unique recipes, coffee-making tips, equipment know-how for automatic drip coffee makers
There's been a lot of progress made in coffee brewing. In fact, the automatic drip coffee maker is just about the most progressive way to brew a perfect cup of coffee.

It's for you – as an owner of an automatic drip coffee machine – that the makers of Maxwell House A.D.C. Brand Coffee have specially prepared this booklet. It's full of brewing tips, serving ideas and unusual beverages – some made right in the coffee maker! To go with those perfect cups of coffee, there are recipes for delicious snacks and desserts. All will
help you get the most enjoyment from your automatic drip machine.

Coffee by tradition is a companionable beverage – a mood setter; an "ice breaker," an international way to say welcome!

Throughout the long history of coffee, many cultures developed unique ways to serve the brew. The Turks like theirs heavy, dark and very sweet. The Austrians delight in china cups filled with Melange mit Schlag (coffee with milk and whipped cream). And the Italians love their Espresso with a twist of lemon peel. And Americans have found more delightful combinations.

This small collection of beverages offers you a variety of new ways to serve coffee. Some are inspired by foreign cultures and customs and contain a hint of spice, a spoonful of liqueur or a dollop of topping. Others are daytime drinks made with ice cream and chocolate, sometimes hot, sometimes cold.

While many coffees are best served "as is," there are occasions when the proper accompaniments help create the different moods of pleasurable living. Early in the day, a muffin still warm from the oven. In the afternoon, a thin slice of Carrot Cake (and doesn’t that sound healthy?). After dinner, with luscious crèmes or pastries filled with fruit and cream.

Coffee in a china cup, a pottery mug, a demitasse – any way, it’s a very obliging beverage. Share a cup with a friend, a loved one…and share these recipes, too.
To make certain that every cup of coffee brings the maximum possible enjoyment, it's important to brush up on brewing and storage know-how.

**BREWING SKILLS**

- Select the right coffee. For automatic drip coffee makers, always use MAXWELL HOUSE A.D.C. Brand Coffee. It is especially designed for use with automatic drip coffee makers and will produce consistently great coffee.
- Check your measuring techniques against those recommended by the manufacturer. Discover what suits your taste and be sure to use that measure each time for consistent results.
- Best extraction results when using at least three-fourths the coffee maker's capacity, unless manufacturer's directions suggest greater flexibility.
- Take care to distribute the coffee evenly in the basket, not allowing it to mound up on one side. Take a minute or two to make sure all the water has come through the grounds. The basket should then be removed so that steam won't continue to steep the grounds and release bitter or burnt flavor notes.
- If your coffee maker requires a filter, use one of high quality.

**STORAGE TIPS**

- Because it is vacuum-packed, unopened ground roast coffee maintains optimum freshness for at least two years, but can last almost indefinitely if kept at room temperature.
- Coffee should always be stored tightly covered to prevent gradual flavor loss. Store it in a cool place in the kitchen (not near the range).
- For storage beyond two weeks, the refrigerator is recommended. Coffee will keep well refrigerated up to 6 to 8 weeks — or up to 6 months if stored in the freezer.
- Reseal the container tightly after each use and re-refrigerate at once.
These beverages are meant to be sipped from a big cup or mug and served with a hearty snack.
CAFE AU LAIT

1 cup (16 tablespoons) Maxwell House A.D.C. coffee
1 quart water
1 quart milk, heated

Prepare coffee in automatic drip coffee maker using amounts of coffee and water given above. To serve, pour equal amounts of coffee and milk in cups or mugs. Sweeten to taste. Makes about 8 servings.

VIENNESE COFFEE

10 whole cloves
2 sticks cinnamon
3/4 cup (12 tablespoons) Maxwell House A.D.C. coffee
1/3 cup sugar
4 1/2 cups water

Prepared whipped topping
Ground cinnamon

Place cloves, cinnamon sticks and coffee in brew basket of automatic drip coffee maker. Place sugar in coffee pot of coffee maker. Prepare coffee using 4 1/2 cups water. To serve, pour coffee mixture into mugs or cups, top with a generous spoonful of topping and sprinkle with ground cinnamon. Makes about 6 servings.

MUFFINS

1 3/4 cups all-purpose flour
2 tablespoons sugar
2 1/2 teaspoons Calumet baking powder
3/4 teaspoon salt
1 egg, well beaten
3/4 cup milk
1/3 cup liquid shortening

Mix flour with sugar, baking powder and salt. Combine egg and milk and add all at once to flour mixture. Add shortening. Then stir only until dry ingredients are dampened. (Batter will be lumpy.) Spoon into greased muffin pans, filling each about two-thirds full. Bake at 400° for 25 minutes, or until done. Makes 10 to 12 muffins.

Cranberry Muffins. Chop 1 cup raw cranberries and sprinkle with 3 tablespoons sugar. Prepare Muffins as directed, blending in cranberry mixture with shortening. Makes 12 to 14 muffins.

Orange Raisin Muffins. Prepare Muffins as directed, adding 1/2 cup chopped raisins and 1 1/2 teaspoons grated orange rind to milk-egg mixture. Makes 12 to 14 muffins.
COFFEE FROSTED

2 cups brewed Maxwell House A.D.C. coffee, chilled
1 pint vanilla, coffee or chocolate ice cream

Combine coffee and ice cream in a bowl and beat with hand beater until blended and thick. (Or use a shaker or glass jar and shake until blended; or blend in electric blender.) Serve immediately in tall glasses with ice. Makes 3 or 4 servings.

COFFEE MEXICO

\[
\begin{align*}
\frac{1}{3} \text{ cup sugar } & * \\
\frac{1}{4} \text{ cup cocoa } & * \\
1 \text{ teaspoon grated lemon rind} & \\
1 \text{ drop aromatic bitters} & \\
\text{Hot brewed Maxwell House A.D.C. coffee} & \\
\text{Prepared whipped topping} & \\
\end{align*}
\]

*Or use \( \frac{1}{2} \) cup instant cocoa mix.

Combine sugar, cocoa, lemon rind and bitters; mix well. For each serving of coffee, place about \( \frac{1}{2} \) teaspoons cocoa mixture in cup or mug, pour in coffee. Add a dollop of topping.

Note: The cocoa mixture stores well in the refrigerator in a jar or container with tight-fitting lid.

CARROT CAKE

\[
\begin{align*}
2 \text{ cups all-purpose flour} & \\
2\frac{1}{2} \text{ teaspoons baking soda} & \\
2 \text{ teaspoons cinnamon} & \\
1 \text{ teaspoon salt} & \\
1 \text{ cup oil} & \\
2 \text{ cups sugar} & \\
3 \text{ eggs} & \\
1 \text{ can (8 or 8\frac{1}{4} oz.) crushed pineapple} & \\
2 \text{ cups grated carrots} & \\
1\frac{1}{2} \text{ cups (about) Baker's Angel Flake coconut} & \\
\frac{1}{2} \text{ cup chopped nuts} & \\
\end{align*}
\]

Lemon Glaze

Combine flour, soda, cinnamon and salt. Beat oil, sugar and eggs until well blended. Add flour mixture and beat until smooth. Blend in pineapple with liquid, carrots, coconut and nuts. Pour into greased 13x9-inch pan. Bake at 350° for 50 to 55 minutes. Prick surface of hot cake with wooden pick or fork; spoon on Lemon Glaze. Cool before cutting and serving.

**Lemon Glaze.** Heat \( \frac{1}{3} \) cup butter or margarine and \( 1\frac{1}{2} \) teaspoons water with \( \frac{1}{3} \) cup sugar in saucepan. Stir in 2 tablespoons lemon juice.
**CAPPUCINO**

½ cup (8 tablespoons) Maxwell House A.D.C. coffee  
3 cups water  
Prepared whipped topping  
Ground cinnamon  

Prepare coffee in automatic drip coffee maker using amounts of coffee and water given above. To serve, place a generous spoonful of topping in each cup or mug; add a dash of cinnamon and pour brewed coffee in cup to fill. Add sugar to taste, if desired. Makes 4 to 6 servings.

**SWISS COFFEE**

6 squares Baker's German's sweet chocolate, broken in pieces  
½ cup (8 tablespoons) Maxwell House A.D.C. coffee  
Peel from 1 orange, cut in strips  
3 cups cold water  

Place chocolate in empty coffee pot of automatic drip coffee maker. Place coffee and orange peel in brew basket. Prepare coffee, using 3 cups water. Serve hot with prepared whipped topping and grated chocolate, if desired. Makes about 4 servings.

**CREAMY COFFEE**

2 cups milk  
¼ cup Log Cabin syrup  
½ cup (8 tablespoons) Maxwell House A.D.C. coffee  
2 cups water  
1 pint vanilla ice cream  

Place milk and syrup in empty coffee pot of automatic drip coffee maker. Prepare coffee, using ½ cup coffee and 2 cups water. Chill mixture. To serve, pour chilled brew to half fill tall glass; add a scoop or two of ice cream and stir to blend. Add a sprinkle of nutmeg, if desired. Makes about 6 servings.

**APPLE CRISP**

4 medium apples, peeled, cored and sliced (4 cups)  
½ cup butter or margarine  
¾ cup firmly packed brown sugar  
½ cup all-purpose flour  
½ teaspoon cinnamon  
1 cup Post 40% bran flakes  

...after dinner and after that. Many of these beverages are flavored with aromatic spices or a hint of liqueur. Sip them from a small cup, serve them with a rich mini dessert.
DEMITASSE

1 cup (16 tablespoons) Maxwell House A.D.C. coffee
1 quart water

Prepare coffee in automatic drip coffee maker using amounts given above. To serve, pour into demitasse cups. Serve with cream and/or sugar. Garnish with twists of lemon peel or a dollop of prepared whipped topping, if desired. Makes about 10 servings.

AROMATIC COFFEE

½ cup (8 tablespoons) Maxwell House A.D.C. coffee
2 bay leaves
2 tablespoons grated orange rind
¼ cup chocolate syrup
6 drops (about ½ teaspoon) aromatic bitters
3 cups water
Prepared whipped topping (optional)
Ground nutmeg (optional)

Combine coffee, bay leaves and orange rind in brew basket of automatic drip coffee maker. Place chocolate syrup and bitters in empty pot of coffee maker. Prepare coffee with 3 cups water. Serve in demitasse cups, garnished with whipped topping and a dash of nutmeg. Makes about 8 servings.

COFFEE A LA TURK

½ cup (8 tablespoons) Maxwell House A.D.C. coffee
6 whole cardamom, cracked
½ teaspoon cinnamon
3 tablespoons honey
3 cups water

Combine coffee, cardamom and cinnamon in brew basket of automatic drip coffee maker. Place honey in empty pot of coffee maker. Prepare coffee with 3 cups water. Serve in small cups. Sweeten to taste, as desired. Makes about 8 servings.

IRISH COFFEE

½ cup (8 tablespoons) Maxwell House A.D.C. coffee
3 cups water
6 ounces Irish whisky
4 teaspoons sugar
Prepared whipped topping

Prepare coffee in automatic drip coffee maker using amounts of coffee and water given above. Add whisky and sugar to brewed coffee. Pour into 6 large heatproof goblets or stemmed coffee cups. Garnish with whipped topping. Makes 6 servings.
COFFEE SUPREME

\[ \frac{1}{2} \text{ cup (8 tablespoons) Maxwell House A.D.C. coffee} \]
\[ 2 \text{ sticks cinnamon} \]
\[ 2 \text{ tablespoons chopped crystallized ginger} \]
\[ 2 \text{ tablespoons brown sugar} \]
\[ 3 \text{ cups water} \]
\[ \text{Prepared whipped topping} \]
\[ \text{Ground cinnamon} \]


COFFEE CORDIAL

\[ \frac{1}{4} \text{ cup orange-flavored liqueur} \]
\[ \frac{1}{2} \text{ cup (8 tablespoons) Maxwell House A.D.C. coffee} \]
\[ 3 \text{ cups water} \]
\[ \text{Vanilla ice cream (optional)} \]

Place liqueur in empty pot of automatic drip coffee maker. Prepare coffee using amounts of coffee and water given above. Serve in heatproof glasses topped with a small scoop of ice cream or serve in small cups with a twist of orange peel. Makes about 6 servings.

COFFEE NAPOLI

\[ \frac{1}{2} \text{ cup (8 tablespoons) Maxwell House A.D.C. coffee} \]
\[ 1 \text{ tablespoon grated lemon rind} \]
\[ 1 \text{ tablespoon grated orange rind} \]
\[ 1 \text{ teaspoon anise seed} \]
\[ 3 \text{ cups water} \]
\[ \text{Prepared whipped topping} \]

Combine coffee, lemon and orange rind plus the anise seed in brew basket of automatic drip coffee maker. Prepare coffee with 3 cups water. Serve in small cups with a garnish of whipped topping and additional grated orange rind, if desired. Makes about 8 servings.

CAFE DIABLE

\[ \frac{1}{3} \text{ cup sugar} \]
\[ 2 \text{ teaspoons grated orange rind} \]
\[ \frac{1}{2} \text{ teaspoon grated lemon rind} \]
\[ \frac{1}{8} \text{ teaspoon ground bay leaf} \]

\text{Hot brewed Maxwell House A.D.C. coffee} \]

Combine sugar, orange and lemon rind plus bay leaf; mix well. For each serving, use about \( \frac{1}{2} \) teaspoons citrus rind mixture for each cup of coffee. If desired, stir in 1 teaspoon brandy.

Note. Citrus mixture can be stored for later use in the refrigerator in a container with tight-fitting lid.
TORTONI

1 package (4-serving size) Jell-O brand vanilla flavor instant pudding and pie filling
1 envelope Dream Whip whipped topping mix
2 tablespoons sugar
1 3/4 cups milk
1/4 teaspoon almond extract
1/2 cup finely chopped nuts

Combine pudding mix, whipped topping mix, sugar, milk and almond extract in deep narrow-bottom mixer bowl. Beat at low speed of electric mixer until well blended. Gradually increase beating speed to high and whip until mixture is thick and creamy, 3 to 5 minutes. Stir in nuts, reserving 2 tablespoons for garnish. Spoon into 2-ounce paper soufflé cups. Sprinkle with reserved nuts. Freeze until firm, about 3 hours. Makes about 3 cups or 12 servings.

RUSSIAN CREAM

1 envelope unflavored gelatin
3/4 cup sugar
1 cup boiling water
1 cup heavy cream
1 cup sour cream
1 1/2 teaspoons vanilla

Mix gelatin with sugar. Add water and stir until mixture is completely dissolved, about 5 minutes. Stir in heavy cream. Chill until slightly thickened. Add sour cream and vanilla. Beat with hand beater until mixture is bubbly. Pour into individual molds — about 1/3 cup capacity. Chill until firm, at least 2 hours. Unmold. Serve with sweetened fresh, frozen or canned fruit. Makes about 10 to 12 servings.

FRUITED TARTLETS

1 cup cold milk
1 package (4-serving size) Jell-O brand vanilla flavor instant pudding and pie filling
1 cup (1/2 pt.) vanilla ice cream, softened
14 baked 2 1/2-inch tart shells, cooled *
Canned pie filling (cherry, blueberry or peach)

*Or use eight 3-inch tart shells.

Pour milk into mixing bowl. Add pie filling mix. Beat slowly with hand beater or at low speed of electric mixer until blended, about 1 minute. Stir in ice cream; pour immediately into tart shells. Chill until set, about 1 hour. Top with canned fruit pie filling.
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In 1974, the automatic drip coffee maker became readily available for home use in the United States. It proved to be a very popular machine for home coffee brewing. And it brewed consistently good coffee.

Well, we at Maxwell House went to work to produce a ground coffee that was designed especially for the automatic drip coffee maker. And for this special coffee maker we gave it a special name — MAXWELL HOUSE A.D.C. Brand Coffee. It's a coffee that is specially blended and ground for taste and use in the automatic drip coffee maker. Happily, the combination of an automatic drip coffee maker and MAXWELL HOUSE A.D.C. coffee produces a perfect cup of coffee.

If you haven't tried this special coffee for this special coffee maker, please do. One sniff, one sip and you'll know why we call it perfect coffee.

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