

Costa Coffee Smooth Medium Blend Instant: water, dose and a better mug

From the teas.co.uk wiki

Costa Coffee Smooth Medium Blend Instant: water, dose and a better mug, in

summary: One ingredient, instant coffee, in a 190g jar: a medium roast with low bitterness and a faintly sweet finish. It will not copy a flat white, but water off the boil and a measured spoon make a good mug.

Last reviewed by the teas.co.uk team in September 2026.

The published ingredient list for this jar has a single entry: instant coffee, at 100%. Everything that makes the mug better or worse happens after the lid comes off, at the kettle and on the spoon.

What is in the jar, and what is not

Soluble coffee is coffee that has been brewed and then dried into granules, so all it asks of you is hot water. This one is a medium roast with an even, unhurried character: bitterness low, body in the comfortable middle, enough weight to stand a splash of milk, and a soft, clean close with a faint sweetness. Costa's published list for Smooth Medium names no major allergen.

What it cannot be is the drink you buy over a Costa counter. A shop cappuccino or flat white is espresso pulled under pressure with steamed milk, and no granule reproduces that. Costa started out as a London roastery supplying caterers before its shops arrived, and the jar takes the house style home rather than the counter drink itself. Judge it as a jar and it is a good one.

The kettle is the biggest variable

Boiling water is the easiest way to spoil instant. The granules are already fully brewed, so a rolling boil adds nothing and sends the aroma off as steam, which is where the flat, papery taste people blame on jars comes from. Give the kettle thirty seconds to a minute after it clicks, so the water is somewhere around 90 to 95°C when it meets the coffee.

Dose is your strength control. A rounded teaspoon, roughly 2g, suits a 200ml mug; for a 300ml mug, use two level spoons, since one heaped spoon dissolves unevenly. Stir to the bottom before any milk goes in. At a

rounded spoon a mug the jar runs to around 95 cups, which is close to three months for someone who drinks one a day.

Who the big jar suits

A 190g jar means many weeks of the same cup, so buy it once you know you like the Costa style rather than as an experiment. It is also forgiving: water straight off the boil, a heavier spoon than intended, or a mug left to cool and then topped up, and it shrugs off all of them.

In the Costa range we stock, the Smooth [Decaf](#) Blend is the jar to switch to in the evening, and the Smooth Medium Roast comes in a smaller 150g size. Anyone who wants more character than a mild instant can give should move to the Intense Amazonian Blend beans or ground coffee. Oats and milk [chocolate](#) are the natural partners for its soft finish.

The packs we stock

- [Costa Coffee Smooth Medium Blend Instant Coffee, 190g](#) (barcode 5039303008388)

What the label says

The published ingredient list for Costa Coffee Smooth Medium Blend Instant Coffee, 190g (barcode 5039303008388) names none of the 14 major allergens. Read the Smooth Medium jar you are buying, since Costa can change the recipe and allergen advice.

Ingredients, as published: INSTANT COFFEE 100%.

Ingredient and nutrition data for this barcode: [Open Food Facts \(openfoodfacts.org\)](https://openfoodfacts.org), ODbL. The Smooth Medium jar in your cupboard is the final word.

What to eat with it

- [McVitie's Hobnobs Milk Chocolate Biscuits, 262g](#): milk chocolate and oats sit comfortably against a mild, faintly sweet mug with milk.
- [McVitie's Original Hobnobs Biscuits - The Oaty One, 255g](#): the plain oaty Hobnob is sturdy enough for a quick [dunk](#) and does not bury the coffee.
- [Lotus Biscoff Caramelised Biscuits, 250g](#): a caramelised biscuit picks up the soft sweetness at the end of each mouthful.

Elsewhere in the Costa range

- [Costa Coffee Intense Amazonian Blend Beans, 200g](#)
- [Costa Coffee Intense Amazonian Blend Coffee Beans, 1kg](#)
- [Costa Coffee Intense Amazonian Blend Ground Coffee, 200g](#)
- [Costa Coffee Latte, 10 x 16g](#)
- [Costa Coffee Mocha Italia Signature Blend Coffee Beans, 200g](#)
- [Costa Coffee Smooth Decaf Blend Instant Coffee, 190g](#)

The full range is on the [Costa brand page](#).

FAQ

Will Costa instant taste like coffee from a Costa shop? Not quite. A shop drink is made with espresso and steamed milk, which no instant can copy; this gives you the smooth house style at home.

What is in Costa Smooth Medium Blend? The published ingredient list has one entry, instant coffee at 100%, and names none of the major allergens. The current UK pack is the final word.

Why does my instant coffee taste flat or papery? Usually the water is too hot. Let the kettle stand for a short while after it clicks so the aroma is not boiled away.

How much coffee should I use per mug? A rounded teaspoon, about 2g, for a 200ml mug, and two level spoons for a 300ml mug.

How long does a 190g jar last? Around 95 mugs at a rounded spoon, so close to three months at one a day.

Curator's note: Give the kettle a moment before you pour and this jar does its job every time. When you start wanting more character, go to the beans rather than hunting for a stronger instant. Lee, teas.co.uk, Tunbridge Wells.

In short: Costa Coffee Smooth Medium Blend Instant: water, dose and a better mug

Field	Detail
Brand	Costa
Packs we stock	190g
Category	Instant Coffee
Allergens (as published)	Going by Costa's published ingredients, Smooth Medium carries none of the 14 major allergens.
Caffeine	caffeinated
Kettle	Let it settle off the boil
Best with	Milk and an oat biscuit
Suits	Households already fond of the Costa style

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- [Tea vs Coffee: Taste, Caffeine and Switching](#)
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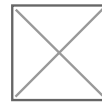
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