



A GUIDE TO

# BREWING YOUR CUP OF LOVE



# Happy Brewing!

From the beginning, Phil knew the best coffee is one that comes to your taste. This guide helps you craft your cup your way, while also providing new tips and tricks. Try your coffee sweet and creamy, sprinkle it with cinnamon, or add a sprig of mint. Above all, have fun, and enjoy your Cup of Love.

*Check out the back of each card  
for easy brew steps.*



# FRENCH PRESS

This brewing process produces a full-bodied cup of your favorite Philz blend that delivers on flavor.

## PHILZ FAVORITES

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Luca's Unplugged / Tesora / Jacob's Wonderbar

# FRENCH PRESS

## WHAT YOU'LL NEED



10g / 2 Tbsp.  
of coffee



6 oz.  
of water

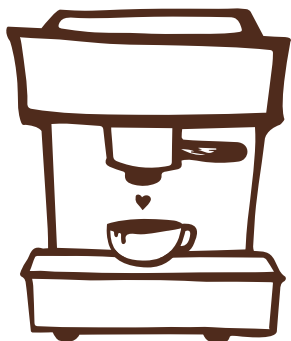


4 min.

**TOOLS:** Grinder, Scale, Timer, Spoon

## HOW TO BREW

1. Boil water to 200°F.  
Optional: Boil additional water to preheat your press.
2. Grind coffee to a coarse setting (like the size of dry couscous).
3. If you boiled additional water, preheat your press.  
Add grounds to press and steadily pour in hot water.
4. Set timer; after a minute, stir coffee 4–6 times and replace lid, keeping mesh filter just above liquid.
5. At 4 minutes, slowly and steadily press plunger down.
6. Serve within 10 minutes or store in something insulated.
7. Drink in the full flavor!



# ESPRESSO MACHINE

The perfect pick-me-up, this method brings out a bold flavor, but in a smaller dose.




**PHILZ FAVORITES**

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*Ambrosia / Greater Alarm / Tesora*

# ESPRESSO MACHINE

## WHAT YOU'LL NEED

 Single Shot: 7–11 grams of coffee	 Double Shot: 14 –22 grams of coffee	 20–30 sec.
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**TOOLS:** Grinder, Scale, Timer

## HOW TO BREW

1. Grind coffee to an espresso setting (like the size of superfine sugar) and place in portafilter.
2. Hold handle and place portafilter on an even surface.
3. Using tamper, depress grounds evenly in portafilter, using 30–50 lb. pressure.
4. Lock portafilter into espresso machine; start timer and begin brewing.
5. Stop brewing after 20–30 seconds.
6. Serve and enjoy the intense flavor!

**TIP:** If your coffee comes out too fast, grind beans so they're more fine. If coffee comes out too slow, grind beans more coarse.



We create  
community by  
celebrating  
individuality  
and sharing  
our passion.





# POUR OVER

A simple brew for a clean taste. This is similar to how we make it at Philz, so now you're one of us!

## PHILZ FAVORITES

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*New Manhattan / Dancing Water / Silken Splendor*



# POUR OVER

## WHAT YOU'LL NEED

 10g / 2 Tbsp. of coffee	 6 oz. of water	 4–6 min.
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**TOOLS:** Gooseneck Spout Kettle, Filters, Scale, Timer

## HOW TO BREW

1. Measure cold water into kettle; boil to 200°F.
2. Place filter in Chemex: three layers on one side, one layer on the other.
3. Pre-wet filter with hot water; empty Chemex of any extra water.
4. Grind coffee to a medium setting (similar to the size of Kosher salt); put your filter in its home.
5. Slowly pour a little hot water over grounds to “bloom.”
6. Gradually “spiral in” the rest of the hot water.
7. Enjoy right away (or store for later) and savor the oh-so-smooth flavor!



# COLD BREW

See how refreshing a chilled coffee can be.  
Brew extra so it's always ready when you are!

**PHILZ FAVORITES**

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Philtered Soul / Ether / Ecstatic

# COLD BREW

## WHAT YOU'LL NEED

 88g / 17½ Tbsp. of coffee	 24 oz. of water	 10 hours
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**TOOLS:** Cold Brew Pot (we like Hario Mizudashi),  
Timer, Stirring Spoon

## HOW TO BREW

1. Grind coffee to a coarse setting (similar to the size of dry couscous) and add to filter.
2. Put the mesh filter in the carafe and pour in your ground coffee.
3. Add 8 oz. of room temperature water to ground coffee. Using a spoon, gently agitate for 30 seconds. The water should slowly drain.
4. Pour another 8 oz. water into the grounds and stir again for 30 seconds.
5. Pour the remaining water into the ground coffee, repeating the stirring for 30 seconds.
6. Set your timer for 10 hours and leave your cold brew pot in your fridge or a cool, kitchen location.
7. After 10 hours, remove filter mesh with the coffee grounds.
8. Pour chilled cold brew in a tall glass, stick in a straw, and enjoy.

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We want Philz  
to feel like home.  
It's not just  
about coffee,  
it's about people.

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# AUTO DRIP

An easy method to better your day. Set up and sit back as it brews enough coffee for everyone.

## PHILZ FAVORITES

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*Dancing Water / Julie's Ultimate / Tantalizing Turkish*

# AUTO DRIP

## WHAT YOU'LL NEED

 10g / 2 Tbsp. of coffee	 6 oz. of water	 4–5 min.
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**TOOLS:** Filters, Scale, Timer

## HOW TO BREW

1. Measure fresh, cold water into reservoir.
2. Measure/weigh coffee per recommended ratio.
3. Give your paper filter a good hot water rinse and place in brew basket.
4. Grind coffee to a medium setting (similar to the size of Kosher salt), slightly finer for cone-shaped filters; a little more coarse for metal filters.
5. Put ground coffee in filter and start brewer.
6. Pour in your favorite mug and enjoy!

## TIPS TO CRAFT YOUR CUP OF LOVE

*Our Director of Coffee, Andi Trindle Mersch, shares her top tips for brewing your Philz at home.*

### KEEP IT FRESH

- Our coffee tastes best when brewed within two weeks of its roast date and ground 15 minutes or less before brewing.
- Use clean, fresh, odorless, ideally filtered water (but not distilled!) for best flavor. Coffee is more than 98% water!

### PERFECT YOUR GRIND

The grind degree (how coarse or fine the particles are) impacts flavor. Adjust your grind to suit the brew time and your flavor preference.

- Shorter brew times need a finer grind.  
Longer brew times need a coarser grind.
- If your coffee is too strong, consider a coarser grind.  
If it's too weak, go finer.
- Consistency is critical for even extraction of flavor.  
Burr grinders are best for consistency.
- Philz Fact: Whether you buy your beans in-store or online, you always have the option to let us grind the beans for you.  
Just let us know how you like your grind!

### THE RIGHT TEMPERATURE

200°F is the optimal temperature for all hot water brewing methods. Don't have a thermometer? Bring water to a boil and let sit for 5 seconds and then pour.

### EQUIPMENT CARE

Soap can sit this one out. There's no need to use it when cleaning your brewing tools.



# Philz Delivers to Your Door

Want a fresh bag of your favorite Philz blend  
sent to you, and as often as you like?

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