

The Effect of Different Grind Sizes of Argopuro Robusta Coffee on Consumer Favorability with V60 Brewing Technique

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ABSTRACT

The demand for coffee, both in the export and domestic markets, has been growing steadily. To meet the preferences of consumers, it is important to determine the right coffee mill size, as different mill sizes produce different flavors due to variations in extraction. In a study on the effect of coffee grind size on consumer preference, researchers used coarse, medium, and fine grind sizes of Argopuro robusta coffee. The coffee was brewed using the V60 method, and samples were taken from both campus students and café visitors. The results showed that coffee with a medium grind size was the most preferred among the participants. This research provides valuable insights for the coffee industry in selecting the optimal grind size to meet consumer preferences.

Keywords : V60, grind size, brewing coffee, robusta