Perk Up Your Morning Brew With A NESCO Coffee Roaster



Five Reasons to Roast Your Own Coffee at Home

Roasting your own coffee beans might seem like a daunting task, but tools like the NESCO Coffee Roaster make the process so easy your morning coffee ritual may never taste the same again.

Roasting coffee beans at home expands your knowledge and appreciation of what goes into a good cup of coffee, and the right equipment can make the process smooth and simple. NESCO’s Coffee Roaster could change the way you think about coffee.

How a NESCO Coffee Roaster Will Elevate Your Morning Brew

1. **Freshness & Flavor**
   Did you know that coffee only stays fresh for seven to ten days after roasting? Most coffee grounds purchased commercially have been in the bag at least a month. That means the chance for truly fresh coffee is gone before you even open the bag. Even the coffee at most coffee houses isn’t roasted and ground onsite. Home roasting can allow you to develop the natural flavor in the beans that you purchase by controlling air flow, temperature and speed of the Coffee Roaster.
2. **Cost**
   The cost of truly fresh roasted beans can be quite high, particularly for everyday use. On average, the cost of raw (green) coffee beans is typically 50 to 75 percent less per pound than freshly roasted coffee. Not to mention the difficulty in finding freshly roasted coffee beans in your community, which may prove difficult unless you’ve got a local roaster close by.
3. **Health**
   Coffee beans are naturally high in antioxidants. The trouble is with roasting, grinding, packaging and finally brewing, the coffee loses a significant amount of antioxidant content. By roasting your beans at home you eliminate that added time and opportunity for antioxidant loss which makes your morning brew much healthier.
4. **Customization**
   Everything from the origin of your coffee beans, to the temperature and time they are roasted can affect both the flavor and the caffeine level of your end product. Experimenting with your home roasts will allow you to

customize the flavor profile of your coffee to your liking.

5. **Satisfaction**
   There's nothing quite like the satisfaction of mastering a new recipe or producing a true artisan cup of coffee for yourself, friends or family. Roasting your own coffee beans at home is a simple way to really wow your tastebuds, especially with tools like a designated Coffee Roaster to help.

The NESCO Coffee Roaster has pre-programmed medium and dark roast options which make roasting your own coffee beans at home virtually fail-proof. You still have control over the flavor profile of your coffee based on the origin of your raw beans. Plus the ability to override time and temperature allows you to achieve the exact roasting profile you desire – all from the comfort of your very own kitchen.

NESCO prides itself on accessibility and ease of use. Our products, including the original NESCO Roaster Oven, Electric Food Slicer, and the Coffee Roaster are affordable and easy to use to make your kitchen adventures easier and more fun.

NESCO: Your Key Ingredient

At NESCO, we believe life is an occasion worth celebrating. We're dedicated to being Your Key Ingredient in those celebrations by making cooking enjoyable again with our complete line of innovative small kitchen appliances and accessories. NESCO began as the National Enameling and Stamping Company and created the first Roaster Oven in 1931. NESCO is currently headquartered in Two Rivers, Wisconsin.

To purchase NESCO products visit nesco.com or for more information call 1-800-288-4545.