



Press Release

Introducing the Royal Grinder - by Flair Espresso

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October 9, 2019

LAGUNA NIGUEL, CA - It's no secret that your grind is probably the most important input to the taste and mouth feel of your coffee. Hitting the sweet spot signals instant success, while missing it could result in either a sour or bitter flavor and a less than worthy experience. Because of this, we at Flair believe that "Your Grind is King" and it's this belief that led us to design the Royal.



We understand that consistently getting your grind right, with different beans and different methods, requires skill. But as with any craft, it also requires the right tools. The Royal Grinder is undoubtedly the right tool. Designed from the ground up, as with all Flair Espresso products, we worked to understand what was necessary and what could be left behind. The result is a beautiful product with the looks to please and the capabilities to rival any other offer on the market.

Starting from the top, and keeping in line with our regal name, the Royal features a unique "Lift, Turn & Lock Adjustment Crown" that provides

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for no slip, repeatable results. Starting from absolute zero, this crown will make three complete rotations with 72 individual adjustments of .02mm each. Users simply lift the crown out of its housing, turn to the required setting, and lock back into place by lowering with a click. Once set, your adjustment cannot slip.

In addition, many grinders today seem to require the use of the handle to assist in making grind setting adjustments. On the Royal, the adjustment crown is independent of the handle and crank, meaning a user can adjust their grind settings with the handle on or off. The end of the handle features a large, ergonomic pommel that fits nicely in the hand and is comfortable to use daily.



Just below the crown is another unique feature of the Royal Grinder, the full-wrap silicone grip. Set on top of a precision engineered aluminum body, the silicone grip is meant to provide the absolute best in control when grinding and ensures that no matter where you hold the Royal, you'll receive the best traction and torque possible.

Inside the aluminum housing are Swiss-made, hardened steel burrs that have a high-efficiency burr geometry. What this means is that not only can you be confident in the uniformity of your grounds for the most even extractions possible, but you can also benefit from fluid grind action that makes cutting through dark and light roasts a breeze. On top of this, the Royal employs four guide bearings, instead of two, to guarantee consistent performance in the crank shaft.

Finally, the catch cup on the Royal Grinder was developed to be easily removable while providing a stainless steel insert to catch all grounds. Simply "crack" the catch cup from the body with a twist, and snap it back into place when finished.

With the addition of the Royal Grinder to the Flair Espresso lineup, we're making good on our promise to provide a one-stop shop for all your manual espresso needs.

