



Boughton's

July-Aug 2010

COFFEE HOUSE

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

No.1 UK coffee chain (Bev-e awards, 2009)

Caffe Culture controversy – will trade shows be better for it?

This year's Caffe Culture show was not just the biggest in the show's history, but the biggest coffee-related exhibition in the world - the attendance figure was 11,363, more than double the previous highest attendance. However, the coffee industry has not been entirely pleased with the event – but it is widely expected that next year's show will be considerably better as a result, not least because some traditionalist exhibitors will be inspired to re-think their way of presenting themselves at trade shows.

The controversy over this year's event is all based on the decision to use Caffe Culture as the venue for the World Barista Championships. To accommodate this, the show was moved back from its usual date, and an extremely large theatre arena was built at one end of the main Olympia hall, to hold the championship.

The drawing-power of the event among the barista community was unquestionable – however, it produced an uncomfortable mix between those who wanted a 'hip' and 'happening' event in accord with the modern barista culture, and those who wanted a familiar exhibition at which they could talk business with a primarily British trade audience.

Both the audience and the exhibitors were sharply divided in their approach to the show. An appreciable number of exhibitors had realised what kind of visitors would be likely to visit a barista championship, and had planned accordingly – many espresso machine brands booked space very close to the competition arena, and had allowed room on their stands for a large number of visitors to test their machines. Many roaster exhibitors had increased the opportunity for visitors to taste and try different coffees.

"We were very clear as to the type of visitor we were expecting."

-Elliot Gard



However, other exhibitors had clearly not realised that the audience mix, and the atmosphere, would be so different from the usual business show. Some British traders complained that the international mix of visitors was not what they wanted; some complained that there were too few serious buyers, because so many visitors had simply come for the entertainment of the barista event.

Many exhibitors complained about the noise from the competition arena, which was generally agreed to be extreme and made conversation difficult. When one exhibitor was told: 'you're at a happening, hip, vibrant top international show!', he replied: 'I don't want to be cool, I want to be able to talk to people!'

The organisers have said that the make-up of the show was made perfectly clear.

"All the exhibitors were sold into the fact that we would be hosting the WBC and that this year's show would be very much a 'one-off'," organiser Elliot

Gard told *Coffee House*. "We were very clear from the outset as to the international element, and also the type of visitor we were expecting.

"Without full analysis of the figures, I've seen a report that shows we had a 25 per cent increase in UK visitors, which is a huge increase. I believe that because the show nearly tripled in size (in terms of the square metres of stands sold) the concentration of visitors was diluted, which gave the misconception that core visitor numbers were down."

The increase in international visitors was significant – up 687 per cent. However, the organisers do not yet know exactly who these people were, and whether barista fans or what British traders would count as serious prospective buyers.

However, it is generally believed that the experience of the 2010 show will have a constructive effect on the 2011 event, which will be held on 18th-20th May. This magazine has found a significant body of opinion which believes that a number of exhibitors – and indeed trade associations – have been inspired to think deeply about the mix of people who make up the modern coffee-house trade, and that more active and imaginative exhibits will be the result.

A full debate on the matter is on our website: www.coffee-house.org.uk

Java Republic aids Haiti - with voodoo!

Java Republic of Dublin, a pioneer in 'green' roasting and a brand which has probably won more Great Taste awards than any other coffee company, has made a large investment in the Haiti coffee trade following the recent earthquake.

The help is believed to have been 100,000 euros, and was based on solid trade principles, says managing director David McKernan.

"What these people need is continuing trade, not just a 'limited edition' project," he told us. "Their coffee is good – a sweet one that makes a beautiful filter, and strangely, a very good single-origin espresso. If it had not been a good coffee, I wouldn't have taken it."



David McKernan

"If any other roasters want this green coffee, we'll send them some right away, free."

Java Republic has named its blends after two aspects of Haitian culture, voodoo and zombies. Some people thought this was tastelessly flippant after such a disaster – but it turns out that the Haitian farmers suggested the names themselves, and Java Republic even has a film of an interview with someone explaining how coffee is used in voodoo.

Java Republic is also looking for a new UK distributor. "We need an owner-run business to work with, not a 'wholesaler'. This is unusual – we're looking for a small company to whom we can give a lot more than just coffee – we have a beautiful business model for a partner to be involved in."

NELSON
Heavy-duty crockery, glass and dishwashing machines

0800 592833

New ideas in trade ads?

In yet another case of old advertising themes returning, the appearance of the 'new' Tetley tea folk has been leaked to the daily press; they re-appear after a gap of 28 years, and so they have had to be 'modernised'. Gaffer, the factory boss, is re-born as a businessman, with mobile phone... but oddly, still with flat cap. The marketing press predicts a campaign involving a 'nostalgic, emotional, tearjerker of a TV ad'. Readers will not need reminding that the PG Tips chimps were re-born not so long ago (as a stuffed monkey!), and that in the spring of this year, it was announced that the Nescafe Gold Blend lovers were to return... another one to be updated from the 1980s.



INSIDE



In this issue -

- Behind the scenes at the Great Taste awards
- The new flavour market
- Pressure profiling
- The 'new breed' roasters



The British equivalent of the American bikini-wearing and topless baristas may have arrived – Alfie Blu's café in Burnham has applied for a licence for occasional topless waiting staff. At the hearing, a town councillor said, obscurely: "I have no objections to topless waitresses if they are in a suitable position."

Starbucks has followed Nescafe into promoting drinks made from green coffee beans. American stores are trialling Refreshers, a drink of fruit and powdered unroasted coffee.

The Post Office has launched a business insurance for café owners. The cover includes employers' liability and public liability insurance, property and stock insurance including (we quote) 'van insurance for cafés who do not trade as a limited company'. Further details from any Post Office branch, from 0800 138 8276, or from www.postoffice.co.uk.

Environmental health officers have criticised chain cafes in Egham for having insufficient storage for the volume of waste they produce – rubbish in bags and bins built up to such an extent that the collection company refused to take it in its entirety.

There is a story behind the name of the Polari, a new coffee house in

Hanley. Polari is the 'secret' language used by gays up to the 1960s, when it was popularised by Kenneth Williams in BBC radio comedies of the time, and many words in everyday use come from it. The Hanley business is part of the local gay pride network.

It is still unconfirmed that the Bramah Tea and Coffee Museum will re-open near Borough High Street, south London. Don Riley and his son Nicholas, of the Menier Chocolate Factory, now own Edward Bramah's collection of historical tea and coffee artefacts and have been seeking a new museum site since Bramah died in 2008. The old closed site still attracts a couple of dozen disappointed visitors every week.

Coffee#1, the independent coffee chain with branches in Wales and the south-west, is moving eastwards - property consultants have been retained to find sites in Malmesbury and Marlborough. The business is expanding again in the Bristol area.

Allegra is to publish a *London Coffee Guide* in the autumn, with a percentage of profits going to the Project Waterfall water-aid charity which is the focus of its London Coffee Week.

Uni closes - but hit the £4 mark

Penny University in East London has closed. The coffee-house, begun by barista champion James Hoffmann as a venue which would allow drinkers to explore fine coffees through various filter brewing processes, came to the end of the three-month period for which he had use of the premises. During that time, coffee enthusiasts gave the venture generous praise.

James has told *Coffee House*: "I have been amused to look back at the 2009 Allegra UK summit where I thought I was aiming high by talking about a £3 cup – and almost exactly a year later we opened a place where the most popular drink has been a coffee from Kenya at £4! So one lesson from Penny University has been... aim higher!"

In what appears to be a rather contrived report, it has been claimed that 'the UK coffee-shop industry is failing to communicate a basic standard of corporate responsibility'. Starbucks was rated top of the Big Three... only because it produces a CSR report, whereas Costa's is included in the Whitbread report, and Nero doesn't produce one at all... which makes it all the more intriguing that Nero came second in the poll!

Meanwhile, Costa has raised some eyebrows with an environmental statement from its parent company. Whitbread wrote that its new Futura espresso machine is about 30 per cent more energy-efficient than its previous one, adding: "one issue is that we need to keep our machines on all the time because the thermal shock of turning the machines on every morning can lead to limescale deposits in the boiler." This surprised some water-treatment companies - one dismissed it as 'tosh'. However, one espresso company said: "we see where they're coming from... a problem area for limescale is always where hot meets cold. But the bigger issue of switching machines on and off is, over many years, the effect of heating and cooling on the soldering of all the small joints in the piping inside."

AMT Coffee, a pioneer of the rail-station kiosk business, has now put Barclays contactless payment systems in all its 65 sites. Customers can pay amounts under £15 with the wave of a card, and the sum is deducted from their bank or credit card account. AMT uses a handheld terminal which is the first of its kind in Europe. It really does save time, says chief operating officer Jon Hassall – a six-week trial returned a noticeable improvement in chores such as cashing-up. AMT has noticed that although all banks either have issued cards with contactless chips on, or will be doing so, a vast number of customers don't know about it. Baristas have to be trained in explaining contactless systems to customers.



This is a picture we have looked forward to showing. The operator is Bean of Liverpool, whose mobile coffee business is run from a converted ice-cream van. We have often wondered why more mobile operators don't use these virtually ready-to-run vehicles... and Bean say they wonder, too!

The term 'organic' is still increasing in coffee promotion - however, a fifth of consumers believe the term 'organic' means that a food product is low in fat, says a report in *Grocer* magazine. A quarter of consumers surveyed had no idea at all what the term means. An entirely different report by YouGov says that one in three adults are confused about the health messages regarding dairy products. Two thirds of people share the traditional belief that 'dairy is good for you'. But 37 per cent of women and 27 per cent of men say that milk affects their cholesterol levels. Only ten per cent think milk is fattening, but 66 per cent say cream is. The research says more milk brands will promote the 'purity' of their product.



Cadburys has devised a drinking-chocolate dispenser for cafes – a prototype was at Caffe Culture. "We did a lot of research into the consistency of hot chocolate drinks served in coffee shops," Cadbury told us. "What we have found has been horrific – we've seen big-brand coffee shops using a Tupperware container with 'chocolate' written on it! So we have developed a machine, which looks rather like a grinder, and which regulates the dosage."

Boughton's Coffee House is published by Ian Boughton and Trudi Roark.

The office is at 11 Lansdowne Road, Falmouth, TR11 4BE
Tel: 01326-311339 Mobile: 0702 348866 ianb@coffee-house.org.uk
The news website is www.coffee-house.org.uk



Specialist Green Coffee Merchants

Sourcing directly from the farmers

DR WAKEFIELD & Company Limited

trade@drwakefield.com

www.drwakefield.com





Coffee Republic's first 'new look' re-launched coffee bar is in Hove. The new interiors and identity is by Conran & Partners, who (and we quote) 'have drawn influence from continental European cafés combined with US style diners – old world comfort meets new world vibrancy. Features include a clean, fresh kerbside appeal; introduction of window bar seating areas; stainless steel service stations; mix of warm wood and black and white checkerboard for the flooring and warmer, more human photography on the walls.'

Vegware of Edinburgh has launched the world's first compostable double-wall coffee cup. The manufacturer claims it is 'the greenest insulated hot cup on the market', and the first ever to be made entirely from low-carbon compostable materials. Vegware has prepared a UK-wide composting collection service in readiness for the time when organic recycling will become financially preferable to landfill. With rises in landfill tax, that is expected to be very soon.



Indonesia's highest Islamic body has abandoned a proposal to ban Muslims from drinking Kopi Luwak coffee, from beans digested by the civet, a cat-like creature – there had been a call for the coffee to be rated 'unclean', but the church leaders took the pragmatic decision that if the beans are washed, they are no longer unclean. We recently reported how the authorities in Indonesia, having discovered the value of Kopi Luwak, had begun 'farming' the civet cat, and there has been some concern over whether the animals have been forced to eat the coffee. The DR Wakefield importers now tell us of a more unusual and natural such coffee they have discovered in the jungles of Peru - the Uchunari, similar to a civet, is left free to wander among the coffee plants, after which the beans are collected. The cat can 'process' 500gm of cherries a day.

Gaggia, now under the control of Watermark of Ireland, has a new English base in Beaconsfield. This is the latest move in the rescue work which was put in hand after the former British importing operation closed, leaving Gaggia users with the prospect of no service or spares back-up. "The matter of whether the Gaggia reputation is back where it was, is a very good question!" David Lawlor of Watermark told Coffee House. "We have addressed the main issues, and the reaction has been very positive."

The latest 'different' coffee house is in Bristol, where Rimando's has been opened as a 'soft play café' for mothers with young children. It features play areas, child-proof gates, and a video screen so parents can keep an eye on children. The business was designed after the owner experienced difficulties with pushchairs in coffee-houses in general.

Venus, a beach café chain, has received its second Queen's Award for work in Enterprise in Sustainable Development. It uses solar panels in its cafes, recycles five tonnes of packaging material a year and sources more than 90 per cent of its food and drink products locally. It contributes to heritage and conservation projects.

We have another contender for the title of 'smallest coffee house in the UK'. This one is the front room of a house in Carlisle! Phil McKay of Scotland Road, a casting agent for television, serves coffee, smoothies and home-baking, with the support of Cru and Ben Fox of Foxes Cafe Lounge.

The Middle East is Costa Coffee's 'most critical' area for growth, says managing director John Derkach. He has sales growing at about 20 per cent a year in the region. Costa has plans for 250 new openings during this year, half of them in the UK.

THE FULL STORY...

The Editor of Boughton's Coffee House has realised that we now have so much trade news to bring you, the struggle to get it into a small and digestible number of pages is proving unequal. So news items which have to be addressed at length now appear briefly here, and at greater length on our website and on our newsfeed (an RSS subscription is freely available).



The old ticket office at the tram station in Timperley has become a coffee house, after standing disused for almost 20 years. James Bardill's Coffee and Cake has involved the restoration of much of the building.

The new Lou Lou's Coffee Lounge business in Derby, opened in what was formerly a Café B site, is intended to be the first in a chain of up to 20 planned for the East Midlands.

The UK Smoothie Championships will hold a live final tie at the Lunch! show, on 30 September.

Calets of Norwich has opened its second Cocoa Cafe in the city centre. This is to be part of a 'huge' company expansion involving more cafes opening in historic towns and cities.

The 49p Lavazza coffee has reappeared at the JD Wetherspoon pub chain. "This is the best value on the high street," said the top man. "Some Starbucks or Costa coffee costs more than four times the price of one of ours." Wetherspoon used a similar tactic in 2006; Lavazza has remarked that the current campaign is a short-term measure designed to promote Wetherspoon's earlier opening hours.

Simply Coffee of Exeter has been bought by the 2N's, based in Dorset. The new owner has said that the pur-

chase was put together quickly to try and preserve as much of the customer base as possible.

Peros, the largest supplier of Fairtrade drinks and snacks to the trade, has had its 10th birthday.

Wales is the UK's coffee capital, claims the local press there – families in the country spend £49.50 a year on supermarket coffee, around £5 more than in the north-east of England, the second-placed region. Across the UK, it is reported, supermarket spending on coffee now exceeds that for tea by over thirty per cent.

The power of modern communication is dangerous...the American actress Kristin Chenoweth fired off a 'tweet' on Twitter saying how annoyed she was with service in a Starbucks, and then got one back from Starbucks suggesting that the barista had been summarily fired... and is apparently now sorry to have done so.

Euro Garages is to appeal against rejection of plans to build a Starbucks drive-thru in a former carwash site in Preston. The council's planning committee refused the application on the grounds of residents' fears about increased traffic, even though the council's own highways team said they had no such concerns.



marco
POURING PERFECTION

INNOVATIONS
in hot water and filter
coffee delivery

Marco Beverage Systems Ltd
Shire House, Strixton Manor
Strixton, Wellingborough,
Northants, NN29 7PA.
Telephone: 01933 666 488
Fax: 01933 666 968
email: sales@marco-bev.co.uk
www.marco-bev.co.uk



Coffee and tea in soya development work

Tetley is launching a new tea designed to work with soya milk. The product has been tested with Alpro, the soya brand which is currently involved in similar research work with coffee.

Tetley reports finding several issues with soya milk and conventional black tea – one is that the proteins in cows' milk react differently from those in soya milk, giving a noticeably different taste to the drink.

Soya milk is also sweeter, says Tetley, which surprises consumers who do not usually take sugar in their tea. The two milks look different, and as most tea drinkers tend to brew by appearance, they over-milk when using soya.

So Tetley produced a suitable blend, and make the interesting suggestion that almost fifteen per cent of UK households are soya consumers.

Alpro has told us that it is now working on a soya milk for use in coffee shops, and has held trial sessions to understand the needs of baristas.

Is the public bored with chains?

The chain coffee bar format has become exhausted, according to the Scottish press. As the Edinburgh branch of Starbucks opened its new-look site, part of the campaign to make the chain more 'local', the author of the *Cappuccino Community* told the local paper that chains are now 'viewed by consumers as standardised and repetitive'.

Dr Eric Laurier of Edinburgh University, who wrote a research paper on coffee-bar history, said: "It was inevitable that the decline would come. Because it became fashionable, it couldn't help but fall out of fashion. The public may simply grow bored of coffee houses, and the whole sector will shrink."

Boris told: save small shops, not cafes

Councils in provincial towns have shown interest in a report from the London Assembly, which has advised Mayor Boris Johnson to do more to protect small shops.

It says that 'corner shops' should get protected status in planning rules, which should now distinguish between 'essential' retail shops such as food stores and newsagents, and 'service' based ones - such as coffee shops. Many councils have recently debated the issue of 'too many' coffee shops on their high streets.

The Assembly paper, and a report of the current issues between the trade and local councils, are on our website.

Transfer charges back in the spotlight

Starbucks is reported to be in negotiation with HM Revenue & Customs over the old chestnut of 'transfer pricing'. This is the situation in which related companies charge each other for goods or services, and is a known corporate hot potato in big business.

The taxman is allegedly asking what the UK Starbucks pays its American parent; a company spokesman said Starbucks believed its position to be 'reasonable'. The financial commentators have been quick to recall the recent spat with Lord Mandelson, when Starbucks' top man criticised the UK's economy.

Two familiar trade suppliers have cropped up in nominations for the Vegetarian Society's awards – both Byron Bay Cookies and Deans, the shortbread maker, are shortlisted in the 'The Best Approved Sweet Treat' category. Byron Bay won it last year.

A very unusual seaside coffee house has come on the market - the Warren Cafe, in Dawlish Warren (that's the part in the south-west where the main railway line actually runs along the edge of the beach). The business currently trades with a turnover under the VAT threshold, and is on offer by Bettesworths at £29,950. www.bettesworths.co.uk

The new barista trainer at Coffee United (First Choice, as was) is Lynsey Harley – she was with Drury, and was one of the first to attempt molecular gastronomy in the UK barista championships. Drury has taken on Christelle Langer, who has been a barista in Belgium and Italy.

Kenco has reported a massive response to its Terracycle project for collecting used coffee packaging – over four million items have been collected in a year.

Star Quality

Between them, our UK customers have 21 Michelin Stars.

They trust our expert advice, so shouldn't you, too?

With over 70 years in tea blending, coffee roasting and equipment supply, you can rely on our experience.

Join the stars.



Established 1936

020 7740 1100

drury.uk.com

The Great Taste Awards have established themselves as a quality mark in the speciality food sector. In a sector where just about every half-hearted prize is hopefully described as the Oscars, we love the description of the Great Taste awards as 'the epicurean equivalent of the Booker Prize', a tag which carries rather more class!

A year or two ago, one supplier to the café trade complained bitterly to this magazine that his rivals had scored Great Taste awards, and suggested that they had simply received them for paying the entry fee. We put the complaint to Bob and John Farrand, the guys behind the awards – just how testing are their criteria?

They let us into some of the statistics of just how many entries do not win anything – and when they said 'come and sit in on a judging session', we couldn't turn it down! And so, *Coffee House* magazine was in the room for this year's filter coffee judging.

We cannot name this year's judges – but they included one coffee supplier, formerly a café owner, with a track record in supplying speciality small-batch roasted single-origins and also with a background in fine wines; two suppliers of both coffee and machines, the principal of a fine-food cookery

school, and the taster from a 75-year-old tea and coffee merchant.

Products judged to be worthy of a Great Taste award receive one gold star; this means the product is 'virtually faultless'. The judges have the option to select starred products to be recalled for a second judging, at which they can choose to promote it to a two-star rating, which means 'wow!', or very rarely, beyond that to three stars.

During the tasting, the judges do not know whose coffee is served to them; they work on a code number, and a copy of the entrant's description... most of which put the roasting trade to shame. Astonishingly, a trade which constantly argues transparency of detail, and demands that consumers be given ever more information about coffee, cannot explain its own products to a set of judges – many entries were described as 'roast and ground coffee',

The fly on the wall of the judging-room...

How hard is it to win a Great Taste award? In what we think is a 'first', Coffee House gets the chance to listen, watch, and taste as the judges get to grips with this year's filter coffee entries



Ready for tasting - Great Taste head judge John Farrand prepares to tackle a set of cafetieres and bean samples.

The judging of filter coffee is handled along specific lines, says John Farrand – the principle is to taste the product the way the consumer would.

"We did try judging along 'cupping' lines, but we decided it didn't work. We have to apply consumer realities, and so we decided to serve and taste coffee by looking at it from the consumer's point of view.

"So we serve every filter coffee to the judges in cafetieres, at a standard dosage of 15gm/275ml, around 60gm/litre, and at a standard temperature. The entrants are welcome to say: 'here are the ideal brewing parameters for this coffee...' but they don't."

The judges also receive a sample of the beans, either ground or whole-bean, whichever way the entrant submitted them.

It is not required to take a coffee black. That is always the first taste, but all judges agreed that some coffees were boosted by the addition of milk, and all agreed that some were not saved by it. (Why is it, enquired a judge who is also a tea-taster, that tea suppliers often mark their packs 'best drunk with milk' or 'best black', but coffee suppliers do not?)

The option of sugar was offered, but rarely taken. The judges' palate-cleansers were water and cheese, which led to the occasional entertaining judging description of 'this coffee needs no cheese!'

There are no preconceptions as to what should or should not be a winner. This is why, in recent years, it has not been unknown for an instant soluble coffee to win approval. (One of the coffee judges, who has also worked in the assessment of food for the awards, told us that some 'ready meals' have actually been judged good enough to win stars – on the other hand, he added, some were horrifyingly bad).

Notably, said John Farrand, judges are always keen to shout about it when they find a great product – for one table of judges to turn to the next table and say 'you must try this!' is always a good sign.

"Judges always want to share what they've found, so a good item will often get passed around. An item which will

and a surprising number simply as 'coffee'. This magazine took a quite unfair peep at the packaging, which the judges are not allowed to see, and we were astounded to discover entry forms which showed no pride in their products – at best, some had written just 'Fairtrade coffee', or 'single-origin coffee' (without saying where!)

The coffee trade is welcome to enter more detailed information, said head judge John Farrand diplomatically. There is no unfair advantage in details of origin, or even suggesting that a blend might have been created for after-dinner use. However, it was clear that to receive half a dozen entries from a famous roaster, and to find that some office clerk had simply entered the first as 'coffee' and then five ditto marks, did open the entrant to some scathing criticism from the judges.

And those judges are hard to please. Their comments were in many cases extremely harsh, but when praise was given, it was generous.

And the judging was careful and time-consuming – this year's filter coffee judging involved 90 entries, tasted in three sections over a couple of days. Of these, fifteen were selected to go forward for second assessment.

At this second tasting, five judges independently highlighted the same two entries as particularly outstanding (and also discussed the possible downgrading of another, to deprive it of its one-star status - but it survived).

(This was an arduous programme, but possibly not so much so as the tea classes, which involved 237 entries, and which took three days and produced 55 star ratings.)



GLENFINLAS
coffee

Our range of independently-selected gourmet coffees is designed for people who appreciate excellence when they taste it. Whether you run a cafe, restaurant, delicatessen, hamper company, or farm shop, contact us and discover why coffee needn't be just another commodity.

Glenfinlas Coffee.
The finest beans, properly roasted.

Web: www.glenfinlascoffee.com
Email: enquiries@glenfinlascoffee.com
Telephone: 0131 220 8251



Alpen Sierra
Ethiopian
Yirgacheffe



Alpen Sierra
Dolomiti Espresso
Blend
GHH Select
Custom House
Vienna Roast

The Great Taste feature continues on the next page



We are not allowed to identify the Great Taste judges...

but there is nothing stopping us repeating what they said as they first tasted an entry!

When they liked a coffee, they were very generous... but when they didn't, they made their feelings known!

The kindest adverse comment we heard was: "there's nothing much wrong with this one - but nothing particularly right with it. Mark it as 'mainly harmless'."

Others criticisms were:

"Any discernible flavours? Yes - burn."

"A hint of cordite about this one... not so much roasted as fag-ash."

"This one has something petrochemical about it... molasses and benzine"

"Cor, blimey... but is it a good corblimey or a bad corblimey?"

"Slightly almondy... but more reminiscent of playdough than marzipan!"

And our favourite...

"This is called a 'French Blend' - ah yes, it's 'eau de Gauloise'."

After sitting on two days' of tasting and judging, we can confirm - yes, this award means something.

go on to win a two-star or three-star award will probably have been shared between maybe fifteen or sixteen judges, all saying: 'what do you think of this one?'

"This all confirms the integrity of the process."

Two filter coffees aroused the particular interest of the judges, and were enthusiastically shared. They finished up as the two three-star filter winners: these were an Ethiopian Yirgacheffe from Glenfinlas of Edinburgh, and the Indian Blend by Ponaire of Limerick, Ireland.

Ponaire previously had an Indian Blend comprised of a monsooned Malabar and a dark-roasted Colombian - but this year's blend, the roastery's Jennifer Ryan told us, is a new version which matched the Malabar with Cup of Excellence El Salvador beans. It was certainly distinctive - it had warmth and depth, but was light and sweet, said the judges.

Ponaire also picked up a one-star espresso prize for their Java Connoisseur espresso.

The other filter which made the judges stop and share was the Organic Ethiopia Yirgacheffe Harfusa Medium Roast, submitted by Glenfinlas. The great curiosity of this is that it is roasted in the USA, at Alpen Sierra of California.

"Despite being roasted in the States our coffees are exceptionally fresh," the company's Will Ellison told us. "They are roasted a maximum of two days before they are shipped, and although they have a best-by date of 90 days, we arrange our distribution so it is normally less than half this before they are brewed.



The ladies of the Guild of Fine Food served 90 cafetieres to rigid brewing parameters

"A primary reason for importing coffees from craft American roasters is that they have the heritage and knowledge to roast and blend gourmet coffees as close to perfect as possible. Our suppliers are continually experimenting with sourcing, roasting and blending coffee and use techniques not adopted in the UK. Just one example is the green coffee in our Terroir range by George Howell, which is stored in a unique system prior to roasting, that involves keeping the beans in a sealed environment in a deep freeze."

Trade price of the Ethiopian Yirgacheffe is not yet known, but Glenfinlas say "it is likely to be one of the most expensive coffees available, and we expect that it will mainly be bought by coffee-houses who take their coffee very seriously."

Glenfinlas also took two two-stars in the espresso section, with the George Howell Vienna Roast, an El Salvador described as 'bittersweet dark caramel over a dark chocolate bar, nuts, whippers of smokey honey and cherry cola, all coaxed into delicious balance'. Glenfinlas say it works both in cafetiere or as a mild espresso. Their other two-star was the George Howell Dolomiti blend, 'a traditional Northern Italian

espresso blend, which is a lighter dark roast with softer character'.

The market for exotic coffees continues to open up, says Guy Wilmot of Sea Island, who picked up two stars with a Hawaiian Kona Greendale and one star for a Clifton Mount Jamaica Blue Mountain. (If our strictly-forbidden peep into the packs was correct, we suspect they also entered a Kopi Luwak!)

"The Kona is a great all-rounder," says Guy Wilmot. "There are definitely cocoa flavours, but also a wine-like texture and long-lasting pleasant sweet aftertaste. It is best served as filter or cafetiere - a great restaurant after-dinner coffee."

Sea Island is an approved dealer in Blue Mountain, a coffee which has often been counterfeited - is that still a problem?

"The bigger problem for the trade is less-than-fresh Blue Mountain coffee that is roasted in Jamaica and shipped to Europe," observes Guy Wilmot. "A perfect JBM should be well-balanced, almost tea-like with equal body, smoothness and acidity, with some real creaminess."

Sea Island has developed some interesting exotic-coffee gift sets, in clip-sealed gift tins.

A fascinating aspect of the Great Taste awards, raised by Peter Fears of Tudor, is that winners are not always expensive coffees - his two-star Rainforest Alliance Amazonian Espresso is priced at £7.66 per kilo.

"As the award is based on taste regardless of cost, we are proud to prove that the consumer doesn't have to pay a premium price," he said.

Several familiar names did well in the awards - Percol continued its winning habit, with three two-stars and a one-star in the filter section, all Fairtrade coffees; Bewleys of Dublin took the only three-star espresso award, and also had two filter winners, and Java Republic had two-star and one-star winners in both espresso and filter, as did Union Hand-Roasted.

Rather as expected, Grumpy Mule did well in the filter section (one two-star, two single-stars), Taylors of Harrogate picked up three filter prizes, and Gala and Cafedirect each had several filter wins.

Ireland did well overall, with Robert Roberts, North-South, and Ristretto taking prizes.

And, quite notably, a first star in the espresso section went to Origin of Cornwall, one of the newest roasters in the market.

A full list of both coffee and tea winners is on our website.

The time is now right for the trade to offer truly great, exotic coffees...



...and the greatest coffees in the world are readily available, right now, from Sea Island. You will be amazed at how easy it is to offer your customers something which other coffee houses and tea-rooms would love to have!

111a Walton Street
London SW3 2HP
020 7584 7545

WWW.SEAISLANDCOFFEE.COM

This genuine certified Blue Mountain is one of our Great Taste award winners



The tea sections of this year's Great Taste awards included some surprises - not least the presence of some of the big retail names, with Twinings racking up seven stars, and even Ty-phoo getting two. However, the biggest star in the tea section was Newby, whose tally went into double figures, including one three-star award.

They were closely followed by Canton Tea of London, with a three-star and seven others, with Bewley's doing almost as well, and Pukka Herbs racking up a whole collection in the herbal section. Java Republic, Cafedirect, Clipper, Taylors and Suki all predictably scored.

Newby is both a known brand and a mystery. In the UK, it does well in the high-class hotel arena, largely through Café du Monde, it is available through a few coffee suppliers and roasters, and in Russia it is quite immense - but it is the high-street coffee-shop and tea-room where the company really wants to make its mark next.

"The UK is an extremely difficult market for making progress in tea," observes Newby's Ed Berry. "In many ways, it's not an imaginative one - for the supermarkets, tea delivers apparently good percentage margins, but not cash margins, so why should they devote shelf space to it?"

"And what often upsets me is the standard of tea in even some five-star hotels, where they're charging £20 or more for afternoon tea."

The tactic of 'afternoon tea' is, says Ed Berry, a great marketing lesson for all of us, in that it has turned into a way of filling dead time in the afternoon, and doing so at an immense profit. And yet, he says, it is sad that a few international names in the five-star hotel world still serve tea which is just not good enough.

"Why? It can't be about money. Who's going to quibble about whether it's 2p, 5p or 10p at cost, if you're selling at their prices? Some of these people take vast care over everything else they buy... then for the tea, it's down to the cash-and-carry! We have challenged several of them over whether it really is good enough for them to serve tea you could find on a supermarket shelf.

"So we do see coffee houses and tea rooms as very important in showing the way forward for tea."

Here, says Berry, is a slight parallel with coffee, where public appreciation of the drink has improved radically through work on the high street. It is unlikely that the cult of the barista will spread to the speciality tea trade, he laughs - but it is somewhere along the same general route, with tea served

High street shops can drive the progress of great tea



"What often upsets me is the standard of tea in some five-star hotels..."

with panache, style and a story, by people who care, that the appreciation and then the demand for top tea will develop.

What tea does the high-street venue need to achieve this? The answer, says Berry, is surprisingly practical.

"It's a reasonably simple thing - a good black tea. This is the same principle as building a wine menu - you can have all the fancy ones you want, but you must start with a very good house white. It may sound boring, but it's correct - always start with a very good, breakfast tea.

"In this, we have to accept that the catering trade is doing the donkey work - it's that first cup at £1-£2 which opens doors for all of us. Then we can take an interest in the people who are moving up in tea and experimenting."

A typical example is Newby's Indian Breakfast, which took a Great Taste star.

"This was developed by us. It is lighter than English Breakfast, which is a big tea with a big hit, and is Darjeeling and Assam without the Kenyan. Because it's lighter, it may not be for the heavier English fry-up - more a tea for the croissant and bagel than the black pudding."

In the more exotic teas, three Newby jasmines won stars. The interesting aspect of this is that jasmine is extremely difficult to work with.

"Yes, it is - the difference is in the application of the jasmine, which can send teas in different ways. You should lay the jasmine flowers on the tea, and replace them up to five times... but I suspect that there are artificial and sprayed-on scents in many teas. There is also a temptation, for some brands, to allow the flavour to let them use a poorer base tea, just like you won't use a great wine for a Sangria. But we are satisfied with our jasmine.

"We also think there is far more to be discovered in other China teas. It's still true that the very best China tea is only drunk in China... so we are now getting much closer to Chinese tea gardens, which is not easy to do."

The reference to teas 'developed by Newby' is important. The question of how many brands actually do their own work is a long-standing mystery.

"The easiest thing in the world is to start a 'new tea brand', but really you just buy the blends in and sell them," agrees Berry.

"But we do all our own packing and blending.

"We have our own laboratory, and we have fun with tea. We are very interested in playing with our own flavour development - no matter if one idea doesn't work, we'll try another."

Elsewhere in the world of tea...



The latest of the idiosyncratic ideas we have come to expect from trade wholesaler Beyond the Bean is Cosy, a range of bagged organic teas, packed in easy-dispense card boxes. The range follows current trends, says the company - there is a Fairtrade breakfast tea, black with bergamot, rooibos with vanilla, chamomile, peppermint, and two variations on green - a Sencha with lemon and a Chumee with jasmine. The unusual theme behind the range is knitting. Each tea comes in a box patterned according to a knitting stitch, and one of Beyond the Bean's novel promotions has been a knitting book featuring patterns for tea-cosies... and we really do expect a knitting competition to follow.

In which respect, we have come across a relevant example of the new trend for twin businesses - Janes of Fishguard is both a coffee shop and the area's biggest specialist wool and craft stockist.

- ✓ 13 Gold Medals in 2010
- ✓ The most awarded tea company
- ✓ Over 40 Great Taste Gold Medals

www.newbyteas.com
sales@newbyteas.com
020 7251 8939



Has the coffee-flavouring sector actually developed, or are we still talking about the same old flavours? Are the manufacturers still re-hashing the 'gingerbread at Christmas' subject, or do they really have new ideas?

Not so, says the biggest manufacturer in the sector. There are new ideas and uses which should see the beverage trade benefit from an increasing public interest in flavours.

The opinion comes from Will Richards, who is commercial director of Kerry Foodservice, one of the world's very biggest flavoured-syrup makers – Kerry has been behind both the Da Vinci syrups and Oscar's, and still makes private-label brands... not that anybody knows who they are, because one of the biggest smokescreens in the flavour trade is the question of exactly who makes which brand, and for whom!

However, it is generally reckoned that Kerry is behind several of them, and the company's place in international flavour work certainly gives it a

Flavours – is this still just the start of a bigger market?

fine overhead view from which to predict what is going to happen in the sector.

"I still think the syrup market has growth potential in the UK," he told *Coffee House*. "We still don't see many bottles sold at retail – in the US, customers take bottles home, but here they're in supermarkets to a very limited degree.



Will Richards

"This is one area where I suggest we can see growth. There are pockets of activity taking place in retail gift packs of syrups, although the idea of having these bottles in your kitchen is still strange... but there will be growth here when this changes."

However, says Kerry, there is still a lot of work to do at point-of-sale.

"The market, being still in its infancy, requires the coffee shop owner to promote flavours heavily. Unless you get



them in front of the customer, they won't buy. That's why those who actively promote flavours do sell them, and those who don't, complain about bottles gathering dust."

What are the newest ideas for the use of syrups? It is not simply a case of 'here's another flavour', which drew the sector so much derision in the days of strawberry-and-cream promotions. Nor is it just the trend towards gingerbread lattes at Christmas.

The usage has become more sophisticated.

Nor, says Kerry emphatically, is it the use of syrups to mask bad coffee. Flavours are now being used with very good coffees, says Kerry, and for an unexpected reason.

"The important question is always of how a coffee shop owner can use a syrup to enhance the offering. We now have very interesting cases of our syrups being used by coffee shops who serve very good coffee indeed... so good, that some younger customers, female in particular, find it too intense a taste.

"These customers, we are told by good coffee-houses, now like a good coffee sweetened with a little syrup."

The future of the flavoured syrup is not just in coffee, says Kerry. A number of the items on a coffee shop menu can benefit from the addition of flavour, which boosts the selling price. And that is just the yoghurts, ice-creams, frappes, and Italian sodas, but some interesting new ideas.

A typical one is takeaway porridge, a product which has been profitably taken up by operators who concentrate on rail-station and commuter business.

"We launched the V*Go porridge in a pot which has worked well for coffee shops and kiosks in the commuter markets," confirms Will Richards. "It's an add-water product, which is easy for the operator, and there is already an option with dried fruit packed in. I think I would offer the plain version with a simple fruit flavour, or maybe a caramel syrup... possibly a vanilla."

Kerry really does try to go out and give ideas to the café trade, he says – there is a printed manual, and a lot of recipe material is online. This support is geared to a certain level of operator, the one who is experienced in coffee, but not necessarily in syrups.

However, says Will Richards, the same principle applies.

"Remember – this is still a relatively young market."



Kerry has produced a guide to the use of its flavours in coffee drinks – this is not, says the company, a high-level manual for the top-level barista, but designed to be a handy guide for the average caterer or beverage manager.

Attitudes to proprietary flavours have changed - radically.
Baristas and coffee-geeks now enjoy the freedom of immediate experimentation that our syrups offer them.

- John Taylerson, Malmesbury Syrups

Taylerson's is the most 'artisan' coffee flavouring range in the UK – these really are made in a field by a natural spring, by a man whose lifetime has been spent in working with milk. This is also the brand which conducted the first independent survey into consumers' attitudes to flavours in hot drinks. The range is already appearing in top shops.

To talk flavours for your business - call John Taylerson
 Taylerson's Malmesbury Syrups.
 Malmesbury Syrups, Park Farm, The Green, Oakey, Malmesbury, Wiltshire, SN16 9SD
 01666 577 379 sales@malmesburysyrups.co.uk

Cherizena, which specialises in flavoured wholebean coffee, says it sold two and a half tonnes of its Christmas coffee to cafés, delis and farm shops last year. This year's blend is Colombian Exselsior flavoured with a combination of Jamaican rum, toasted pecan nuts, nutmeg, cinnamon spices and a hint of orange. There is a decaf version, and it will also be available in kilo bags to the trade, and also in pre-packs for filter machines.



Study the market, and sell a complete drink, says Monin

Just as the standard of speciality coffee has evolved, so has the imaginative use of flavours – there are several reasons why this will continue, and it is up to the coffee-house operator to make sure that they take their share of the business and do not miss it.

It is not a dramatic change based on the appearance of wild new flavours, says Darril Ling of Monin – it is an evolution which will involve the adaptation of flavours we already have, used in new ways.

"The vanilla and caramel still represent the largest and most popular ingredients - and in five years' time they will probably still be the most important.

"But there is certainly innovation in the selling of flavours, and who's leading it? Is it the multiple site operators, the independent sector or the flavour manufacturer? It's all three - some of the largest café operators have been the best innovators and marketers, while some of the small independents have been the ones prepared to take the greatest risks."

Whether you have an imaginative customer base or a 'safe' one, the same principle applies, says Darril Ling - actively offer and present the flavoured drink to the customer.

"The successful retailers in this field are those whose menu board is designed to sell specific drinks, or whose point-of-sale is specifically targeted. Those who say they find speciality coffee drinks difficult to sell are possibly the ones who are still just suggesting 'add a syrup for 40p'... the far better option is always to promote a vanilla latte by its name."

A vanilla latte is fundamentally different from an espresso and from a cap-

puccino, says Darril Ling - so say so. Highlight it on the menu as a 'special', describe why it is special, and it will attract attention - leave it as just another option at the foot of the price-list, and the customer will miss it.

"The opportunity to create these different drinks has never been greater," he says.

Why? Because our climate is changing.

"New products are unlikely to change our daily cup of choice, but with the possibility of colder winters and longer, hotter summers there is great potential for additional drinks featuring syrups and fruit purees.

"The rise of the milkshake shop has not yet been widely reported, but they offer the consumer enormous choice and possibilities. And there are few coffee retailers who have recognised that it is their customers who have

gone to these shops, and chosen a cold milkshake drink over coffee or tea!

"Syrups are a way to offer a complementary range of cold drinks and shakes without the need to have a huge range of new ingredients.

"Christmas remains a key period to sell the more indulgent hot drink, whether it is a Christmas Pudding drink or gingerbread latte. These seasonal drinks are simple to devise, and I would also strongly suggest using chestnut, cinnamon, rum. Again follow the marketing plan - sell the complete drink, not just the flavour!"



Darril Ling

Proprietary flavours – no longer shunned by the top baristas



It has long been an accepted wisdom that branded bottled syrups are for the mainstream coffee-shop market, and that the top baristas, the ones who are revered by the fanatical coffee enthusiasts, do not use proprietary flavours.

But that, says John Taylerson of Malmesbury syrups, has all changed.

Taylerson is the trade's most unusual flavour supplier - he works in a tiny plant in Wiltshire, mixing his flavours with natural spring water from a neighbouring field. And yet he has already won awards for his flavours, was probably the first such supplier to offer the trade research into consumer preferences in flavours, and has been a pioneer in getting his bottles and gift sets into top retail outlets. He has just begun packaging in portion-sized sachets, which is not a unique move, but unusual.

"The whole issue of coffee geeks not wishing to use flavours seems to have changed," says Taylerson. "These geeks (and that's a good thing to be) enjoy good coffee... but today they see no major issue with adding more flavour. This is a contrast to the stuffy 'purist' approach that went before.

The reason, he says, is that where the championship baristas would once either proudly refuse to use any flavours at all, or would make a big thing of mixing up their own flavours in utter secret, and probably by the light of the full moon, they are now more willing to pick up a proprietary bottled one if they can rely on its quality... it saves a vast amount of time in the early stages of forming a recipe.

Coffee shops are also becoming more demanding in their requests for new flavours, he says.

"Banana seems to keep rearing its head. The adding of banana in coffee is an idea we have been asked about for a long time, without seeing it really take off.

"However, the version of it which has

already taken off is banoffee, and we have been asked by several coffee shops (mainly in London) to revamp our banoffee to provide a flavour that will come through a stronger coffee.

"Toffee itself began as a requested flavour from a few coffee shops, and is now second-best online seller, behind banoffee."

His own research in coffee houses shows more of them offering free sample tastings of flavours, and Taylerson says he can see the result of this in their increased repeat orders.

"It also results in great feedback and ideas.

"John Lewis now use our caramel on natural yoghurt, which works very well, and we have seen our amaretto, which was our Great Taste winner in 2008, used on chocolate ice-cream – it sounds simple, but once you have tried it you can't go back to ice-cream without it!

"For the coming Christmas, I expect a new play on ginger. Our all-natural apple and ginger is shaping up nicely, fitting with the trend to a 'spicy' type element.

"I also have a new mulling syrup, which has the spices already mixed in - previously, if you wanted to revive a ropery old bottle of wine or cider, you would have had to soak the spices, and add brown sugar.

"Now, all that is done in a ready-to-use syrup.

"The idea has been around for a few years, but I've spent a long time tweaking it."

Our flavours feature continues on page 10



The new mulling syrup for winter

At Caffe Culture, Michele Young showed a typical new product idea which can use syrups to lift the retail price. The Cool Berry Cafe is a frozen yoghurt with a flavoured topping. The machine is a plug-in, requiring no mains water or drainage.



"The best idea uses little stockholding – a menu of half a dozen toppings, based on what you already have in stock. I have been experimenting, and you can do a lot with flavoured syrups and sauces, to achieve a menu for summer or winter. And you can make up a breakfast, lunch or afternoon offer.

The product is served in three sizes and a suggested price range is from £1.90 to £3.75, with maybe an extra 50p depending on the topping. "And I do believe customers will pay it..."



How 'pure' are today's flavoured syrups? The issue of alleged 'nasties' in flavourings is one which never goes away, and it is a favourite weapon with which syrup brands allege undesirable practices by their rivals.

As far back as 2003 this magazine reported allegations by syrup brands claiming that their rivals were filtering, or clarifying, their products with 'animal charcoal', and the matter came back in the food trade press earlier this year.

That 'animal charcoal' or 'bone black' is indeed animal bone matter, and it is avoided by those who produce products for vegetarians, and by those who simply do not like the process.

In 2005, we reported why Jeremy Rogers of Beyond the Bean had decided to change from a major brand to his own new one, to be called Sweetbird. He said: "many syrup manufacturers use low-quality sugars, processed in ways we do not approve of. What made us go 'oh, no' was learning about the way some sugars are refined.

"We are not going to enter into any negative campaign against it, but we will say that we are the only flavoured syrup approved by the Vegetarian Society, and this endorsement is probably going to become important in a world where consumers want to know

No animals were cremated for this flavoured latte...

where contents have been. Whatever the technical issues may be, animal matter is not something I want in my syrup."

It turns out that there are practical reasons why animal charcoal may not actually be desirable. In *A Treatise on Beverages* by Charles Herman Sulz, there is the following information: 'animal charcoal acts as a decoloriser, purifier and strainer; it corrects a defective refining of sugar, and is especially employed where inferior sugar is used... animal charcoal can never be used at all with flavoured syrups as it would absorb the flavour'.

Moral issues aside, that means that any manufacturer who does use it is effectively risking a poor product.

A European syrup brand told us in recent weeks that the 'nasties' issue is still a live one.

"Brands that use cane sugar may use animal-processed sugar, because the majority of American cane sugar is animal-charcoal refined. As producers may use more than one supplier, some of their sugar could be animal-free but some could be animal-refined."

Not us, said the giant American organisation Kerry. When *Coffee House* put the matter to them direct, we were given an equally direct response: "The charcoal filters used in the manufacturing process for the DaVinci Gourmet range of flavoured syrups are made from plant fibre charcoal. In addition, the sucrose syrup made from cane sugar is also processed by our supplier using granulated activated charcoal made from coal."

This aside, said a British brand, some consumers might object to other items used in the creation of syrups.

"You have the question of colourings such as carmine (E120, made by crushing the cochineal insect) which can be used to colour syrups such as strawberry and raspberry. There are also issues such as filtration and suspension of flavourings which can use gelatine as a storage method".

None of these, he pointed out, are acceptable for vegetarians.

How can baristas rate syrups?

The British coffee-shop operator can choose from half a dozen major flavour brands, all of whom offer the major standard flavours. Disregarding the sales talk, how does a barista compare like-for-like, and test one brand's flavour against another?

Most makers recommend tasting a flavour in milk.

However, Sweetbird's Paul Maxwell offers a more detailed suggestion: "You should carry out two tests - the first uses one pump of syrup (normally around 7-8ml) and 100ml of water which is at room temperature. Add the syrup and stir until it has dissolved, then sample each for aroma, flavour and sweetness - this process gives you the basic notes that each syrup will provide, and also allows you to highlight artificial aromas that can sometimes lead to distinctive 'metallic' notes on the palate.

"For the second test try each flavour with your house blend of coffee, with and without milk... and use the opinion of more than one person!"

At Torani, Andrea Ramirez suggests another tip: "if testing in a latte, drink a full portion, to make sure that the flavour works the whole way through the drink - sometimes the taste profile changes from when the drink is hottest, to the cooler final sip."

The very first company to put flavours in coffee was Torani. The brand is still in the UK through Coopers of Huddersfield, and has continued to innovate - this is the one which recently astonished everyone by coming out with a bacon flavour.

We have asked many flavour makers about the legitimacy of using a syrup to mask a bad base coffee, and also teasingly enquired whether any would dare suggest adding a flavour to a known great coffee, something which would rouse many baristas to fury. Torani was the only brand to rise to the challenge.



Andrea Ramirez

"Syrups should complement the coffee," observed Andrea Ramirez, Torani's menu manager. "So, if you have a stellar Ethiopian Yirgacheffe that contains natural high citrus notes, then you could use syrups to enhance that - vanilla, chocolate, cinnamon, ginger or coconut.

"Sumatran coffees are naturally sweet and lush with notes of chocolate and tropical fruits, so you can bring out those flavours using coconut, banana, honey, brown sugar cinnamon or, again, vanilla.

"The secret is to look at coffee origins and see what flavours naturally grow where the coffee grows - they usually complement one another."

An interesting trend in modern flavours, she says, is the appearance of varieties within generic flavours.

"Just as with coffee, today we see the classics with new twists, and ethnic varieties.. So nowadays you can see varieties like Madagascar, Tahitian or Mexican vanilla.

"Madagascar or Bourbon vanillas would deliver a darker flavour with notes of oakiness, while a Tahitian vanilla would be floral with notes of cherry, very aromatic and lighter. Mexican vanilla tends to have a creamy spicy flavour. Or add a dessert-like spin with French vanilla, which has a custard-like taste.

"You'll see more flavours like this, and combinations - not just cinnamon, but brown sugar cinnamon."

And what about the bacon?

It turns out that Torani's bacon syrup was inspired by a TV chef who made a 'bacon maple latte' in San Francisco. Torani has a better idea: "It's really good stirred into oatmeal and other hot cereals. It adds a heartiness."

THE *strada* IS HERE!

The most eagerly-awaited espresso machine of the year is now here... try the La Marzocco Strada to see what pressure-profiling really means!

The Strada is now here:
Mulmar, Inspiration House, 152 Gt North Rd,
Hatfield AL9 5JN
0845 688 5282
www.mulmar.co.uk

LA MARZOCCO
HANDMADE IN FLORENCE



Flavour your menu

Add a touch of style to your menu, with DaVinci Gourmet.

Perfect for creating speciality drinks, the DaVinci Gourmet range includes an innovative selection of Coffee Syrups, Frappes and Premium Chocolate drinks designed to add value to drink menus everywhere.

- They're ideal for adding a shot of flavour to any number of drinks – from a Hazelnut Latte through to a Vanilla Frappe, or a luscious cup of Luxury Hot Chocolate.
- Coffee Syrups in Classic and Sugar Free variants
- Caramel, Chocolate and White Chocolate Sauces
- Fantastic Frappe Mixes – available in Coffee & Vanilla flavours
- Unique RTU Premium Chocolate Drink

So flavour your menu, with DaVinci Gourmet.

Discover more about Kerry Foodservice and our brands:
www.kerryfoodservice.co.uk
Email: info@kerry-foodservice.co.uk



evolving food



One of the biggest discussion points in the espresso market is the question of 'pressure-profiling', although that is not a new process in itself – it is essentially a new name given to an old practice.

In the old days of lever espresso machines, a great skill was in 'feeling' the pressure of the water as it passed through the coffee.

When espresso machines became more automated, the 'feel' was lost, and brewing parameters became standardised – typically, 7gm of coffee, 9 bar of pressure, and 30ml water at about 90C, for 25 seconds.

It has been recognised that in the old lever machine, the pressure did not stay constant at 9 bar during those 25 seconds. The manual action would give a lower pressure at the start of the shot, increasing to a higher pressure. Modern espresso manufacturers have said: 'let's replicate this on modern machines – we'll allow the barista to change the water pressure while the shot is brewing'.

And, as usual, manufacturers followed each other in pursuit of the trend, working to achieve through high technology what the original baristas achieved with a pair of hands!

Much of it was on show at the recent Caffe Culture exhibition.

But how important is it? A break-through in quality brewing on the high street? Or an unnecessary step too far? Can the working coffee house owner afford time experimenting until he can say: 'the absolute best profile for my house blend is this grammage, at this temperature, with the water through at four bar for five seconds, up to nine bar, then whack it down to 6 bar for the last five seconds'?

This is what happened on manual lever machines in Soho in the 1950s, where the Drury company blended the UK's first domestic espresso blend.

"We would have known about this, back then... but we would not have analysed it like today!" agrees Drury's Marco Olmi. "Perfection is valid, although it can be operational non-sense. It's all very well so long as you don't get caught up in the technology at the expense of serving the customer. Remember, you're supposed to be running a commercial business, not spending all your time fretting about the parameters for the world's most perfect coffee... perhaps you should be spending that time serving coffee!"

At La Spaziale, director Steve Penk has seen the most perfect espressos in action during his time as chairman of the world barista championships... and he's not convinced.

"The whole pressure profiling debate leaves me cold, and I personally

believe it is a lot of hot air over nothing. I believe it is unproven, supported by a few who struggle to sell machines in serious espresso markets across the world, and most importantly I have seen little in way of proof that it produces a better espresso."

Interestingly (and entertainingly) he is supported by one of his great rivals, Dalla Corte. Both brands, of course, are very big in the importance of precise temperature in brewing.

"This is a very Big Idea from a marketing point of view," observes Paolo Dalla Corte. "This idea can find a space in the market place for sure, but how big a space is very questionable."

"From my experience, every modification that you make to one of the basic extraction variables (dosage, grind, water, time) creates a far wider difference to the result of the coffee in the cup than pressure profiling will."

"The water temperature is the one critical additional variable that will considerably affect the result in terms of taste, body and aroma. Every time we do a presentation, we give our three-group Dalla Corte Evolution machine three different temperatures on each group head, of only one degree centigrade. The other variables are constant, yet the taste difference astounds people."

"So now someone is saying that they modify the taste profile during the extraction using variable water pressure! Certainly, something changes – but how much? And at what price? And is the result worth it?"

"If you then try to get more out of it by introducing pressure profiling, you underestimate the bigger factors that influence so much of the taste. The risk then is that you end up producing machines that are very complex and expensive."

"Dalla Corte will leave this to others!"

At Watermark, which has taken on responsibility for Gaggia machines, David Lawlor is also unconvinced.

"We would not dismiss it, but neither would we say it's the big breakthrough."

"The difference is between the matter of what you *can* do, and the practicality of what you *need* to do. Are these things nice to be able to do? Yes. Are they always practical in a coffee shop? Often not!"

However, several other significant brands unhesitatingly say they are in favour of pressure-profiling in various

Pressure profiling

What does the average coffee shop need to know about it?



"If you're spending good money on beans, then it is now worth going a step further to see whether another move will bring you the utmost flavour."

- Matt Tuffee, La Cimbali

automated forms.

With great fanfare, La Marzocco introduced its Strada at Caffe Culture. This really has been much-awaited, ever since a prototype was seen in America in 2009. It actually involves two machines – one has a mechanical pressure control, worked by hand with a 'paddle', and the other is fully electronic, allowing for profile 'recipes' to be saved and repeated automatically.

"The mechanical paddle works on a mechanical valve and adjusts the flow released on to the puck," the company told us. "We can pressure-profile from zero bars to nine bars, and the barista is effectively replicating the effect of the old lever machine. The electronic version takes it to a whole new level. On this, you are working from zero to 15 bars, which gives greater variation, and also quicker."

"The important thing is simply this - it helps you achieve different results from the one coffee."

Another enthusiast is La Cimbali, where Matthew Tuffee argues that if you take the time to find the right parameters, his latest machine (the M39HD) allows the operator to save and repeat that recipe.

"The really advanced feature is to be able to adjust the pressure by the touch of a button. So, you can start at perhaps 4 bars for four seconds, and it's just a matter of touching up or down from there... and then you save the profile."

"We had trade customers bring their own coffee to Caffe Culture to play with it on the machine. We set it to a traditional nine bars, then we invited them to use their own coffee, change the pressure settings, and taste the difference. Yes, they could!"

We can expect to see more new blends which will need more than the average 9 bar pressure to achieve the best taste experience, says La

Cimbali.

"New blends seem more sensitive. If roasters are going to all the trouble of blending more creatively, and if you're spending good money on their work, then although we know that nine bar does a brilliant general job, it is now worth going a step further to see whether another move will bring you the utmost flavour."

"The new generation of barista and coffee shop proprietor is questioning the norm and pushing coffee production boundaries to new heights. Ever-changing house blends will require more flexibility and involvement from the barista to ensure perfection in extraction is achieved each and every time. We see our machine being a major contributor to this... and as it can be easily programmed, it remains constant, even if the barista changes!"

At Caffe Society, importer of the Brasilia brand, Steve Mooring is convinced of the value of pressure-profiling in technical brewing, but he does warn that it is not for everyone.

"If you want to make the best coffee, this is the way to go. Yes, you can now play with more permutations – every coffee has its optimum brewing recipe, and now you can find it... experiment on the Brasilia Sublima, and your espresso will go to a different level."

"But to get the very best, you must spend a serious amount of time tweaking and tasting."

"So this is not a mainstream subject. We're probably talking about ten per cent of the coffee-house market... but that market does exist, and there is a large enough 'geek' market to make it worthwhile to offer this."

The full story – the complete text of this feature is available on our website, at www.coffee-house.org.uk





DISCOVER
THE POWER
OF SIMPLICITY

PURA

Discover the New Ease in Coffee Making. Providing the functionality, the Flexibility and the Ease of cleaning. The low maintenance requirements, along with touch panel technology, all within an appealing design which allows personalized illumination.

Franke Coffee Systems UK Limited
18 Handley Page Way
Old Parkbury Lane
Colney Street
St Albans
Hertfordshire
AL2 2DQ

Telephone +44 1923 635700
Fax +44 1923 635701

www.frankecoffeesystems.co.uk



COFFEE
SYSTEMS

FRANKE



The choice and variety of roasted coffee available to today's coffee-house owner is remarkable – there are more coffee roasters in the UK than anyone would imagine. A green-bean importer said to us not long ago that he started counting Britain's roasters on his fingers, and was astonished when he reached a hundred.

And many of them are relative newcomers. Indeed, a long-established roaster recently said to this magazine, not unkindly and not critically, that he and his family have been in roasting for generations and nearly two centuries, and yet all the current attention is being given to roasters who have been doing the job for only a few years, sometimes less than a year!

So what is it that this 'new breed of roasters' has brought to the trade?

The divide between the old and new roasting trade is neatly shown by a spokesman from a long-established company, who asked not to be named. He said: "I can fully understand that roaster who is mystified how the small, relatively new businesses appear to be able to command such coverage.

"I guess winning a barista competition or buying top quality coffee at origin (at top prices) qualifies some to profess to know how to manufacture coffee...or am I being just an old cynic?"

In general, the roasters replied: yes!

"I get a lot of this," replied Steve Leighton of Has Bean in Stafford. "We get called upstarts, and complaints about us getting all the publicity, and I know why... it's because we work ten times harder than anyone else!

"The roasters who call us upstarts are the ones who are in decline, and whose customers are running away from them. We are keeping up with industry standards – our blends have now been used in the finals of the world barista championships three times, and our blends have helped win the British championship three years out of five.

"It is because the new London shops have invigorated the coffee scene, and their roasters have responded, that we are now one of the most envied coffee industries in the world. And it's not just 'new' roasters - look at Union Hand-Roasted, who are a beacon, with the way they've adapted, and evolved.

"What we have brought the trade is 'information'. Five years ago, I could have gone to anyone in the coffee market and said 'name me three varieties of coffee', and they'd have been stuck. Now, they're deep into the answer! A major thing we have done is to go out and share good information about coffee - the older roasting companies

liked to keep blending as a dark art.

"So, if the 'new' roasters get complained about, that means we're doing it right. Let's hope the other roasters follow us..."

The roastery he referred to with approval, Union, are not exactly new boys – but they have adapted with the times, and founder Jeremy Torz says they share the general attitude of the new breed of roasters. Typically, he says, in the new interest in truly great coffees.

"You do not now have to be scared about the old view of 'consistency', which dictated a lifelong devotion to your branded coffee, which would taste the same today and in three years' time. It's now OK to celebrate the difference in great coffees, and tell: 'this is a limited-edition great coffee – enjoy it while it's here!' and then move to the next one.

"This means it is no longer possible for a trade supplier to just sit back and say 'here's my price list, this is what I offer'. That kind of supplier no longer suits the business model of the modern coffee-house.

"We now have great clients, nice little cafés in ordinary high streets, where the owners are really into their coffee, and talk about it... and customers are coming because they like the coffee.

"The coffee trade was turned about by this customer interest, not by big-company marketing! It was all down to small shops doing something different, concentrating on freshness, and attracting customers who said: 'that smells good!'"

The traditional roasters should not worry - they still get the big money, commented Michael Wilson of Artisan, in Edinburgh.

"Coffee follows trends and at the moment, third-wave espresso is cool, and soon filter will be too... but this is not to say that it'll be profitable. The percentage of the population who really care about what their coffee tastes like is very small, and so the big profits will always be with the masses. The interest may be given to new roasters, but the greater profits are given to the old-school roasters!

"The difference between us is the passion: we are passionate about coffee and customers; others are passionate about customers and making a profit. Some companies are coffee roasters; some are roasting companies."

The most high-profile barista-turned-roaster is James Hoffmann of Square Mile.

"What I hope the new breed of roasters brings to the trade is the idea that coffee can be extremely interesting, and enjoyable, and rewarding. Yes, it

More taste, less speed...

There is a 'new breed' of artisan coffee roasters – what can they offer for the coffee-house trade?

can be safe, dependable, and consistent if necessary - but it can also be a great deal beyond that. We've discovered that it is a fascinating industry, constantly changing and developing, and I think all of us want to share that."

This is good for the coffee-house owner, he says.

"There are now more people who understand how difficult great coffee is, so if you are in the trade and you've realised how difficult it is too, then you've more, and more capable, allies than ever before."

An extremely low-profile roastery is that of Giles Dick-Read, once of Pret a Manger, Whittards, and recently a consultant to FirstChoice/United Coffee. As Read's Coffee, he roasts in an old milking parlour in Dorset, and supplies both local customers and some London coffee-houses.

"I've got some sympathy with the 'old roaster', as the current Shoreditch coffee scene is perhaps rather cool and trendy for some of us over 45's!" he told us.

"But - I bought my 15-kilo Ambex roaster around seven years ago for two reasons. First, to roast really good quality, ethically-sourced single origins, but also to get through the mysti-

cal 'smoke and mirrors' that I had been faced with from roasters, when I was a coffee buyer.

"What the new breed of roasters bring is open-ness and dedication to producing a really high quality product that is what it says it is (death to the 'Blue Mountain Blend!') In recent years, too much coffee has got 'samey' and dull... the same old messages tend to be churned out. My customers prefer me to the big names because they know I, not some factory employee, roast fresh and with my own hands.

"The new roasters bring genuine enthusiasm, and remember – Starbucks was built on the wave of excitement about 'gourmet' coffee.

What do the green-been importers say?

At Mercanta, the 'coffee hunters', Flori Marin says that the gulf between the two kinds of roaster is widening.

"The two camps may be differentiated along these broad lines:

"Speciality roasters are recent or new start-ups, often no older than 35 years, with many of their companies established less than 10 years ago. The owners are likely to have graduated from several years as a barista. They buy from specialist niche importers like us, who give them direct access to farmers. They buy on the basis of quality, and present their coffee on a basis of provenance, traceability and single farm credentials; their use of certification (Fairtrade, etc) is largely absent and increasingly irrelevant. They usually sell in whole-bean form, and have close connections with baristas and competitions.

"The traditional roasters buy from traditional large importers, and price is a large part of their differentiation in buying. Blends dominate their offerings, they sell in tear-and-pour ground portions, and the use of certifications (Fairtrade, Rainforest Alliance) is popular with them. They have very little connection with the barista scene, and their presence on the web is usually basic, and the same at events.

"Yes, the newer band of roasters are highly vocal and court publicity and acknowledgement. By embracing various new media from blogs to forums, they are giving coffee an identity and this engages a broader public.

"Some longer-established traditional roasters have successfully embraced some of this by connecting with 'new

Here's two unusual examples of roasters' new work – the minimalist tin of roasted beans is by United Coffee, which has now adopted the 'seasonal' principle for its Grand Cru blend. The mix of Colombian, Kenyan, Costa Rican and El Salvador will now change according to harvests.



The new Farmer 30 certification is an independent one from Origin of Cornwall - it means they guarantee to pay their farmers a price which provides a healthy profit margin direct to the farmer, in return for producing high quality beans.





networks', but generally, innovation has been absent."

At Origin in Cornwall, where a long-established local company turned to doing its own roasting quite recently, Tom Sobey is cautious about the value of those new networks.

"Those who are annoyed about us getting all the attention are those who just don't get it – they may well have been roasting for a long time, and may do a very good job, but they obviously aren't telling anybody about it.

"However, where is all this 'media attention' being given? A lot of it is in all the 'new media' (Facebook, Twitter, and so on) which the traditional roasters do not understand or use... and in any case, some of that new media is certainly made up of a limited number of enthusiasts giving each other pats on the back.

"This may give the impression that the market is bigger than it is – a few hundred people on a coffee enthusiasts' forum may not be representative of the business all round the UK."

However, he agreed, the new breed have brought fresh views.

"We have certainly brought more transparency, in that we are more willing to share information, whereas more established roasters seem to keep everything behind a curtain.

"The difference this made in our own trading area was that when we said we had started roasting ourselves, our customers said 'that's really good, we'd like to come and see'. What they also appreciated was that we had made a big quality move ourselves, without waiting to be asked to do it."

At the green-bean trading house of DR Wakefield, Simon Wakefield says he is genuinely excited by modern roasting developments, and their ways of communicating it.

"One of the main things they are doing is creating a noise and a new perspective - it's quite true that big brands can become invisible if they just keep doing the same thing.

"We, as a green-bean buyer, are caught in the middle – but the situation excites us, and we believe we need this new interest. We need those new roasters because they approach roasting from a new and non-traditional angle... it is exciting that they come up with questions that some traditional roasters just do not.

"And these new people are going in at the high end - they're not put off by a high price, because they know they're looking for a different kind of coffee, which they're going to buy and sell above a commodity price.

"For the caterer or café operator, this is great – the more choice, the better."

One of the newest roasteries of all has just opened up in East London - it is the Nude site in Brick Lane, roasting in the shadow of the old Truman brewery chimney... and barely a hundred yards from their own Nude coffee-house.

For those who criticise the 'new breed', Nude are a triple target... they are new roasters, they are in the 'newly-cool' area of east London, and they are of the new breed of Antipodeans who are regarded with mixed views for allegedly taking over the modern London coffee scene.

In this case, not entirely - because Richard Reed and Gerard Fisher are both of British heritage, although their coffee and roasting experience does come from their time working on the other side of the world. They have, they explain wryly, 'now combined New Zealand ingenuity with a dash of east end playfulness'.

"That question about 'new' roasters has a serious point," says Richard Reed thoughtfully. "Coffee is a changeable product, which you have to keep tweaking constantly. Some roasters haven't changed.

"Yes, I do respect the companies who have been around for a hundred years, and I really enjoy dealing with the green bean importers who have been around for a long time, like Wakefields. You must respect those who came before you - I have studied the history of coffee in this country, and I enjoy the stories of the first espresso houses in Soho in the 1950s... and I can see a return to the excitement of those days, happening right now."

But, of course, the roaster has to serve the market which is happening 'right now'.

"That's true. A lot depends on who the roaster is roasting for, and some roasters are selling to trade customers who just aren't challenging them to be great!

"We are challenged because we are able to watch the effect on the consumer - because they're drinking it in our café.

"We were roasting here for a long time before we told anyone. We put our first roasts through our own café, which is when it first began to get noticed, and we were coming back here to roast in the evenings on a three-kilo machine, trying to keep a week ahead of usage in the café so that the coffee would age properly. Customers really don't realise the lengths you go to, to produce a coffee which is incredibly good!"

The partners began roasting on the other side of the world.

"I learned to roast in New Zealand ten years ago," explains Richard Reed.

Nude - a not-entirely Antipodean view



I enjoy the stories of the espresso houses in Soho in the 1950s... I can see a return to the excitement of those days, happening right now." - Richard Reed (right).

"Nobody taught roasting in Australia or New Zealand at the time - you had to work for someone for six months just to be around it and begin to understand it. Then a flatmate set up an operation in Melbourne, and I went there to learn the principles.

"Now we get through about 150 kilos a week, through café, retail, and a little wholesale."

Nude roasts primarily for espresso use, but sells single-origin coffees in packs in their own café. There is a cynical trade view that the big chain stores put own-label packs in their stores just

for show, but never actually sell any - but Nude beans do, and fast, they say.

"It certainly does move, and we grind to order. If the customer says they want it ground, we take it out of our self-seal bag, grind it the way they want, and put it back in the same bag."

How does a coffee-house judge the coffee currently available, and decide whether to opt for big-brand or artisan?

"I sympathise," says Reed. "These people are working their backsides off running a café, and we can't expect them to get as involved in roasting as we do. But we know that they don't want suppliers who are remote big-company sales reps – so, when a trade customer has a question for us, we hop on a bike and go and see them."

Although the roastery is taking up more of their time, the Nude bosses still enjoy running their own coffee-house.

"I love still working in our café. I love the controlled madness of café work, the manic organised chaos of trying to get everyone the right drink... and I love it when it works!"

Enjoy the **authentic** espresso and cappuccino experience.



M39 GT - accurate temperature control of each individual group.

M39 HD - the most advanced traditional machine to control pressure and temperature profile during coffee preparation.

Cimbali has a complete range of automatic and traditional machines to make the perfect coffee

Cimbali UK Ltd
280 Centennial Avenue,
Centennial Business Park, Epsom,
Hertfordshire, W86 3EJ
T: 0208 2387100, F: 0208 2387103

www.cimbali.co.uk - info@cimbali.co.uk



This is the UK's finest news magazine for the coffee-house and tea-room trades – if you are receiving this for the first time - welcome!



Boughton's Coffee House is the only trade magazine which brings the coffee-house and tea-room trades the news that really counts, and the only one which highlights and discusses the issues which are really important to the trade. We're the only writers who work to promote the beverage industry outside the trade, as well!

Subscribe today to get the full benefits of Coffee House – your guaranteed copy of the magazine, and the now-famous e-mail news updates & newsflashes. Details at www.coffee-house.org.uk

Coffee House
– the news
magazine that
really takes an
interest in the
beverage
trade!



TO:-

If undelivered, kindly return to:
Boughton's, 11 Lansdowne Rd,
Falmouth, Cornwall TR11 4BE



Cinnamon, Nutmeg, Cloves...mmm!

Everything that makes
Pumpkin Pie so darn tasty,
now available in the new
Pumpkin Spice Syrup

Order from your distributor
now and bring some spice to
your Winter drinks menu!

 **Sweetbird**

visit hellosweetbird.com

