

Douwe Egberts Pure Gold: the everyday jar explained

From the teas.co.uk wiki

Douwe Egberts Pure Gold: the everyday jar explained, in summary: A freeze-dried medium roast built for smoothness: low bitterness, middle weight and a clean finish. Let the kettle settle before pouring, use a rounded teaspoon per mug, and it tastes the same every morning.

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

Pure Gold is designed around what it leaves out: bitterness is kept deliberately low, so the finish clears instead of lingering. That makes it the jar for the mug you drink slowly between jobs, and the one to make for a guest whose coffee habits you do not know.

A medium roast built around a clean finish

Douwe Egberts describes Pure Gold as a medium roast, rounded and well balanced, and labels it freeze-dried instant coffee. In the mug that means a warm, golden colour rather than a dark one, a middle weight that sits comfortably in an ordinary mug, and a gentle roasted sweetness. The whole point of the jar is consistency: one opened in spring should taste like the one you finished last autumn.

It is not a coffee that repays close attention. Give it your full focus and no hidden layer turns up underneath, which is why people who get serious about coffee tend to move on from it. For a working morning, though, a short finish is a strength. A coffee that leaves the palate clean stays pleasant as the mug cools over half an hour, where a heavier cup turns flat.

Where Gold sits in the Pure range

We stock four jars from the Douwe Egberts Pure line, and Gold is the middle of it. Pure Indulgence is the classic dark roast, with more body and a longer finish, and suits the cup after dinner better. Pure [Decaf](#) is the evening jar. The 400g Pure Gold Medium Roast is the big-jar option for a household or an office that gets through instant quickly.

The 190g jar suits anyone drinking a mug or two a day. At a rounded teaspoon of about two grams per mug it makes roughly 95 mugs, close to three months for someone who has one each morning. Choose it over the large jar if you like to keep Pure Gold and Pure Indulgence open side by side, or if cupboard space is

tight.

Getting a better mug from the same granules

Most disappointing instant has been scalded rather than badly chosen. Water at a rolling boil drives the aroma off as steam before it ever reaches the cup, so leave the kettle to stand for thirty seconds to a minute, which brings it down to around 90 to 95°C. The coffee was brewed and dried before it went into the jar, so hotter water brings nothing extra to the flavour.

The spoon is your strength control. A rounded teaspoon is right for a 200ml mug. In a bigger 300ml mug, two level spoons dissolve better than a single heaped one, which tends to leave a sludge at the bottom. Pure Gold takes milk well, so it is a sound choice for the milky mug with one sugar that so many kitchens run on.

The packs we stock

- [Douwe Egberts Pure Gold Instant Coffee, 190g](#) (barcode 8711000279472)

What to eat with it

- [Lotus Biscoff Snack Pack, 248g](#): A caramelised biscuit that echoes the roasted sweetness of a medium roast without making the mug feel heavy.
- [McVitie's Digestives Biscuits The Light One, 250g](#): A plain digestive is the classic partner for a milky mug of Gold, gentle enough to leave the coffee in charge.
- [McVitie's Digestives Milk Chocolate Biscuits, 433g](#): Milk [chocolate](#) and a smooth, low-bitterness coffee meet on the same soft middle ground, which suits a mid-morning break.
- [Border Dark Chocolate Ginger Organic Biscuits, 150g](#): For a mug taken black, ginger warmth and the edge of dark chocolate give a mild coffee something to push against.

Elsewhere in the Douwe Egberts range

- [Douwe Egberts Pure Decaf Instant Coffee, 190g](#)
- [Douwe Egberts Pure Gold Medium Roast Instant Coffee, 400g](#)
- [Douwe Egberts Pure Indulgence Instant Coffee, 190g](#)

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

FAQ

Is Douwe Egberts Pure Gold freeze-dried? Yes. Douwe Egberts labels Pure Gold as freeze-dried instant coffee and describes it as a medium roast.

What separates Pure Gold from Pure Indulgence? Gold is smoother and clears the palate quickly, which makes it the everyday jar. The range's classic dark roast is Pure Indulgence, with extra body and a longer finish.

Is Pure Gold a safe jar for making coffee for guests? It is the jar we would reach for when we do not know how someone takes their coffee: smooth, low in bitterness and happy with milk.

Should I make Pure Gold with boiling water? No. Let the kettle stand for thirty seconds to a minute so the water is around 90 to 95°C; boiling water strips out the aroma.

Does Pure Gold work with milk? Yes. It is a rounded, middle-weight coffee that takes milk well, which is why it suits the household mug.

Curator's note: This is the jar I would put next to the office kettle without a second thought. Give the water half a minute off the boil and it pays you back every morning. Lee, teas.co.uk, Tunbridge Wells.

In short: Douwe Egberts Pure Gold: the everyday jar explained

Field	Detail
Brand	Douwe Egberts
Packs we stock	190g
Category	Instant Coffee
Caffeine	caffeinated
Best for	The working-morning mug, black or with milk
Water	Just off the boil, after a short rest
Best with	A plain digestive or a caramelised biscuit

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