Our Roasting Process

STARTS WITH BEAN SELECTION

No detail is too small to be considered, from farming methods to climate and cloud coverage. Only a small percentage of the world’s coffee bean crop, yielded by the tropical Rubiaceae tree, is selectively deemed exceptional enough for use by PJ’s Coffee.

ROASTING PERFECTION

There is a science behind coffee roasting, and our practices have turned this science into a fine art. Our roasting process transforms finely selected green beans, dries and readies them to release oils, essences, and flavors that will make a truly unique cup of coffee. We roast our coffee in a small batch process that uses a hot air method. This gives our Roastmaster flexibility, based on the individual qualities of the beans, in order to produce the most flavorful and freshest coffee possible. Each small batch is its own custom roast, not a part of a continuous process. As the beans pop, they double in size and assume the distinctive and rich brown coffee color.

Our Founder

The ‘PJ’ in our name stands for Phyllis Jordan, our founder, who opened her first coffee house over three decades ago. She is one of the pioneers of gourmet coffee; her idea - to create unique coffee blends and roast the beans in small batches the same way we do it today in our roasting facility not far from the French Market.
FRENCH ROAST
A complex and intense cup of coffee. Full-bodied with an exotic aftertaste of bittersweet chocolate.

available in Decaf

ESPRESSO DOLCE
This blend of classic roasts produces a coffee that is sweet and smooth with a deep chocolate flavor that lingers on the palate.

FRENCH BREAKFAST
A très bien way to begin your day! This rich and mellow coffee has a slightly smoky aroma and sweet chocolate aftertaste.

PAPUA NEW GUINEA
Fruity in flavor and rich in aroma. This dark roasted bean is a more intense version of our usual French Roast.

VIENNESE BLEND
This blend of dark and medium roasts is a lively and clean coffee with a toasty aroma, full body and a lingering chocolate aftertaste.

available in Decaf

WINDSOR COURT BLEND
A noble blend of the finest quality, this coffee has a mild, sweet and clean flavor with hints of vanilla and sweet walnut.

Decaf
Nothing is allowed to interfere with the perfect flavor of PJ’s coffee. That is why we use a process that removes as much as 99.5% of the caffeine while preserving more of the natural flavor than other commonly used processes.

• FRENCH ROAST
• VIENNESE BLEND
• COLOMBIA SUPREMO
• SOUTHERN PECAN

PJ’S COFFEE at home

Grind it Right
Grind your PJ’s coffee just before brewing to capture the full flavor and aroma of the whole beans. Once coffee beans are ground, despite our superior quality, the natural oils and aromatic compounds can dissipate if not brewed immediately.

espresso • drip • cold drip • french press

Brewing Tips
To brew the best possible cup of PJ’s coffee, measure two tablespoons of ground coffee per six ounces of water. We suggest using only cold, filtered water in your coffee brewer. Only brew what you plan to drink in one sitting and avoid letting coffee sit on a burner for more than 20 minutes. To extend the freshness of your brewed coffee, you may store it in a carafe for up to two hours, but never reheat coffee.

Keep It Fresh
Transfer your whole bean PJ’s Coffee to an airtight opaque container at home. Store in a cool, dry, dark place to protect the flavor and aroma. Keep only enough coffee on hand to last a week or so. Never freeze or refrigerate your coffee.