant to the package on the shelf—and is committed to bringing consumers a fresh and delicious coffee experience.

To learn more about Tchibo, visit [Tchibo.com](https://www.tchibo.com); follow on [Instagram](#), [Facebook](#), and [Twitter](#). For a complete list of Midwest retailers click [here](#).

About Tchibo

Founded in 1949, Tchibo has been delighting coffee connoisseurs for over 70 years, becoming the #1 coffeehouse in Europe. Now available in the U.S. and carried throughout Europe, Tchibo is the roasted coffee market leader in several European countries. In addition to coffee products, Tchibo operates a wide range of non-food businesses in Europe with a large retail arm operating in more than 900 shops, 24,300 outposts at third-party retail outlets, and online stores. Tchibo has 11,450 employees worldwide, and generated revenues of over \$3.6 billion in 2019.

The Tchibo difference is grounded in the concept of RÖST FRISCH, redefining what it means to be fresh. From growing and harvesting to roasting and packaging, every step in the Tchibo process is 'fresher by design' and dedicated to creating exquisitely fresh coffee for consumers to enjoy at home. Tchibo recognizes that it is imperative to have a healthy planet to achieve the freshest and most sustainable coffee. With global headquarters in Hamburg, the family-owned business has been recognized with multiple awards for its sustainable, fair-trade practices, including the award for Corporate Ethics and the Environmental Logistics Award and the European Union's CSR Award. In 2016 Tchibo was awarded Germany's most sustainable major enterprise. Learn more at [Tchibo.com](https://www.tchibo.com); follow us at [Instagram](#), [Facebook](#), and [Twitter](#).

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