

Kenco Rich: the dark roast of the Kenco pair

From the teas.co.uk wiki

Kenco Rich: the dark roast of the Kenco pair, in summary: The darker of Kenco's two everyday jars: heavier body, more bitterness and a long, dry finish. Rich names the roast, not the caffeine, so choose it for flavour and go easy on the spoon.

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

Kenco Rich is soluble coffee with a share of roast and ground coffee through it, 90 percent to 10 on the published label, and Kenco describes Smooth as the same kind of blend. The difference you taste is the roast: Rich is taken darker, and the cup is heavier and more bitter for it.

Rich is a taste, not a caffeine level

Rich is a flavour word. Kenco calls it the bold, full-flavoured, full-bodied cup, and in practice that means a darker roast, a heavy body that holds up under plenty of milk, a bitterness that is meant to sit forward and a long, dry finish that lingers after each mouthful. It is the strong end of the Kenco shelf, and its aroma reaches you across the room rather than only when the mug is under your nose.

It does not mean more [caffeine](#). How bitter or heavy a coffee tastes and how much caffeine it carries are separate questions, and Rich is defined by its roast and body. It is an ordinary caffeinated coffee. Anyone managing caffeine should reach for Kenco [Decaf](#) instead; anyone who already finds instant too sharp should buy Smooth, because Rich travels further in the direction they dislike.

Choosing between Rich and Smooth

Buy Rich if you drink coffee black and want it to taste of something, or if you take it very milky and still want the coffee to come through at the end. Buy Smooth if ordinary instant feels harsh first thing, or if two people share one jar and cannot agree. Kenco splits the range this way so you can pick by strength without decoding roast numbers or origin stories.

Rich also comes as a paper refill, so the sensible pattern is one 190g glass jar and then refills into it. Kenco moved its refills to paper in 2024 and gives the saving as 97 percent less packaging per gram of coffee than a 200g glass jar. The coffee inside is the same Rich; the only difference is how much packaging comes home with it.

Getting the best from a dark instant

Go easy on the spoon. One rounded teaspoon to an ordinary mug is plenty, and heaping it piles on bitterness long before it adds any sense of strength, the reverse of what happens with a milder jar. Let the boiled kettle rest for thirty seconds or so, too. Scalding water brings out the harshest side of a dark roast, and that is usually what lies behind a mug of Rich that tastes burnt.

Rich is also the Kenco jar that earns its keep beyond the mug. Poured over ice, it keeps a recognisable bitterness as the ice melts and the sugar goes in, where a mild jar goes flat. Used as a baking ingredient, stirred into a buttercream or a whipped cream, it still tastes of coffee once the sugar and fat have had their say, which a gentle coffee rarely manages.

The packs we stock

- [Kenco Rich Instant Coffee, 190g](#) (barcode 8711000599570)

What the label says

The published ingredient list for Kenco Rich Instant Coffee, 190g names none of the 14 major allergens. Read the Kenco Rich jar on sale now: this dark roast's recipe and allergen advice can change.

Ingredients, as published: Instant coffee (90%) and roast and ground coffee (10%).

Ingredient and nutrition information for this product, as published on the manufacturer's label. The jar of Rich on your shelf has the last word.

What to eat with it

- [Maryland Cookies Double Chocolate, 200g](#): Double [chocolate](#) stands up to a dark, bitter cup, and together they land somewhere near a mocha.
- [McVitie's Hobnobs Milk Choc Jumbo Pack Biscuits, 431g](#): A hefty milk chocolate biscuit in a big pack, well matched to a heavy, milky mug of Rich.
- [Maryland Cookies S'wich Choc Creme Biscuits, 150g](#): A cream-filled cookie sandwich softens the long, dry finish of a black cup.
- [Border Classic Biscuit Sharing Pack, 400g](#): A big sharing pack, handy when a jar of Rich is the office coffee.

Elsewhere in the Kenco range

- [Kenco Classic Latte Instant Coffee, 20 Sachets](#)
- [Kenco Decaf Instant Coffee, 190g](#)
- [Kenco Gold Indulgence Instant Coffee, 190g](#)
- [Kenco Iced Hot Salted Caramel Latte Instant Coffee, 20 Sachets](#)
- [Kenco Iced Hot Vanilla Latte Instant Coffee, 8 Sachets](#)
- [Kenco Latte Instant Coffee Sachets, 8 Sachets 130.4g](#)

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

FAQ

Is Kenco Rich stronger than Kenco Smooth? In flavour, yes: a darker roast, heavier body and more bitterness. Rich describes the roast rather than a caffeine level.

What is in Kenco Rich? The published label lists instant coffee at 90 percent and roast and ground coffee at 10 percent, and names none of the 14 major allergens.

How much Kenco Rich should I use per mug? One rounded teaspoon is plenty. Heaping it makes the cup more bitter rather than more satisfying.

Why does my Kenco Rich taste burnt? Most likely the water was too hot. Let the kettle rest for half a minute before pouring.

Is Kenco Rich good for iced coffee? It is the better of the two Kenco jars for it, because its bitterness survives the melting ice and the sugar.

Curator's note: Buy it by choice, not by accident. If you already know you like your coffee dark, this is the jar; if you picked it up thinking rich simply meant nicer, swap to Smooth. Lee, teas.co.uk, Tunbridge Wells.

In short: Kenco Rich: the dark roast of the Kenco pair

Field	Detail
Brand	Kenco
Packs we stock	190g
Category	Instant Coffee
Allergens (as published)	Kenco's published list for Rich names none of the 14 major allergens.
Caffeine	caffeinated
Roast	Dark, heavy and dry on the finish
Best for	Black coffee, very milky mugs and iced coffee
Best with	A double chocolate cookie

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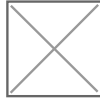
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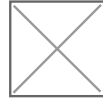
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