



THE NEWS MAGAZINE FOR THE RETAIL TEA AND COFFEE TRADES

# Boughton's COFFEE HOUSE

June 2010

More relevant coffee trade information than any other magazine – and in less pages!

## The filter revolution is gaining ground

The trade's move towards filter coffee has increased rapidly over the past few weeks, and now seems unstoppable – and, to the joy of many in the trade, it appears that more coffee houses are now going to add a filter coffee menu beside their existing espresso one.

After many years in which espresso coffee has led the way, the current appeal of it comes from a renewed understanding that many of the world's coffees do not lend themselves to espresso brewing – the true features of the world's rarest and most wonderful coffees come through only in the filter process.

At Union Hand-Roasted, founder Jeremy Torz is relieved to see the trend finally take hold.

"We've been banging on about the potential of filter coffee for years!" he told *Coffee House*. "The coffee bar trend brought a lot of benefits, but also blinkers - if you don't drink flat white, you're not a sophisticate."

The new enthusiasm for 'brewed' coffee brings good business benefits, he says.

"It's good news, because serving truly great coffee by the cup can make a huge difference to your pricing. If your cappuccino is £2.75 and your everyday filter coffee is £1.10, you can now close the gap - the pricing strategy of 'by the cup' filter is very similar to the principle of wine by the glass."



The Aeropress technique is now being shown in top coffee houses  
Pic - Cream Supplies

At First Choice, director of coffee Dale Harris says that filter coffee will give customers a new appreciation of the drink. "There is a lot to be said for carrying a small filter menu, such as one house coffee and one 'more interesting' option. This is enough to attract interest, but not too much to give you freshness issues."

The same trend is behind the arrival

in the foodservice sector of Grumpy Mule, previously a brand for delis and speciality food shops, from Bolling Coffee of Yorkshire.

"The hospitality market has lost the ability to appreciate really great coffees, because they simply haven't been available," says managing director Ian Balmforth. "With a move back to filter, we can now show off coffees in which you can taste the greatness. I believe the trade almost has a duty to say: 'these are such great coffees, you must taste them!'"

At this month's Caffe Culture show there will be two significant products – Marco Beverages' Uber Boiler and the Trifecta from Bunn, both with very fine adjustments of brewing parameters.

"This is the mood of the times," says Bunn director Lina Chiodo: "This is a movement, there's no doubt about it!"

By contrast, the manual Aeropress is now such a hero of the modern coffee trade that a world championship has just been created around it, supported by the UK distributor, Cream Supplies.

The company's managing director Jonathan Money is also targeting a number of artisan coffee shops with the offer of a free month's trial. backed



This month brings...

### THE WORLD CUP, WIMBLEDON... AND THE WBC!

This is the biggest month in the UK coffee trade since the modern-day coffee bar revolution began.

Not only is it time for the annual Caffe Culture show in London, but the world coffee championships (and the various other contests) are all arriving in London at the same time.

For those who have seen the promotional possibilities, this is going to be a potentially great month.

For those who will be making the trip to Olympia, to research, learn, meet and enjoy, it will also be a great month.

The Caffe Culture show is going to be bigger than ever, so we have devoted the rest of this issue to it – the preview of our selected highlights begins on page 6.

Our preview to the world barista championships begins on page 4.



Following our feature on the milkshake business in our last issue, we now learn that the latest trendy milkshake in Los Angeles has been nicknamed the 'heart attack in a glass' and 'the unhealthiest drink in America'. It is made with an ice cream of high butterfat content, peanut butter and heavy cream, served in a 24oz cup, and rated at 2,010 calories. It also contains 153gm of sugar. Chef Jamie Oliver is reported as saying that the recipe had left him 'speechless'; Ken Richards of Dinkum shakes in Birmingham remarked to us that his own milkshake is only 75 calories and 5.5 per cent sugar, so a consumer could have 25 of his to the American one.

Lavazza is the latest company to talk about the standard of coffee served in restaurants. The brand has done a survey among a thousand restaurant customers, and has said that 56 per cent of respondents think the coffee served is 'not as good as that served in coffee shops'. Only 14 per cent said that 'restaurants serving good food offer coffee that lives up to the quality of the food' and not surprisingly, 59 per cent said that 'being served a poor quality coffee at the end of a good meal was disappointing'. In spite of this, the importance of the coffee offering in restaurants is shown by the fact that almost half the respondents regularly order a coffee at the end of their meal, and 23 per cent choose coffee over dessert.

Costa is to open its latest 'coffee academy' in Edinburgh, at a cost of £250,000. It is expected to train 600 baristas a year, from the chain's 60 northern stores. It is Costa's fourth training centre in the UK, with the others in Leeds, London and Newbury.

Starbucks, whose entry to France in 2004 was greeted with near-disbelief at the chain's expectations of changing the French coffee habits to meet its own, has changed its strategy and

lords were told that the petition was being backed up by a 6,500-strong Facebook group. One of the signatures on the petition was that of Martin Shaw, who plays Judge John Deed on television.

Cherizena is continuing with its series of launches of flavoured coffees in wholebean form. After the recent sticky-toffee blend, it has introduced Caribbean Calypso, from Colombian coffee beans infused with the flavours of banana, rum and coconut. The flavours are not from syrups or coatings. There are trade packs and 'snip and pour' packs for filter machines.

A former finalist in the UK barista championships has become the owner of a 'trendy wine bar'. Tristan Stephenson, once of Jamie Oliver's Fifteen, has opened Purl in Marylebone (the name is a drink of warm ale, gin and spices, sold on the streets in the 1800s).

Jim Harding and Hannah Darby, who used to run the La Cimbali espresso machine business in the UK, have won their first award after launching into the coffee-house business. Their Café Black in Stamford, Lincs., has won a prize in the local business awards, with the judges saying they were impressed at the way independents could take on the chains.

A 15th century Gloucester merchant's house which was a tea-room for most of the 1900s has reverted to café use - the former Teapots building in Westgate Street has now become Hedley's Tea and Coffee House. The building was repaired with grants from English Heritage and Gloucester City Council.

Tchibo has launched a new tea collection for the UK foodservice sector. Managing director Paul Chadderton says the Sir Henry range "allows us to guarantee cost reductions, increased

## More towns oppose 'too many coffee shops'

**The number of campaigns against coffee shops in the country's high streets continues to rise, as the trade experiences a fair amount of success in opening up in medium-sized towns. However, it appears that landlords may like the cafe business simply because no other traders want the vacant sites.**

The local paper in Harrow says that a council decision to allow Starbucks to stay open in Pinner will be followed by a 'battle' to protect local streets from other big brands.

The paper complains that Starbucks was allowed to trade without permission while a local independent trader, who had followed all the guidelines for a café application, was turned down. The planning inspector's ruling even acknowledged that her decision went against local policy.

The paper dared to ask the global giant if it is Starbucks policy to open new shops without local planning approval, and received the standard corporate-speak reply that: 'we believe our coffee houses make a positive contribution to their area'.

In Leek, Costa has won permission to open in the main street, despite 536 objections. A councillor said that the site has been vacant for over a year, and Costa was the only applicant. He added: "We already have five coffee shops in the town centre - and the last thing we need is another charity shop." Curiously, the site was Costa's second choice in Leek - the landlord of the first site refused to talk to them, and instead let it to... another charity shop.

Costa has also upset people in the midlands, for taking over the café at Sandwell Hospital, which the WRVS has operated for 40 years, donating up to £20,000 a year to hospital costs.

In Chippenham, the town's traders have objected to a Costa application for change-of-use in half of a former Woolworth's site. One of them said: "Chippenham is being destroyed by its

local authority," and a member of the Chamber of Commerce said "The town desperately needs some serious retail, instead of phone shops, charity shops and coffee shops." However, as in Leek, the landlord said that nobody else wanted the site.

It is reported that Costa Coffee is to make a bigger move for business in major cities with a new design of 'metro' style stores. The first store will open in the Oxford Circus area of central London in July.

More tough times for landlords are behind a plan for a Cheltenham toy shop to become a coffee house. The Pied Piper, in Montpellier, is likely to become the Cheeky Monkey Café, in the hands of an applicant described as previously a manager 'in a Scottish chain that went into administration'. Yet again, local traders have said they do not want a coffee shop; yet again the application to the council says that the property has been available for six months, with no other retail interest.

Espresso cups as collectors' items always arouse great interest, and particularly the ones from Illy. The brand's collection of 286 'designer' cups goes on tour of Strada restaurants between June and September - but astonishingly, not in London during Caffè Culture and the WBC. From 16-29 June, it's in Brighton; then London, Cardiff, Birmingham and Manchester.



An Illy cup design by the film director Pedro Almodovar - the face is actress Penelope Cruz.



## Former Republic chief is back

The 'accidental CEO', the would-be franchisee who ended up as chairman of Coffee Republic, has returned to the café sector – Steven 'Barty' Bartlett has opened up Americano in his home town of Plymouth, with the aim of franchising internationally.

Some years ago, he was so annoyed at being turned down for a local Coffee Republic franchise that he bought shares in the chain, and then led a revolt which ousted the founder. He has since given entertainingly critical talks to trade audiences about the practices he discovered within the chain, and how he changed them.

With the launch of his new venture, he told us: "the Republic experience left me with a fair idea of what should be the perfect coffee shop – I had the opportunity to learn from a company which had done everything wrong from conception onward!"

The first Americano is in a shopping mall in Plymouth. Franchise interest has come from Bulgaria, Jordan, and Egypt, and Bartlett is already working on sites in Bristol, London and Exeter.

"We have La Cimbali espresso machines, and a small roaster just for theatre on the site - I've already set the

fire alarms off with it three times!

"And one thing I have learned from my Coffee Republic experience is that I will franchise only to experienced, seasoned players - this is not for husband and wife start-ups."

### This is a remarkable summer for trade charity projects.

Jacqueline Cooper, of Cooper's Coffee, is to do a five-day trek in Cuba in aid of the breast cancer charity. She has produced a coffee blend called Bean to Cup (a combined pun!) to raise funds for the cause. Simon Law of the Handmade Cake Company is doing a hundred-mile cycle ride in the Chilterns, in support of Action Medical Research. It is, he says, mainly uphill.

Barista Neil le Bihan began a cycle trip from Land's End to John O'Groats in late May, on behalf of Coffee Kids. And Chris York of Marco Beverage Systems completed the Suffolk Sunrise 100 charity bike ride, also for Action Medical Research. Marc-Pierre Dietrich, a trade supplier and WBC technical judge, is to run 100km in a day along the South Downs for the Oxfam / Gurkha Foundation.

There has been another scalding case. A Lancashire woman is reported to have criticised the 'amateurish' response of McDonald's staff to an accident in which coffee was spilled on to her 10-month-old son. The coffee was not spilled by staff, but by another customer. The child was attended by an off-duty nurse, and transferred to hospital.



**We didn't report this before, because we honestly thought it was an April Fool. Torani really has brought out a new flavoured syrup – bacon. The UK distributor, David Cooper, tells us: "It is a very interesting flavour and apparently has some appealing smoky notes that complement chocolate lattes. It is said to go well with alcoholic drinks such as bourbon – but we won't be stocking it!"**

## Grow cress in your cup, says Boris

The mayor of London, Boris Johnson, has suggested that used coffee cups should be re-used as plant containers. The mayor supports the One Pot Pledge, run by the charity Garden Organic, which aims to encourage people to grow something they can eat, particularly if they have never done so before, and to re-use everyday objects for seedling containers.

The charity says that 88,218 disposable cups are used every 15 minutes in the UK, and most end up in landfill. Mr Johnson says that drink-related containers account for one-third of London's litter, and that a takeaway coffee cup works well for cress.



Takeaway cakes

In America, the year-long Betacup challenge ends in mid-June – this contest, sponsored by Starbucks among others, is to find new uses for disposable coffee cups. The total prize value is \$20,000.

Several entries concern re-usable

cups with an incentive for bringing them back, and one tree-hugger idea is of cups which already have seeds planted in the base..

Meanwhile, [www.instructables.com](http://www.instructables.com) has run a similar contest and we admire several of the ideas - re-using a paper cup as a takeaway cake container, converting them into ceiling lights with tiny LED bulbs, and fixing one upside down a power drill, to avoid the problem of drilling into a ceiling and being showered with paint and plaster! [www.thebetacup.com](http://www.thebetacup.com)

## Traders to challenge A-board rules

**A council decision against a tea-room operator in Cheltenham has 'opened up a can of worms' over the matter of pavement promotion.**

Andrew Howell of Cafe Regent applied to put an A-board outside his business from Monday to Saturday but the council rejected his request – and his case has been followed by notices served on every business in the area which uses A-boards. The traders are banding together to appeal.

"There are lots of A-boards out around here, and I don't believe they have all applied for permission," he told *Coffee House*. "I didn't do it to complain about the others – I just wanted to go through the proper channels. The councillors were sympathetic to me, but the policy is 'no A-boards'."

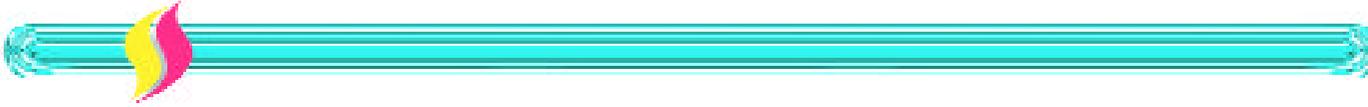
Cheltenham does allow A-boards in sites which are 'not prominent and rely on passing trade' - but the Regent is

considered to be on a 'main street'.

Councillors have said the rules should be made more flexible. One said: "I felt so sorry for him but I could not see any alternative but to vote against it. It must be frustrating for those who do the right thing and apply when others just put them up illegally."



A single Panamanian coffee has reached an astonishing price at auction - 130 times the commodity price. The crop from Hacienda la Esmeralda fetched a price



# It's show time (again) !

The biggest research and trade-wisdom event in the British coffee industry is here again – Caffe Culture kicks off at Olympia in London on 23rd June. And of course, this year the entire coffee world joins us for the barista championships. Once again, Coffee House brings you our 'must-see' guide to the festivities...

"Five years ago, if you had suggested that there could be so many specialist coffee bars in central London, people would have laughed at you," says Steve Penk, sales director at La Spaziale espresso machines and chairman of the WBC. "The idea that coffee of this standard is available in Britain still amazes people – and the reason it is available is because some people have studied the good practice of champion baristas, and have translated it into serving great coffee in their own business.

"We now see London as a recognised capital of coffee, and we want to see this spread throughout the hospitality trade and throughout the country. Take the time to sit and watch the World Barista Championship, and you'll realise what great coffee can do for your own business."



Details of the baristas from around the world taking part in these championships are on our website – we're not telling you who we're putting our money on, but here are some to watch out for: from left, Scottie Callaghan of Australia, Colin Harmon of Ireland, Kyle Straw of Canada, Mike Phillips of the USA, and who's the one on the right? That's the UK's John Gordon, a Briton, of Australian background, and also partly of Italian ancestry - the perfect combination heritage for the modern coffee market!

It is true that for the average café owner, the idea of spending three days at a trade show is often hopelessly impractical, and much less the idea of sitting all day watching a barista contest, no matter how wonderful the participants may be.

But this contest is more important than simply finding a world champion. It is the place in which a café manager can come to understand the subtleties

of espresso, and how to improve the coffee served in an everyday business... and if the top baristas say they never stop learning, how true that must be for the rest of us!

**To learn the most, don't just watch the top baristas – go and talk to them!**

What can the rest of us learn?

"This can reposition your ideas on what makes a great cappuccino," says Dale Harris of First Choice – look at the smaller drink, the 'microfoam', and the latte art. You will see the contrast between these drinks and what many UK operators push as cappuccinos!"

This contest is based on good practice, observes Steve Penk. "So I would like to see hospitality managers thinking: why did he leave the filter basket in the machine between drinks, when my barista always leaves it on the table? Why is he just grinding a small

amount of coffee 'to order'? Why is he doing this or that with his milk? How did he get that design on the top?"

And then, say the experts, ask – yes, this is possible. Beside the WBC area is a barista bar where competitors will be working shifts. Baristas are gregarious creatures – the wise manager who goes to seek them out here will find questions readily answered. More top baristas can be found around the show – at Kerry (stand H84) the massive international flavours company, there will be recent national barista champs from six countries, all there specifically to discuss ways to work with coffee. At the Rombouts stand (H86), several baristas competing from its French sister company, Malongo, will also be available. Hugo Hercod, British champ in 2008, will be working the CMA Astoria stand (F80).

And they will all be willing to talk – this is the best opportunity the average café owner will ever get for free top-level consultancy!



# caffè CULTURE

... all the  
highlights!

## ABBHEYCHART A30

Abbeychart will show its new free catalogue of spare parts for beverage machines. It will also be showing water filters and filter products from both big names (Brita, 3M Cuno, Omnipure) and its own budget ABC range. There is an enlarged range of cleaning and hygiene products from Bioguard.

## ANDY THORNTON F115

Look for a range of interior café furniture and an extensive range for all alfresco areas, including pavements, patios, terraces and cafe gardens. The York collection of leather furniture is offered for the café trade, with hard-wood frames with durable antique-effect leather upholstery.

## ANFIM UK J32

Now, here's a super question - where does your grinder actually deliver the coffee? Into the basket, or over your counter? According to Anfim, most grinders dispense at an angle, and this is the reason that maybe 15-30 per cent of what is ground is wasted. Among the various high-tech features of the Anfim, which is a brand that has begun to build a



result, says the company, is far less wastage. The new product, making its UK debut, is the Super Caimano Barista grinder, which also features an Omron digital timer, and much finer adjustment in grinding. Apart from the offer to come and try it, there is the very unusual chance to meet someone who actually makes grinders - Mario Monfrini, the man who started the company from his garage, will be at the show and wants to discuss grinding requirements face-to-face with the café trade.

## ANHELO L48

The unusual aspect of this all-Arabica blend, featuring Brazilian and central American coffees, is what the company calls 'the peculiar Neapolitan experience'. The coffee is found in luxury hotels including Blakes of London, recently voted among the 'best and hippest' hotels in the world. Look for the single-serve capsules, and the 250g can with 'aroma-saver' cap.

## ARLA E44

This is the milk company which has single-handedly taken its sector by the scruff of the neck and demanded that it receive attention. Essentially, the Arla principle, as shown in its Cravendale brand, is a very comprehensive, and indeed extremely unusual, filtering process. Cravendale milk is filtered through fine ceramic tubes to remove almost all of the bacteria before pasteurisation. The result of this is a longer life than would be expected from ordinary pasteurised milk - in a refrigerator, up to 21 days unopened. It also comes in distinctive opaque plastic bottles, intended to prevent UV rays harming the contents. Cravendale has recently undergone some intensive sampling - every exhibitor at last year's Caffe Culture was offered a free supply to use on their stands (and that offer was taken up to the tune of 3,000 litres, as we recall) and the same happened at the Rath coffee festival

## AUTOBAR/CAFEBAR S14

Café Bar will feature two Schaerer baristas, Barbara Held and Sam Geissbuehler, and the idea is to have a range of ingredients and flavours, and invite visitors to develop a creative drink - pictures of every contestant's drink will go up on a board, and a winner chosen. The product launch is the Enjoy, designed for those serving up to 140 cups a day.

## BELVOIR E20

Belvoir is launching Fruit Crush, an all-natural juice drink. The company reports an increase in business pressés and cordials in the hospitality trade and says that consumers are 'upgrading' to more premium soft drinks. The company argues that 'customers are no longer satisfied with run-of-the-mill soft drinks'. Fruit Crush comes in four flavours - pear and raspberry, apple and blueberry, apple and elderflower, and blackcurrant and apple.

## BEVERAGE STANDARDS ASSOCIATION J20

This is the new name for the 'streamlining' of the Beverage Service Association, which has adopted a new mission of developing and endorsing best practice within the industry through training, education and net-

working. It has claimed that 'the message came back loud and clear, that there was a need for a strong independent association in our industry, and that association should be the BSA'. In response to questions from this magazine as to what the organisation had done in recent years, chairman David Veal acknowledged that the body's website is well out of date and that its finances had been troubled, but said that his members 'are clearly giving the association another chance', and that it had done more for the industry in recent years than other trade bodies.

## BIO FRESH E132

This practical product wipes coffee stains and wine stains from 'virtually any surface'. Also available is 'Urine Off' which is said to eliminate any odours and stains that persist in toilet facilities, despite rigorous conventional cleaning.

## BOTTLEGREEN B22

Ready-to-drink still products are the theme here. These are aimed at the adult on-the-go market and are presented in 330ml PET bottles, in three flavours: pomegranate and elderflower, apple and ginger, and elderflower. This packaging is a new move for Bottlegreen.



# This is the new La Spaziale S40

Try it at Caffe Culture, stand K84



It marks La Spaziale's 40th year of making great espresso machines, and includes all the features you expect from

## BRAVILOR H66

This marks the re-launch of the range of Quick Filter machines, which now re-appear in response to the well-publicised trend back towards 'brewed' coffee.

## BRECKLAND ORCHARD H135



This is a first appearance in front of the café trade for a small Norfolk business whose drinks are inspired by founder Claire Martinsen's memories of her grandmother's recipes. The drinks are made by combining real fruit juices with Norfolk spring water, and one of the first products, ginger beer with chilli, won a Great Taste gold prize. The flavours being launched at the show are pear and elderflower, and strawberry and rhubarb. The range has already been taken on by the National Trust at its eastern region sites.

## BYRON BAY COOKIES K28

The company which pioneered the concept of the 'limited-edition' cookie has, rather to the trade's surprise, proved its point quite firmly. The strawberry and cream limited-edition cookie did so well at Wimbledon-time last year, it has now become part of the standard range. The one top look for this year is the lemon and white chocolate cheesecake cookie.

## CAFE DIRECT T9

The first single-origin flat white is going to be shown here, says the company good-humouredly! In equal vein, we strongly recommend that visitors look for a new kind of seating from this

# The missing millions from your target market... an idea for finding them!

## BEYOND THE BEAN K104

It is no longer a novelty for foods to be promoted through the café trade as suitable for those with special diets – but just how big a market is this? Beyond the Bean, the trade wholesaler, has taken an interest in specially-certified products for some years, and can discuss with caterers just how big this market sector is.

"Gone are the days when you could avoid having to cater for customers with specific dietary requirements," says the company's Paul Maxwell. "Uptodate figures show the number of coeliacs (wheat and gluten-free diets) at 600,000, and two million people reducing wheat and gluten. The number of diabetics is 1.8 million, and there are two and a half million vegetarians and 1.2 million vegans. The number of lactose-intolerant (who require dairy-free foods) is 750,000. The number of vegetarian restaurants has doubled in the last ten years, which shows the interest out there."

This is a significant chunk of anyone's target market. Looking at the average café's stock, just how much of it could present hazards to people with various special requirements?

"All of it!" responds Paul Maxwell. "It's not just what is on the ingredients label, but how it is produced. Simple things that people assume are suitable for vegetarians, such as parmesan cheese, may not be, as traditional production requires the use of a slaughter by-product."

So how widely can a clever choice of stock overcome this?

"There are a number of specialist suppliers who can help – we know enough about them to advise you. Typically, there is a huge range of vegan sliced 'meats', which can be offered instead of ham or chicken."

How does a café operator promote the service of providing suitable foods?

"The simple 'V' for vegetarian, and 'Vg' for vegan have now become a

recognised way of highlighting meat-free options. A good way to test your market is to promote the 'Free for Tea?' week by the Coeliac Society which will show you the sort of response that you might get. It does require some preparation, but it does not necessarily need increased stockholding."

Beyond the Bean has done a lot of work in this – all the main brands distributed by the company have been approved by The Vegetarian Society, and several lines are approved for vegan diets by Viva! and The Coeliac Society.

"We recognise these growing markets, so we strive to keep our products as clean as possible," says Paul Maxwell. "This in turn helps those we supply to reach a wider customer-base."

Beyond the Bean will be launching new Sweetbird smoothies, three flavoured syrups, and a new organic tea range.

have an ethically-sourced breakfast, as well. The designer is Wayne Hemingway who has created a 'pop-up eco-home' for Cafedirect to take round various festivals this year. It is built from a shipping container.

## COFFEE EDUCATION NETWORK E136

You would think we have quite enough barista training courses, books and guides - but here is another one, which comes from Australia, and is a surprisingly large collection. The *Perfect Espresso* books include a ten-chapter Barista Bible, a guide on

# QUBIC MILK

A REVOLUTION IN FRESH MILK DELIVERY!!



A new and brilliant solution that will change how people drink coffee in fast food restaurants, convenience stores and offices around the world.

The result of an intense partnership between Coffee Queen and Swedish dairy concern Milko, is a bag-in-box solution that contains regular, semi-skimmed milk that is pasteurized at ultra-high temperatures and then packaged aseptically.



# Bunn - catching the mood of the times

## BUNN D80

Bunn's launch at the show is going to come as a surprise – it is a timely move into the precision-brewed single-cup filter market, which really should underline the fact that Bunn has always been a fairly high-tech manufacturer, not always recognised because its work has been in the relatively unglamorous world of bulk brewing.

The new machine is the Trifecta, of which it has been said in recent weeks that there have been only two models in the UK – and nobody has been able to get to see them. This is the opportunity!

The launch brings immediate comparisons with the Clover, the ground-breaking single-cup model which appeared a couple of years back (and then virtually disappeared from the general market because Starbucks bought the manufacturer!) Bunn is not entirely happy with that comparison, but accepts that it will be made.

"It's not 'a version of' the Clover," says Bunn director Lina Chiodo firmly. "The reason the two have been compared is because of the interface between the barista and the cup, and because you change the machine to bring out the nuances of individual single-origin coffees.

"This is a new foray for us - we do believe we have caught the mood of the

times with this."

The major feature of the machine is that the barista can control more stages of the brew cycle than usual - typically, in the 'turbulence' stage, in which extraction can be adjusted by intensity, duration and number of cycles - say four seconds of turbulence of an adjustable intensity, followed by a pause, and then a repeat of the sequence. It is said that one of the most highly-regarded coffee houses in the States keeps a spreadsheet of the ideal brewing parameters for all its top coffees.

The company will not say just yet what the price is, though we have heard twice that it is considerably cheaper than the Clover.

"What we are doing is concentrating on the quality of the brew in the cup - The UK consumer is a knowledgeable consumer, and I believe they will decide what they want... and will pay for it. I paid £2.75 for a filter coffee in London.

"I believe that an interesting effect of the recession has been that people may have stopped buying four cups of coffee a day, and may have turned instead to two cups of really good coffee!"

Bunn will be endorsing the whole point of top-quality coffees with a second stand, on which it will present 'seed to cup', featuring visiting farm owners.

product was making him a nice living. Despite public support from some companies in the UK - notably Percol and Esquires - the cause still has a very low profile. Among the activities to raise awareness this year will be the publication of a map of 30 must-see coffee houses in London.

## COFFEE TECH M5

This is not the south London servicing company with a similar name. This is a roasting machine company from Israel, which specialises in smoke-free automated shop roasters and commercial 'boutique' roasters, typically of

one-kilo or two-kilo size. The Avirnaki system, which means 'clean air' in Hebrew, offers a way to solve venting and odour issues without ducting and venting. The top man, Ram Evgi, says: "the system converts the harmful substance in the smoke to solids that are trapped in the cleanable fields, separating it from the entire flow, and letting out only purified clean air."

## COLPAC B60

Although this is a food-to-go packaging company, it has now brought in the Chocs Away and Cake Away ranges, which are designed to allow the customer's takeaway cakes and muffins to get home in one piece. This is, says the company 'right on trend'.

## CREM INTERNATIONAL H44



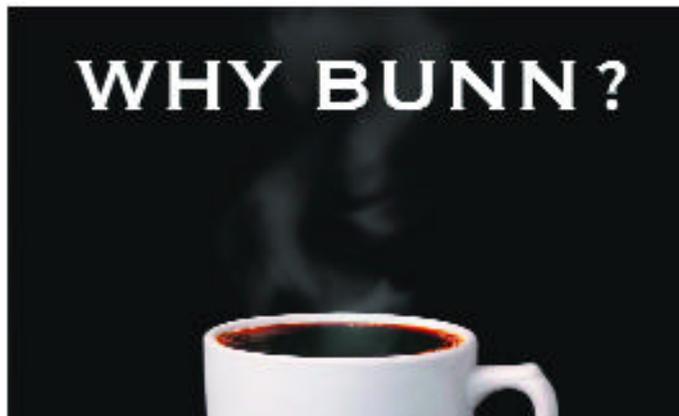
kinds of sip-through lid for takeaway beverage use. Trainer Youri Vlag will be the house barista for the show, using the new Diamant espresso machine.

## CUP PRINT M11

This is the Irish takeaway cup company, who created the notable tactile-effect cup recently.

## DETPAK F24

Detpak launched its Rabbit compostable packaging last year, and now introduce Ripple-Wrap Uni-Cup and window food pail. The takeaway beverage cups receive a makeover, says the company, and give increased hand comfort for the user, and better temperature retention for the product inside. The window pail is a takeaway bag designed for showing off the product inside - very popular for packaging 'occasion' cupcakes, says Detpak.



works with Utz certified coffee. It is important that your supplier understands the origin of your coffee, says Simon Wakefield: "we know our coffee fees - we're not just a post office!"

#### DALLA CORTE S12



The big launch here is the CD Pro, the Dalla Corte semi-automatic which will become available a few days after the show. Dalla Corte claims the machine is like no other - a 'modern semi-automatic that combines superior functionality and quality with a striking exterior'. The Dalla Corte father and son team say they set out to create a semi-automatic that was both systematic and 'intuitively useable' for the barista, offering the flexibility of control over the drink which the brand has always argued, with the operational assistance of semi-automation. It was a balancing act of usability and precision extraction, says the company - but they have achieved it.

The multi-boiler technology remains, so all brewing units work independently. The machine now features increased energy savings (10 per cent higher than the existing range), an integrated milk control system, a grinder control system and a digital control system by which all electronic parameters can be set and adjusted separately through a multi-functional display screen. Information about technical status and brewing parameters is always available for display.

#### DARBOVEN Q8

A rather familiar product turns up here - it is the same kind of takeaway tea cup system which will be seen at the Halssen and Lyon stand. It is essentially the same product. Darboven will also be showing its Alfredo, Cafe Intencion and Cafe Verde ranges. Cafe Intencion is a Fairtrade coffee, in which Darboven says it has achieved an unexpectedly high standard: "we will change the image of Fairtrade coffees, away from a marginal brand towards an active indulgence - quality and social conscience have to be on the same level", says Albert Darboven. Cafe Intencion is sourced directly from farms, not through middlemen, and "gently and slowly roasted by a special production method". It is an outstanding Fairtrade coffee, says Darboven.



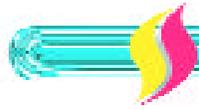
#### DIBAR R31

This is a small coffee roaster from Barcelona. "Give us a try and be surprised!" says the company.

#### DRINK ME CHAI Q33

This is the company which invented and pioneered the powder-format chai, and founder Amanda Hamilton says that she is 'stepping into the unknown' with her new product. It is a bottled, ready-to-drink chai latte. "This is totally unique in Europe - it takes traditional hot chai Latte out of its comfort zone, in the same way that iced coffee does. Interestingly, Starbucks see this as a growing area." The refreshing quality of traditional chai is based on

**CREAM SUPPLIES L16**  
 This stand really does promise some things which have never been seen before at a British coffee show. The most dramatic, although it



the unusual mixture, traditional in India, of hot milk and spices - can a chilled version work? There actually is a similar drink in India, says the company: it is 'lassi', so the chilled chai latte is not entirely alien to the traditional concept. Another new product is a Fairtrade spiced chai blend which is said to be a 'first' in Europe.

### DRURY TEA & COFFEE / COFFEE MACHINE CO D82

It is a 20th anniversary here - Drury have been importing the Rancilio brand for that long, which the London company has remarked makes them 'partners in crema!' There will be a new 'tall' version of the Classe 6 traditional espresso machines, in 2- or 3-group. These are for takeaway outlets, and where a 20oz drink needs to be accommodated, the machines can use a triple-shot portafilter. An interesting addition is the development of the i-Steam automatic frother, which Drury promoted recently as creating milk suitable for pouring as latte art. The new version, it is said, is an automatic milk frother of unexpectedly high standard. An extremely visual new product on show will be the new range of tagged tea-bags - the packs are strikingly art-deco, all of commissioned paintings to show the golden era of the 1930s (during which Drury was found-



ed). Elsewhere on the stand, The Egro One is the first new bean-to-cup model since Rancilio took that brand over, and includes a 5.7in touch-screen display with colour multi-page menu.

### FERRERO D118

Your customers' favourite choice of sweet spread isn't what you might think it is, says the company. It isn't jam, or marmalade - it's Nutella that is Britain's bestselling sweet spread. The company has now introduced individual portion packs for the out-of-home market. It is, says the customer, now a big-enough brand to be a must-have in the out-of-home catering sector.

### FIREFLY TONICS H7

This maker of energy drinks held a competition to design its new drink - the winning result was Britannia, a

design from a girl in Nottingham, featuring Bramley apples, blackberries and raspberry. (The winner is a student - and it is her boyfriend who is illustrated on the label!) The drink was exclusive to Selfridges for a few weeks, and is now generally available.

### FRACINO

One of the most interesting trends of the last couple of years has been the growth in mobile coffee units - and Fracino, the UK's only maker of espresso machines, has for some time been involved in dual-fuel machine



models for use on carts, vans, and coffee bikes. The company says these are 'the most powerful and easy to use in the world - work all day long with no loss of pressure, anywhere from a field to a desert'. The company's machines will be seen in two places at this show - the Caffè Latino trike stand will also be displaying them. Fracino will also show the Piccino, a small machine for 'an authentic barista experience' in the domestic kitchen, based on predictions of a big growth in home-brewed espresso in coming years. One big problem with existing small kitchen machines, notes the company, is the need to switch between brewing and steam-making modes - the Piccino has no such requirement.

### FRETWELL DOWNING

The launch here is of a touch screen self-ordering technology, Saffron Xpress. The idea is that customers order and pay for food, either in advance via a web screen from PC or

modern catering environment. "We deliver excellent results in kitchens and food service areas, places which can be vulnerable to poor hygiene. Our aim is to provide an enhanced experience for the industry through a combination of design and the highest standards of hygiene."

### GREEN CAULDRON R29

This company offers high quality coffees from around the world, 'grown and roasted with precision and zest, whilst respecting local communities and the environment'. The company will show Australian coffee grown at its own 72-acre Byron Bay farm - "the unique growing conditions make it truly exceptional," says the company.

### GRUMPY MULE E46

This is a big and challenging move - Grumpy Mule is the highest class of coffee from the Bolling roaster of Yorkshire, and was at first the brand which the roastery used to promote its



Grumpy Mule in cafe-design form

single-origin speciality coffees into the high-class deli market. Now, says the company, it is daring to put the highest quality of ethically-sourced coffees into the foodservice sector.

"The whole point of Grumpy Mule is that it is 100 per cent substance," says roaster Ian Balmforth. "This is entirely traceable, ethical, and sustainable, because we buy, directly, from farmers we actually know... and there are not many coffee companies who can say that. This is not the usual bull which salesmen talk about 'ethical' coffees,





find at this show!), the company has recently invented a very distinctive product. This is an answer to the problem of the takeaway tea market, which has been held back for years because of the problems in brewing both teabags and loose tea in takeaway cups.

The Halssen and Lyon answer is a larger tea-bag, which allows for large-leaf teas - the bag is held by a header card, which acts to pull the tea-bag into a holding compartment inside the lid, leaving the cup compartment clear for comfortable drinking.

#### ITALIAN BEVERAGE CO B66

The company is following its launch of blendable smoothies under the Simply brand with a collection of ready-to-drink smoothies. These are all-fruit, with no artificial colours, flavours, or preservatives, and no added sugar or sweeteners. A product to look out for is the Simply range of ready-to-drink fruit juices.

#### KERRY H84

This is a very interesting addition to the show. Kerry is the giant company which makes not just the Da Vinci range of flavoured syrups, but is also



which is where Kerry comes in.

There is a surprisingly classy line-up of baristas doing the demonstration work at this stand - Carl Sara, the New Zealand barista champ in 2009, his Aussie 2008 counterpart David Makin, and recent national barista champions from Brazil, Singapore, Germany, and the Belgian world latte art champion.

#### LA MARZOCCO K100

This world-famous espresso machine brand will be launching the new Strada machine. "This" says the British importer, Mulmar, "has been based on all the suggestions from a team of street geeks they regularly have contact with, who give their assistance freely for the good of the brand."

#### LINCOLN & YORK E24

This is the largely anonymous roasting company which is behind a vast number of own-brand and private-label coffees. However, at this show the company will also show the results of some pioneering work in biodegradable coffee packaging. This subject has been a hot potato for some time, because most of the coffee delivered to the catering trade is in foil, which is not environmentally-acceptable.

Lincoln and York has spent a lot of time on this - including, as we have already reported, some hands-on composting experiments in flower-beds outside the director's office window! The solution which the company has selected is a two-layer structure of 'metalised' cellophane and a sealing layer of corn and potato starch.

This, says the company, is compostable (one part in a year, one in six months) and yet still provide a perfect oxygen barrier for keeping coffee fresh. It is, says director James Sweeting, an environmental solution which does not compromise the quality of the coffee.

#### MAHLKÖNIG K70

#### FRANKE D30

**For an automatic machine to say it will 'set new standards in the art of frothing milk' is a massive claim to make - and that is one reason why this can quite legitimately be called a launch event which has been foreseen with some interest.** The Swiss-made Franke has established its technology and is now developing in terms of capacity and innovations - typical are the milk systems and a new feature involving flavoured coffee. The Pura range is intended for caterers and restaurateurs who do around 200 cups a day, but need to offer something more than 'just' coffee.

"We have revolutionary concepts which make Franke different from comparable products in their capacity class," the company's James Nicholson tells us. "The innovative operation with a coloured display in the form of text and symbols greatly simplifies both product selection and cleaning and maintenance. Equally revolutionary is the handling concept - the bean containers can be removed

easily without coffee beans spilling out, which is a familiar problem! The same applies to the powder units.

"Operators can easily remove the individual components themselves, so the system is very easy to service - easier to replace a brewing assembly or mixing chamber and save service costs."

The Franke Foam Master is the system which claims new standards in milk frothing. "The desired consistency of the milk foam can be individually programmed," says the company. "This means unlimited options, and no more difference in comparison with milk frothed by hand. If anything, the milk is heated more quickly than by hand, and the milk foam can now flow faster into the cup, glass or pot."

A fascinating feature is the Flavour Station, by which the machine can now automatically dispense flavours. Different shapes of bottled syrups can be used; so can alcohol, although the company carefully says to check the local bye-laws first!

**Fracino**

## Crema de la Crema

Fracino's stylish espresso and cappuccino machines combine the best of British design and engineering to produce great tasting coffee.

Ranging from the fully-automated state-of-the-art Cybercino to the retro styled and manually operated Romano, the UK's only manufacturer of espresso machines boasts a range of



# Stand out from the crowd



## MARCO E105



*The Marco Uber*

In keeping with the trends, precision of temperature in brewing is the key subject at Marco. The brand can effectively be seen in two places, because as well as this stand it will be running a Brew Bar stand near the barista championship site.

The main Marco stand will host the launch of the Ecosmart water boiler, which is described as offering a 'ground-breaking' development of the company's energy-efficient Ecoboilers. It has a variable temperature control, because of the need for different brew temperatures for different teas and coffees - temperatures between 75C and 98C are available, with the choice confirmed on an LED display.

The Uber Boiler is the much-talked about highly-controllable water supply for tea and filter coffees. This now has many updated features - the boiler is undercounter, and at worktop height are a digital weighing scale, temperature read-out and a timer. Look also for new developments to the Filtro Shuttle brewer and mobile urn.

The Brew Bar stand is a 'play area' for baristas, and will allow the use of the Hario siphon, the Aeropress, Chemex, Bodum French press and Tru Bru pourover... and of course the Uber

Boiler. (We also hope to see the appearance of the Uber Grinder).

## MAXABEL B129

Maxabel has grown rapidly to become a major worldwide supplier of branded disposable paper cups, and yet its intention remains firmly down-to-earth - how to help the independent operator stand out from the crowd with a well-chosen and well-branded cup. A major part of this is going to be the new company website which will be live in time for the show. "A trade website needs to have a lot of information, be



not at all confusing, and allow the trade customer to be sure that they can choose the product which is right for them," says the company. "The whole point of Maxabel is offering a stock cup for them to brand - our new website shows that we're moving forward, that branding is important, and makes it much easier for the operator to select products. We believe in our product!"

## MELITTA D62

'The smallest machine of its type in the world', is the tag for Melitta's new C35. Although not available in the UK until autumn, a preview model of this fully automatic speciality coffee machine will be at the show.

Melitta is highlighting its Viva semi





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automatic 2- and 3- group machines alongside several fully automatic machines. The Cafina Viva features an automatic steam

system with the milk heated and frothed to a pre-determined temperature, and a high quality precision coffee grinder. The fully automatic Alpha claims a



unique dual milk facility, and Melitta's patented Milk-Jet, a device which can be programmed to produce foamed, steam aerated, heated and cold milk in any combination, quantity and order. (There is the option of a manual steam arm).

The Cup is an automatic machine which fits into a very small space - it uses a built-in water tank, is portable and runs from a 13A plug.

#### MERCANTA D42

There is a lot of good opportunity for the trade to get to grips with coffee origin this year. Mercanta (the Coffee Hunters) is the active, radical, and occasionally opinionated green-bean

importer which is never hesitant to sit down with a café or restaurant operator and discuss every last thing it knows about a coffee - which very often includes the character of the individual farmer! Is this useful to operators and baristas? Well, Mercanta supplies the coffee used by at least half a dozen of the finalists in this year's world championships! At this event, Mercanta will offer the chance to talk to teams from the USA, Guatemala and Australia.

#### MERRYCHEF D66

The launch here is of energy-saving speed-cooking ovens, controlled by touch-screen technology, which should save 25 per cent in energy consumption. The Subway chain has apparently called it 'infallible'.

#### MESSAGE CRAZY Q46

This is a 'write on-wipe off' illuminated message board, illuminated window menu or advertising poster board. There is a new range of illuminated advertising mirror signs which can be used as income generator, advertising other local businesses or attractions.

#### METRO DRINKS D40

There is new packaging for Herberts, said to be Europe's only Fairtrade ready-to-drink iced coffee. The sugar and cocoa (in the mocha version) come from co-operatives in Africa.

#### METROPOLITAN KIMBO S13



Kimbo is launching a new range of coffees in three-kilo tins - this is yet another version of the item invented by Illy years ago, in which the operator unseals the tin, turns it upside down, and fits it to the top of the grinder. The idea is that for a high-throughput business, it saves constantly refilling the grinder, and keeps the beans fresh. By contrast, Kimbo is also bringing in a low-cost single-service idea, for caterers who do a very small number of

espressos, maybe 25 a day, and for whom storing fresh beans is a nuisance. This is a capsule system, which means no wastage and no mess. "We think it's time for the market to start trusting the capsule," says Metropolitan.

This brings up the interesting question of whether capsules are now interchangeable - the Nespresso ones are notably individual and fit only their own machine, but several companies have now done experiments to see just whose capsules fit whose machines... and there have been some satisfactory results.

#### MIGHTY LEAF TEA H134

This is the company which drove the system of large leaf teas in big triangular tea-bags. A very useful and practical service is the rack-and-tin display system, which allows foodservice operators a way to show eight different varieties of pouches.

Each type of tea is stacked inside a tin, labelled with taste profile and brewing instructions. This suggests a product of premium quality, says Mighty Leaf - the customer either helps themselves from the tins, or staff do so.

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*Join the stars.*

## MIKO R8

Look for the footballing theme at Miko. Puro is the ethically-sourced brand of Miko Coffee, and its World Cup promotions involves 2,500 branded footballs - some will be given out in England, some given to children's charities and other causes in South Africa. Puro has a link with the World Land Trust by which a percentage of the profit of each kilo of Puro goes to purchasing and protecting tropical rainforest in Ecuador. The relevance of the footballs is that a forest area the size of 2,500 football pitches has now been saved.

## MONIN F44

Monin will launch some new flavours, although we don't know what all of them are, for coffees and cocktails, as well as a new addition to the fruit puree range, which can be used for smoothies, desserts and cocktails. We do know that purees now include coconut, and that the syrups now include basil, which is a remarkably delicate choice. We look forward to seeing what Monin's food experts do with it!

## This may be goodbye...

Coffee House, which is the trade's leading news operation by a very considerable way, has now been in operation for seven years.

Our circulation policy is that we distribute first to bona-fide coffee-houses and tea-houses, then to other relevant catering operations, then to advertisers, and finally to the trade's suppliers. A **guaranteed** copy is only offered to those who subscribe.

Many suppliers to the coffee trade have been in the happy position of receiving, and indeed enjoying the



## NEUHAUS NEOTEC R12

New developments in roasting and grinding are promised - specifically in the fields of fine grinding and on-line measurement of particle size and bulk density. The important subject of roasting profile control has been developed further and Neuhaus Neotec will present the 'slider roast'. Visitors who are seriously interested in roasting technology have the invitation to be taken to see one of the company's models working on site near London.

## NUOVA SIMONELLI H110



This is where you get your chance to try the Aurelia, the machine being used for the world barista championship finals. The selection of a WBC machine is reckoned to be one of the toughest tests that espresso equipment can go through - the cliché 'a team of experts' is not quite adequate enough to describe the squad which tears applicant machines to bits! The Aurelia was designed in a curious collaboration between manufacturer, baristas, and the engineering department of a university, and was picked for the WBC because of its 'thermal equilibrium' - its ability to keep a consistent temperature.

Perhaps uniquely, the Aurelia even has a commendation from the European Institute of Psychology and Ergonomics!

## ON YOUR TRIKE D24

works on small-footprint machines for blending granitas, shakes and frappes - the appeal, says the company, is that few cafes have enough room for a big machine.

## ROMBOUTS H86

Since this brand relaunched in Britain, it has been getting ever more active, and probably making the Rombouts name more valuable to the high street operator than it was before.

The company has a long history in single-cup filter coffee service, and two of the show projects this year are based on furthering the concept. There will be a range of Gold Cup Packages, which are intended to produce coffees prepared and served according to the SCAE's Gold Cup standard for filter coffees. The Rombouts packages range from a simple one with a Bunn 392 pourover machine and grinder, through to top-of-the-range Bunn bulk brew systems for large volume sites. As part of the package, Rombouts' brewmaster will set up and test the coffee systems, and once approved, customers will receive certification that they are brewing to approved standards. At the same time, Rombouts will be promoting its recently-opened training centre in Berkshire, which is an approved centre for the City and

Guilts VRQ in barista skills. Baristas from the French sister company Malongo are involved in the various barista championships beside the show, and will be giving demonstrations at the Rombouts stand.

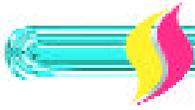
## SEA ISLAND Q49



This is the company set up to source extremely rare coffees from origins which, at times, seem bafflingly obscure... but which make attention-getting talking-points when they appear on a restaurant or hotel menu, because every single one has a story worth telling. The company will focus on the supply of exotic green coffee to roasters, service of luxury coffee menu items to hotels and restaurants, and their gift packs for retail. A partner company is an accredited importer of Jamaica Blue Mountain coffee, which has to be approved by the island's



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authorities before it leaves - with fake Blue Mountain on the market, it is a worthwhile idea to talk to an acknowledged expert on the island's coffee to make sure you are offering the real thing!

#### SIELAFF B42

This is a German maker. The Piacere bean-to-cup machine is new, as is the Barista Uno, a 'standalone self-service beverage centre'. The Piacere is a tabletop bean-to-cup machine in a choice of single or double grinder models, and with optional chilled fresh milk module and soluble ingredient hopper for chocolate, flavouring, or whitener.

#### SINGLE SOURCE A82

Single Source, a specialist in single-serve portion packaging, is now a member of PortionPack, the biggest such supplier in Europe. This means that Single Source can now enhance its range with high quality chocolates and continental biscuits in individually wrapped single serve portions, for a variety of side-of-plate options. This includes speculoos, chocolate chip cookies, orange cake, butter galettes, cantuccini, biscotti and the Dutch caramel wafer called 'stroomwafels'. An interesting new product is honey in an 8gm stick format.

#### SMART ROAST K170

A curiosity of this stand is that it is going to play host to a Who's Who of the world's artisan roasters.

This is the machine which was recently launched as 'the world's greenest coffee-roaster'. It features a unique hybrid roasting technology that cuts greenhouse gas usage by up to 80 per cent, lowers emissions and reduces oxygen during the roast. The original Kestrel S35, 35-kilo model is now joined by a 15-kilo roaster, and the company has brought in some international roasters to discuss the machine - the British representative is Peter

is now also available on clear cups and



heavy-duty containers. Tony Waters, Solo's managing director, remains convinced that the takeaway cup is an under-utilised message medium. He is extremely keen for independent operators to come along and discuss the possibilities of creative and promotional branding, which is available in quantities of 5,000 upwards.

#### SPECIALITY BREADS T3

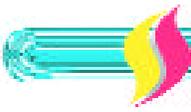
This is an unusual service to the trade - speciality breads in a remarkably wide range of formats, supplied frozen for what is generally a 'thaw and serve' process, although some are for bake-off. It is the width of the range which makes the service unique - breads and rolls, ciabatta and focaccia, and such curiosities as a nutty flavoured, multi-grain cottage loaf topped with cracked wheat. The big new launch is the Naked Danish - this is a range of pastries which are created in Denmark, and transported frozen for an 18-minute bake-off. The correct icing and decorating sauces are supplied, and the caterer finishes the pastries off in the traditional Danish manner. This kind of product stands out, says director Peter Millen, who says that his trade customers are now definitely looking more closely at quality and originality before price, and want baked goods which make their business different, yet are still practical in a busy foodservice environment.

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### XING XING D20

We on this magazine have a particular liking for coffee-houses and tea-rooms which have a well thought-out approach to crockery. It's all too easy to use just the same stuff that everyone else does - by contrast, if you use something which is individual in shape, style and character, it attracts immediate attention. Why use exactly the same cups as everybody else, when presenting something on a leaf-shaped design immediately impresses the customer? The interesting feature about Xing Xing is that as far as we know, the MD, Laurence Perkoff, designs the vast amount of his stock himself. The result is actually made (we think) in China, where Laurence has something like 30 years' experience in achieving the production of what he calls 'creative durable table-ware'.



There has been a strong recent movement towards cakes and tea, and some interesting products from Xing Xing are the new cake stands. There are the expected two and three-tier round stands... but also a square one, which is very distinctive. There are also some quite remarkable variations on square, oval, and even triangular plates on which foods can be served.

Take a look at the tea and coffee cups and saucers - an espresso cup on a square plate makes a remarkable amount of difference. An espresso or cappuccino cup on a leaf-shaped plate, allowing room for cakes or biscuits on the side, is extremely stylish. This kind of attention to detail makes a coffee house really stand out.

There's a very good, well-illustrated catalogue, which allows for a fair amount of enjoyable browsing.

mug. Two or three grammes of fine tea is placed on the mesh, and hot water is poured on and through - it takes thirty seconds for the brewed tea to pass into the cup. There is an interesting demonstration, in which the inventor will take spent tea from a used conventional tea-bag, put it into the filter, and brew again. The improvement in colour and taste, he says, proves that conventional tea-bags do not allow for full brewing.

### TEAPIGS F122



What's a matcha latte? This is!

The most irreverent tea company in the trade is back again, with its new theme of 'new ways of serving tea'. According to the company's Nick Kilby, Teapigs has made great strides in achieving its first objective, which was to prove that consumers could be 'upgraded' to higher quality tea in tea-bags. "The new way after that is to take tea as an ingredient," he says. "Tea can be used in a latte, or in a

smoothie. A standard tea-bar in the States may have a menu that offers five varieties of chai, matcha lattes, smoothies, and iced teas. Very few people in this country have yet gone that far."

Those who do, he says, find results - one café in Brighton has students who drink five matcha lattes a day (matcha is a powdered 'superhero' green tea from Japan). This is all very new, says Teapigs, and so its stand will be turned into a tea-bar, to show how the company believes 'new ways in tea' can be promoted and presented - and generally, says the company, with equipment a café already has to hand.

### THE HANDMADE CAKE co H124

This highly-individual supplier to the café trade actually did start in a domestic kitchen, and since then has stuck to the principle that its cakes really must be hand-baked, and must feature 'ingredients that you would be very happy to find in your fridge or larder at home'. The company was quick to catch on to the cupcake craze of last year, and will be showing suitable products for cafes, but look also for the launch of a new rich fruit cake, which comes pre-cut into 12 portions. There will also be launches of a Rocky Road, a granola slice, a lemon drizzle, and a chocolate pecan brownie.



## Delicious Filter Coffee, Great Espresso, Equipment & Service Packages, City & Guilds Training and Much More...





## THE TAYLOR COMPANY E110

This company will be featuring TurboChef rapid-cook ovens suitable for the café trade, with the argument that not only do they deliver food in a fraction of the time that traditional ovens take, they also save on wastage and energy, and have accreditation from the Carbon Trust. In delightful contrast, the company will also be launching Soft Serve Tangy Frozen Yogurt, which the company says has become a craze in the USA.

## THORNCROFT F130

This drinks company has a new flavour, the Fruity Cherry Sensation. The company founder creates all the brands drinks at home, and says that his new one captures the essence of summer, with a delightful, delicate flavour, slightly sweet and slightly tart with the best of summer berries. Thorncroft make seven cordials and eight sparkling drinks.

## UNION HAND-ROASTED D100



*Come and taste with Jeremy Torz at Union!*

The big sociable trend in coffee brewing is not just the return to filter, but the concept of a 'play' area in which baristas and café operators can experiment to their heart's content with brewing methods... and "Union is going to have a playroom!" the roaster's Jeremy Torz told us.

Following the general modern concept that espresso is not the be-all and end-all of the coffee business, the Union men are concentrating on various forms of filter brewing, and in let-

ing in a whole pile of micro-lots from Costa Rica, Ethiopia, Rwanda and so on," explains Jeremy Torz.

"We know that many baristas are getting into filter brewing, but many are only trying it out at home. They already know that if they shoot a blend at a different temperature, they get a different result. So, we are suggesting they come and experiment - scoop a few beans, grind them, and brew them in a drip, or an Aeropress, or something.

"We're not going to be prissy about this - come and play! I can remember what it was like, being a newbie, and realising 'hey, Costa Rica tastes different from Sumatra'... so don't be embarrassed. Even now, we still find ourselves giggling with pleasure every time we discover a new taste.... So come and experiment with us!"

## UTZ CERTIFIED E40

Utz is one of the original certifiers of ethically-sourced coffee, and is a significant player - in the first quarter of this year, the tonnage of sustainable Utz-certified Good Inside coffee purchased by roasters was the highest in the organisation's history. It is not a household name in the UK, but several roasters have taken the concept on.

## WALKURE F22

This is a porcelain factory from Bayreuth, which has been producing for a hundred years. Look for the Bayreuther coffee machine and 'the Karlsbad method', which is essentially a brewer which uses no filter paper or metal sieve - it is described as 'the most gentle way of preparing coffee'. It is, says the company, a special way for caterers to brew before the customer's eyes. Look also for the Walkure 500 tea set. 'designed

A large graphic advertisement for Union coffee. The background is dark blue with a large, stylized white coffee cup and saucer. Text is overlaid in various colors and fonts: 'chemex' in orange, 'filter' in green, 'siphon' in yellow, 'aeropress' in grey, and 'drippers' in brown. Below this, the words 'grind, brew, bump n' jam' are written in white. At the bottom, the 'UNION' logo is displayed in white, with a stylized coffee cup icon integrated into the letter 'O'. A photograph of coffee being brewed in a glass cup is visible in the lower right portion of the graphic.

chemex  
filter  
siphon aeropress  
drippers

grind,  
brew,  
bump n' jam

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