

The latest coffee trend in Hong Kong - Drip Bags from specialty roasters by BeanCurious

According to ahrefs data, searches for specialty coffee and drip bag searches have doubled since September 2022.

HONG KONG, KOWLOON, HONG KONG SAR, February 4, 2023 /EINPresswire.com/ -- Hong Kong's coffee scene has experienced tremendous growth and with the loosening of pandemic restrictions, enjoyment of premium coffee is on the rise. As consumers enjoy higher quality coffee at cafes, the demand for easy to prepare coffee on the go is raising as well.

Looking at google trends and ahrefs data, online traffic for consumers visiting coffee sites that offer premium drip bag coffees has almost doubled for the period of September 2022 to January 2023 and based on the curve, will continue to move upward in 2023.

If you are not familiar with this style of coffee, drip bags are coffee's answer to the tea bag. Anthony Kwong, SCA Trainer and CQI QE Lecturer said, "although coffee professionals all agree that freshly roasted and ground coffee beans are far more complex, drip bags utilize a simple but effective technology to keep the coffee ground inside fresh. I will also use drip bags in my own courses when a proper setup is not feasible, especially when I am delivering courses overseas".

Drip bag coffee is made by a one-stop production that includes roasting, grinding and packaging at an industrial roastery. After waiting to degas and cool, the roasted beans are ground and packed into air-tight sachets. An injection with an inert gas like Nitrogen is added to prevent oxidation. Preserved in this way, drip coffee packets can be kept for up to a year with little deterioration of flavor.

Drip bags are convenient in they can be prepared with minimal equipment: a pot of hot water



Prepared drip bag coffee

and a cup is all you need. The innovative paper handles grip any cup or mug making it a great way to prepare a hand pour coffee while travelling, camping or at the office - no grinder or machine required. For more details on how to make it, there are several [online guides for how to prepare drip bag coffee](#) offered by roasters.

The main target market for drip bag coffee are consumers who dislike instant coffee and/or don't have the space or funds to purchase a coffee pods machine. There are over 50 suppliers across the city of Hong Kong offering drip bags. These single serve coffees contain daily drivers like house blends, premium coffees and single origin specialty coffees that range from a very affordable \$10 to a cafe priced \$35 HKD per sachet.

For more information about drip bag coffee, please contact us at pr@beancurious.com



Drip bag coffee preparation

About [BeanCurious Coffee](#)

Established in Hong Kong, 2008, BeanCurious Coffee imports specialty coffee from farms around the world. All of our beans are freshly roasted in Wong Chuk Hang.

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Drip bags utilize well known technology to keep the ground coffee beans inside fresh. I use drip bags in my own courses when proper equipment is not available.”

*Anthony Kwong, SCA Trainer
and COI OE Lecturer*

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Anthony Kwong

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