

# Lavazza Qualità Oro Ground Coffee: A Cafetière Guide

From the teas.co.uk wiki

**Lavazza Qualità Oro Ground Coffee: A Cafetière Guide, in summary:** Qualità Oro ground is Lavazza's Arabica blend in a medium grind for cafetières and filter machines, not espresso. Brew about 60g per litre, just off the boil, for four minutes, and finish the bag within weeks.

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

**Pre-ground coffee is only as good as the match between its grind and your brewer.** Oro's ground bag is set up for the cafetière and the filter basket, and brewed that way it keeps the blend's honeyed sweetness even after some of the aroma has gone.

## A grind for the jug, not the portafilter

No single grind can serve every brewer, so this bag is set at a medium grind for filter and cafetière brewing, the methods most buyers of ground coffee actually use. That is too coarse for a pump espresso machine: water rushes through, and the shot comes out fast, thin and sour. For espresso, buy Oro as beans and grind them fine, or choose a blend ground for espresso.

The blend is the same Qualità Oro that Lavazza has made since 1956, six Arabica varieties from Central and South America, and the published ingredient list is a single line: roasted ground coffee. What grinding in advance takes away is some of the floral top note. The honeyed sweetness in the middle and the clean cocoa finish come through almost untouched.

## Brewing Oro in a cafetière

Start with 60g of coffee per litre of water, which works out at about 15g for a two-cup cafetière. Weigh it once, see which spoon holds that much, and you can put the scales away. Use water at about 94 degrees rather than straight off the boil; ground coffee has plenty of exposed surface and scalds easily, the usual reason a cafetière tastes bitter.

Let it steep for four minutes. Stir to break the crust, lift off the foam, then press the plunger down slowly and pour out the whole pot, because coffee left sitting on its grounds carries on extracting and soon turns dry and bitter. On a filter machine, the same ratio is a sensible place to begin, adjusted to taste after the first pot.

## Buying the size you will finish

Grinding multiplies the surface of the bean, and every new surface meets air once the pack is open. Sealed, the bag keeps for months. Opened, it holds its character for about three weeks if you reseal it well and store it somewhere cool and dark. The best-before date refers to the sealed pack, so judge an open one by how it smells.

At two cups a day, 250g lasts a household about a fortnight, comfortably inside that window. It suits the weekend jug and the weekday filter machine equally. If you drink it black and want more aromatic lift, whole-bean Oro and a grinder are the step up; if milk goes into every cup, Qualità Rossa brings the fuller, chocolatey body for it.

## The packs we stock

- [Lavazza Qualita Oro Ground Coffee, 250g](#) (barcode 8000070012783)

## What the label says

The published ingredient list for Lavazza Qualita Oro Ground Coffee, 250g (barcode 8000070012783) names none of the 14 major allergens. Before buying, read the current bag of Qualità Oro ground: Lavazza can revise its recipe and allergen advice.

**Ingredients, as published:** Roasted ground coffee.

*Ingredient and nutrition data for this barcode: [Open Food Facts \(openfoodfacts.org\)](https://openfoodfacts.org), ODbL. Your bag of Qualità Oro ground is the final word.*

## What to eat with it

- [McVitie's Hobnobs Milk Choc Jumbo Pack Biscuits, 431g](#): A big pack for a big pot: oats and milk [chocolate](#) sit well with a soft, honeyed cup on a slow weekend morning.
- [Border Dark Chocolate Ginger Organic Biscuits, 150g](#): Ginger adds warmth and dark chocolate matches the cocoa finish, a good choice beside the after-lunch cafetière.
- [Maryland Minis Double Chocolate Chip Cookies Mini Bags Multipack, 6 Pack 118.8g](#): Mini bags mean a few cookies with a mid-morning mug rather than a whole packet left open on the counter.

## Elsewhere in the Lavazza range

- [Lavazza A Modo Mio Dek, Decaf Eco Caps, 16 Capsules 120g](#)
- [Lavazza A Modo Mio Lungo Dolce Coffee, 16 Capsules](#)
- [Lavazza A Modo Mio Passionale Coffee, 16 Capsules](#)
- [Lavazza A Modo Mio Qualita Rossa Coffee, 16 Capsules 120g](#)
- [Lavazza Crema e Gusto Classico Coffee Beans, 1kg](#)
- [Lavazza Crema E Gusto Classico Ground Roasted Coffee, 500g](#)

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

## FAQ

**Can I use Oro ground coffee in an espresso machine?** It will run too fast and taste thin and sour, because the grind is set for filter and cafetière. Use the whole beans or an espresso grind instead.

**How much Oro should I put in a cafetière?** About 60g per litre of water, or roughly 15g for a two-cup cafetière.

**Is it the same blend as the Oro beans?** Yes, the same Qualità Oro blend, ground at the roastery. The difference in the cup is mainly aroma.

**What does the ingredient list say?** The published list gives roasted ground coffee and names none of the 14 major allergens. Check the current pack before you buy.

**How long does an open bag last?** About three weeks if it is resealed well and kept cool and dark.

*Curator's note: Let the kettle settle for a moment after it clicks off before you pour. Oro is a gentle blend and it does not forgive scalding water. Lee, teas.co.uk, Tunbridge Wells.*

## In short: Lavazza Qualità Oro Ground Coffee: A Cafetière Guide

| Field                    | Detail                                                                                   |
|--------------------------|------------------------------------------------------------------------------------------|
| Brand                    | Lavazza                                                                                  |
| Packs we stock           | 250g                                                                                     |
| Category                 | Ground Coffee                                                                            |
| Allergens (as published) | Lavazza's published ingredients for Qualità Oro ground leave out all 14 major allergens. |
| Caffeine                 | caffeinated                                                                              |
| Brewer                   | Cafetière or filter machine                                                              |
| Ratio                    | About 60g per litre, four minutes                                                        |
| Open bag                 | Best within about three weeks                                                            |

## More from the tea wiki

- [Tea vs Coffee: Taste, Caffeine and Switching](#)
- [Caffeine in Tea](#)
- [Tea vs Coffee](#)
- [Tea for Coffee Drinkers: Where to Start](#)
- [Chai vs Coffee](#)

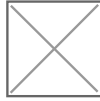
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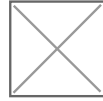
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