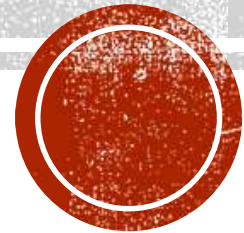


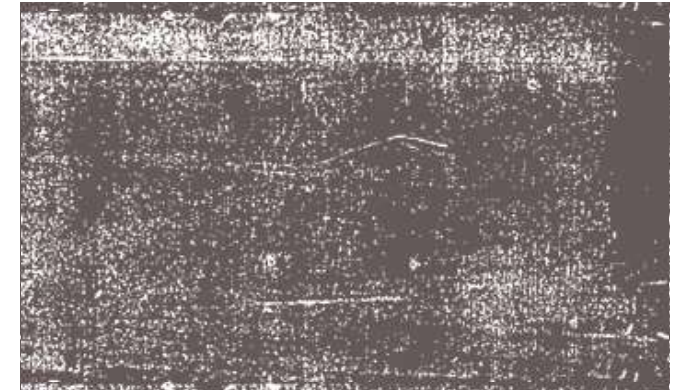
# BLACK COFFEE COMPANY

K-Cup trials



# THE SETUP

- Original Keurig
- Magic Bullet blender
- Refillable K-CUP- off brand
- Keurig refillable k-cup
- Black Coffee Company “WOKE” mug
- Black Coffee Brazilian Roast





# OFF BRAND K- CUP

- Beans were left relatively course
  - Filter looked like it might allow fine ground to pass through
- K-Cup did not have a measuring line so you know where to stop
  - I was careful not to pack the coffee grounds
- The K-Cup fit snugly in the Keurig with no modification of any part of it
- The brew dispensed very well into the cup, but granules were present floating around the top and the brew didn't appear very dark
- Overall, my impression is that there still needs to be a few more tweaks to the prep method





## USING A FILTER IN OFF BRAND K-CUP

- Very unsure how much ground coffee I was actually using
- Filters worked well to reduce floating granules
- Minor interference when closing the lid on the k-cup
- Lack of water impacted the test
  - Appears to be very light as though water isn't filtering through the full amount of ground coffee
  - I touched the used grounds and they were wet, yet coffee was not strong, light, and watered down





# KEURIG REFILLABLE K-CUP

- Mesh filter looks more robust like it could take finer grounds
- There is a fill line depending on which Keurig you have
- You must take out a few components of your Keurig to fit the refillable
  - Instructions are provided and it is pretty easy
  - Removing part of the Keurig gives a sloppy pout into the mug so you will have to wipe the Keurig after use
- It appears that this refillable retains the water better for an excellent brew and full flavor
- No need for the paper filters
  - The paper filters would not fit in the Keurig refillable anyway



# CONCLUSION

- Keurig K-Cups are preferred
  - Price is roughly ~\$11.92 for 1
  - Would not suggest selling them
  - Likely part of a recommendation blog
- Off brand needs more refinement
  - I would not discount them just yet
  - Would offer them in certain circumstances
  - Could offer them as an optional item
  - Could include in recommendation blog
    - Would need to include filters
    - Cost was roughly \$9.95/4
    - 300ct filters = 14.95

