



# Whole Bean vs Ground Coffee

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## What's the big deal?

Whole Bean coffee versus Pre-Ground coffee is a debate that most home coffee brewers go through at some point in time. Statistics say that most coffee drinkers tend to start out purchasing ground coffee beans, especially when shopping at grocery chains and supermarkets. Ground coffee is easier to use, in that it has already been pre-grounded, so it takes you less time to prepare when brewing at home. Whole Bean coffee, as the name implies, is exactly that: whole coffee beans in a bag. Those who purchase whole coffee beans are doing this knowing that they will then have to grind the beans at home before they can brew a cup/pot. People who prefer Whole Bean coffee over Grounded coffee say they take this extra step for two main reasons, taste and quality.

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## Is there really a difference?

If you have never had freshly ground coffee than you may not realize there is a difference. Coffee that has been roasted and then grinded before it is bagged and placed for sale, goes stale faster, and as a result loses flavor quicker than whole beans that have not been ground. Coffee Bean flavors are produced by the oils contained in the beans, when you grind the beans, that oil/flavor is released and begins to evaporate. By waiting to grind your whole beans till right before brewing that first cup of coffee, you are preserving that quality taste.

## Why is it important?

- By waiting to grind your beans till just before you brew a cup/pot of coffee the flavor is much stronger and the characteristics of the bean type become more transparent.
- The whole bean, once ground, immediately loses 61% of its innate aromas after 15 minutes.
- If you want fresh flavorful and quality coffee, Whole Bean is the best bet

## Wait so should I buy a coffee grinder?

- Absolutely, well only if you enjoy making fresh quality coffee at home
- Coffee grinders can range from \$10 on the low end to \$1000 or more for the best of the best
- We will discuss the pro/cons of manual grinders vs electric grinders in the next post, along with spotlight a couple of our favorite models



## Data Sources:

- <http://blog.equalexchange.coop/ground-coffee-vs-whole-bean-coffee-right/>
- <https://gatheringgroundscafe.com/pre-ground-coffee-vs-whole-bean-why-does-it-matter/>