

More real news, more real opinions... from more real trade people!

Boughton's

COFFEE HOUSE

More worthwhile hot-drink trade news than any other paper – and in less pages!

Jan/Feb 2011

Trade applauds Caffe Culture's move towards tea

The Caffe Culture show, the café trade's leading exhibition, has made a bold step forward - it has begun working with the Tea Council to plan how tea will be a major feature at the next show, in May. The move has gone down well with those who consider tea an important part of the general café trade.

"At last - I am so heartened to hear this news!" was a typical response, from Alice Edgcombe-Rendle of Edgumbes. "My hobby horse is that in this country we serve our standard, everyday cup of tea in tea bags, which are environmentally unfriendly, wasteful and, most importantly, don't actually give you a decent cup.

"In 2011, I am going to be the self-styled 'loose woman of Sussex' in my quest to persuade people that drinking loose tea is infinitely preferable to teabag tea."

Her message was evidently heard by the burglar who broke into her warehouse at Christmas - Alice found that the intruder had left the remains of a pot of tea with an empty cup beside it. Furthermore, the intruder had selected one of her best teas, the Rusper Blend. "I admire their choice," she said, "but if they wanted a tasting, all they had to do was ask..." (Meanwhile, at the Café Nesta, Oakshott, burglars made themselves Marmite on toast before making



Alice Rendle - the self-styled 'loose woman of tea', is one of the exhibitors pleased with the Caffe Culture move

off with a small amount of cash!)

"We're very happy about Caffe Culture," said Nick Kilby of Teapigs. "In a nation where the cups of tea drunk vastly outnumber those of coffee, an event is waking up to the opportunities to really make tea happen out-of-home. We've been saying for years that a tea menu is an excellent way to satisfy consumers who want more than just coffee and may well even attract

non-coffee drinkers to venture inside a coffee bar."

At Drury, Marco Olmi said: "This is a very valid move - the potential of tea still excites me, and it should excite the coffee-house trade as well. There is so much you can do with tea, and the potential is so big, that it will be very good for there to be more talk about it."

From the show organisers, Elliott Gard reports: "There seems to be a real resurgence in speciality tea at the moment. We have had a very good response, a nice take-up, and I expect to see a far bigger presence of tea exhibitors this year."

The show in general will go back to its usual format, following the 'fair - ground' atmosphere of last year's world barista championships.

"That was always only going to be a 'one-off'," says Elliott Gard. "I would like to reassure the trade that our focus will be firmly set on delivering quality trade visitors."

Aussie grower opens cafe in Liverpool

An Australian coffee grower has chosen Liverpool as the location of its first British cafe. Green Cauldron Coffee, which has a 100-acre coffee farm in Byron Bay, New South Wales, has chosen the city as a 'regenerated, vibrant retail scene which is perfect for Green Cauldron and café culture'.

A notable feature of the Green Cauldron café is that it has two coffee bars in one coffee house - one serves espresso, and the other is its own 'Drip Bar', devoted to filter coffee.

All the coffee used is from the Australian farm - the green beans are sent over and roasted here. "Other coffee shops might talk about their sourcing," says the company, "but you never know where it really comes from unless you grow it yourself, like we do!

"We grow it, process it, roast it and brew it - a unique concept."

The company has reacted good-naturedly to a teasing enquiry about whether the 'Australian coffee is best' movement in the UK has had its day.

"Our team will be a mix of Aussies and Brits - the two combined will make for even better results!"

Engineers divided on safety rules

Café operators have again been told to be careful in their choice of who undertakes the annual test and certification of their espresso machine. An amount of disagreement has arisen over the pressure-vessel regulations and the testing of espresso machines, following the possibly-unique move of an experienced espresso engineer to set up a business specifically to deal with espresso-machine certification.

Mark Allen of Redruth, for several years an engineer with Origin Coffee, has formed his Espresso Test company on the basis of the widely-held belief that it is not acceptable for an engineer who maintains an espresso machine to be the same person who carries out the annual pressure-vessel inspection, the so-called 'competent person'.



Mark Allen - the espresso engineer who has turned inspector

This situation, it is believed, makes things doubly costly for a café owner, as both an espresso engineer and an inspector have to be onsite for the annual certification. By contrast, Mark Allen says that an inspector who is also qualified to open up an espresso machine will save the café owner a great deal of money.

The situation was first raised in these pages last year by Coffeetech, who had believed that their considerable experience qualified them for certifying

a customer's machine, but were told by the Health and Safety Executive that they could not, on the grounds of possible conflict of interest. Shortly after, the Association of Espresso Engineers formed an alliance with a specialist inspection organisation for the same reason, and then Mark Allen created his new company.

However, this last move has been greeted by a contrary opinion, from engineers who say that the HSE has

ruled that they can indeed certify a customer's machine.

It is now widely believed that different HSE spokesmen have said different things to different engineers, and that personal interpretations of the rules have further confused the matter.

As a result, it has been suggested that all café owners using an espresso machine should take care to satisfy themselves that the person certifying their machine can show a relevant engineering qualification, can show appropriate insurance cover, and can be reasonably believed to be objective and impartial.

This debate is too long to report on these pages, and continues on this magazine's website. Copies of relevant documents provided by the HSE are also available on this website.



It's Fairtrade Fortnight time! Begins page 8



0800 592833

The Keith Spicer company of Ferndown, Dorset, has been bought by the Harris Tea Company, the largest own label tea supplier in North America. The purchaser said: 'this investment will help us with other potential acquisitions in the region.'

Lavazza is to be the official coffee of the Wimbledon Lawn Tennis Championships. (We can't resist the image of the top stars pouring themselves an espresso from a machine located beneath the umpire's chair!) Lavazza is also sponsor of the 2011 Slow Food UK campaign, and the San Pellegrino '50 Best Restaurants in the World' awards.

Thirteen thousand people in Christchurch objected to a decision by the local council, which awarded itself planning permission to take over the site occupied by Kelly's Kitchen and Tea Garden, to make space for an extension to the local library. However, they lost - a High Court review ruled that the council owns the freehold of the property, and ordered that the costs of £10,000 should be paid by the café owner.

At the same time, the The Busy Bees tea shop near Ashbourne's bus station will have to close to make way for a walkway into a supermarket. The tea room owner, Richard Glover, told his local paper: "My cafe is being knocked down so Sainsbury's can have some nice yellow paving - and I walk away with nothing. Everything I've saved since I was 16 can just be trampled on by a giant chain."

Sainsbury's has suggested that its first takeaway café, the grab-and-go Fresh Kitchen on Fleet Street, could be the first of 'hundreds' across the country, and claims that it is 'the only grocer in the UK with triple certified coffee'.

The SCAE Coffee Diploma System will be launched in June. The organisation remarks that "while the SCAE's 110 authorised trainers have been imparting education on many topics over recent years, this has been delivered in a fairly loose manner - to date, only the Barista Certification and Gold Cup Brewmaster training have had any system of controlled certification. The Diploma system will introduce this." Of those two schemes referred to, the Barista certification programme now has over 3,000 level one baristas and the Gold Cup programme has recognised 200 Brewmasters.

The local mayor has officially opened the Jitterbugs coffee shop in Faversham, which has a concentration on Fairtrade items - they make the interesting comment that their café is the only one in town where customers can sit on a sofa, and that their town has none of the big chains in it. Famous last words...?

Reports from London say that the rules on using names and logos connected to the Olympics are already being exercised - the Cafe Olympic says it was told that so long as it did not display a 5-ring logo, 'its name should be OK'.



It's a rap for the Bath coffee fest

The milk company behind the rapping farmers is the main sponsor for the next Bath Coffee Festival, which will be held on 21-22 May. The brand is **Yeo Valley**, whose TV ad featuring rap farmhands ("Yo, I'm rolling in my Massey on a summer's day, chugging cold milk while I'm baling hay...") has been credited with putting the brand into half a million extra households.

The ad has been viewed nearly two million times on YouTube, and brand marketing manager Ben Cull has told *Coffee House* that he is now very interested in the idea of creative talks between a milk producer and baristas. The Bath event will feature two new items - World of Coffee, in which countries of origin will be invited to promote themselves, and Coffee Academy, in which consumers can take part in a 45-minute workshop and learn about coffee-brewing for themselves.

Meanwhile, May is a big month for beverage events - apart from the Caffe Culture show (18-19 May), the Tea & Coffee Festival will run from 6-8 May at the South Bank Centre, London, and aims to raise awareness for quality tea and coffee and ethical practices. The organiser, Yael Rose, drew 50,000 to her Chocolate Festival and Cheese & Wine Festival events at the same venue.

The Edinburgh charity Streetwork, which has been using coffee carts for some years as a basis for getting homeless and disadvantaged people back into work, has officially launched its bricks-and-mortar café, Captain Taylor's Coffee House. The business was opened by Miss Edinburgh. The social enterprise project is designed to provide a training centre as well as an income for the cause. Although the official opening was at the end of January, the café has effectively been in operation and serving customers for some months.



Loyalty schemes working well

Coffee shops are missing out on impulse food sales, according to a survey by Harris International Marketing. The researchers say that the incidence of impulse buying in coffee shops is lower than in any other high street business, and that training of staff on the matter 'does not seem to be driving a significant proportion of impulse purchases.'

And yet, coffee shops are the fourth most successful sector in running loyalty schemes, says a survey from MORI - 32 per cent of several thousand respondents said they feel they are a loyal customer of a coffee shop and have a loyalty card. However, said the researchers, there is still a long way to go in moving away from simple

'buy one get one free' deals. The latest 'disloyalty scheme' (originally invented by barista champ Gwilym Davies) has now appeared in Lincoln, where the Healthy Hub social enterprise is using it in a bid to get people to support local coffee shops instead of the big chain stores.

The coffee trade's only national café competition in the UK, the Beverage Experience awards run by the BSA from 2004-2009, will be revived in a new form by the same body, now the Beverage Standards Association.

In a proposed new series of awards, the BSA will recognise not cafes, but individual drinks - prizes will be given for best small espresso, best cappuccino/latte/flat white, best filter coffee, best tea and best hot chocolate drink. Judging will be confined to the drinks alone, but in a second category, service and environment factors will be taken into account, and all participating sites will be awarded a grading. All kinds of beverage-serving business, from carts to tea lounges, are eligible for nomination.

James Gourmet Coffee has a very rare job vacancy. The applicant needs to be dynamic and passionate about coffee, with good sensory skills, a team player with a degree of fitness/strength being a benefit. The job will include all aspects of the coffee roastery and possibly some training and barista work depending on the individual.

CV to: jamesgourmet@msn.com



Specialist Green Coffee Merchants

Sourcing directly from the farmers

DR WAKEFIELD & Company Limited

trade@drwakefield.com

www.drwakefield.com



More pubs look to their coffee sales

The pub trade is split over our recent reports that licensees are taking a greater interest in selling coffee.

In King's Lynn, a bar worker has accused the Greene King brewery of 'destroying' a local pub by bringing in coffee. He told the local paper: "People want to go to the pub for a pint - you don't want a latte in a pub." Local respondents to the paper disagreed.

In sharp contrast, the Brains brewery of south Wales has actually built a Costa inside one of its pubs, although with a separate frontage. Brains' retail director Philip Lay said: "When I started out in the pub trade I could never have predicted we'd be selling lattes, but coffee sales within our pub estate have been growing year on year."

In Mansfield, an historic independent pub, which dates back to the 19th century, is to re-open as a Costa, which has promised to keep the original wood panelling intact. CAMRA, the real-ale organisation, has complained that it is too easy for coffee bars to gain 'change of use' approval from pubs. In Mexborough, the latest application for a coffee shop is from the Old Mexborough Brewery.

Meanwhile, the Fluid Group of Newcastle, which has both bars and the Central Bean coffee houses, says it is the first in the UK to link its loyalty card to an iPhone 'app'; it had 200 downloads in its first couple of weeks.

Pricing battles expected as the big get bigger

There has been interesting reaction to the news of United Coffee's acquisition of Coopers of Huddersfield, with the trade's comments generally agreed that the recent acquisitive growth of both United and Miko will result in a confrontation between them before long for prime big business in the hospitality sector.

Other readers have enquired whether the emergence of these growing 'big boys' could actually be good news for the ultra-specialist craft-roasting community, who will now depart even farther from the mainstream catering sector, concentrating only on the specialist cafe and restaurant sector. The result will be a widening gulf in quality between general catering and the speciality coffee market.

One craft roaster told us: "In a few years, it will be only United and Miko in the big catering market, and this can only be good for us. For the smaller customer sectors, the choice will be like going to Tesco or Costco, or the local specialist." Another said: "I am not looking forward to the price fight in catering which will come as green coffee prices go up - we don't have a catering trade which is tuned in to the quality argument, so they will be easy meat for the big boys."

Meanwhile, the new partners have made the usual noises about being 'delighted'. United has said that taking on the £1.9 million Coopers turnover and 500-strong customer base will now grow United's group sales turnover by three per cent (United did £54 million last year in the UK and Ireland).

Jacqueline Cooper, the co-founder of Cooper's, has done another good deal - she recently raised £4,600 for breast cancer charity work, with a 75km trek through mountains in Cuba.



The boundaries between tea and coffee become even more blurred, with the launch of two unusual new products. The Red Espresso is rooibos, the African bush found on many tea menus - but this one can be brewed as a shot through an espresso machine. And Mighty Leaf Tea has created Cafe Orange, a 'hybrid' of black tea, coffee (beans, not ground!), yerba mate and herbs - citrusy with a coffee-like finish, says the company.



Coffee cocktail in a candle-holder

This year's Coffee in Good Spirits contest, for the best coffee-based alcoholic cocktail, has been won by Martin Ball, head bartender at the Residence restaurant in Nantwich.

His recipe was for an aperitif based on the Negroni, which is gin, Campari and sweet vermouth. "Cocktails are all about balance," says Martin, "so I substitute coffee for the Campari, with 50ml gin, and 50ml Dubonnet.

The coffee is Kenyan and has a citrusy taste; gin is citrus-led, so we have a balance there. We sell it for £5.95. It is commercially easy to make, and I expect at least 80 per cent of that to be profit." The Negroni would normally be served in a small glass - Martin's was served to the judges in a curious vessel, which he later confessed was an off-white candle holder from Ikea, used to hide the 'dirty brown' colour of the drink, and which by sheer chance matched the foam of the coffee!

Runners-up were Richard Teasdale, Victor Frankowski, and Ed Buston.

Ceado The strong, silent type

• 30% quieter* • Built to last



Build Quality

- Robust, reliable - 3 year parts warranty
- Lifetime warranty on doser return spring
- 75 second electrical cut-out on auto versions means grinder never overheats
- All traditional models feature aluminium tamper as standard

Ergonomics

- Quiet operation - 30% less noise* than a leading competitor
- *Test data available on request
- True vertical coffee drop - no mess, no waste
- Accurate dosing with easy access
- Stepless, simple grind adjustment
- Unique motor design to minimise heat transfer

Models



Traditional grinders in a variety of different configurations



Grind on demand

Sole UK importer



THE COFFEE MACHINE COMPANY

T: 020 7237 6862 W: www.coffeemachinecompany.co.uk

During the cold snap, a Norfolk coffee shop came up with a super piece of customer service - Caroline Dwen, who runs Rosie Lee's tea room in Loddon, gave out half-size hot-water bottles. The idea went down so well, she had to order more.

Gill Chatten, who has been appointed 'coffee master' in charge of baristas in 120 Starbucks stores across the north of England, made an interesting remark on her appointment. It was that she is a filter coffee fan, with a special interest in 'pairings', or which coffee should be matched with different types of food.

A quite remarkable crime story has been produced by the *New York Daily News*. It appears that the Mafia has been involved in a coffee protection racket since the 1980s. Apparently local building union rules say that construction workers have to get their coffee from a site 'coffee boy', who has the right to get their orders from local coffee shops, and who can make a thousand dollars a week through discount deals with local coffee shops. The mob apparently moved in and recruited the coffee boys in return for a percentage, which could bring in \$72,000 a year from certain city areas.

Researchers and tea planters have said that temperature change affecting rainfall patterns will threaten the production and quality of Assam tea. There is also a fear among planters that environmental changes will affect the quality of the tea by weakening its distinctive taste. Meanwhile, the Indian Tea Board has observed that production in the world's three major tea nations (India, Kenya and Sri Lanka) is not expected to go up next year, although consumption of black

tea in the world market is expected to increase. Significant price rises could be on the way.

The mayor of Dorchester and the president of the local chamber of commerce have officially opened a new tea shop in the town, formed by a graduate who spent a year jobhunting after university. Joanna Davies set up the Gilded Teapot after failing to find work elsewhere - she said: "there are two industries that seem to be recession resistant, and they are lipstick and tea... so I went with tea!" Her coffee is roasted locally by Nigel Green of the Dorset Coffee Company.

The new Flat White coffee shop in the city of Durham has been found to include a section of the city walls which are thought to date from the 13th century. The co-owners, Peter Angelsea and Patrick Clarke, hope English Heritage will help them erect a plaque explaining the feature. (We think the Ambience cafe in York has a 'walled garden' which is actually part of the ancient city walls there, too).

An intriguing aspect of the early heats of the barista championship was the third-placing of Callum Thomson, entered under the name of Espresso Incognito, in the London event. He shouldn't have been there - he's 15, and still at school! However, he has made friends with baristas in several of the top Soho coffee shops, who have been encouraging him, and his score was an impressive mid-five hundreds, which many senior baristas would be very happy with. The wider implication of this, as many of our readers have agreed, is that the practical take-up of speciality coffee by the younger generation is something of major importance which the trade must encourage.

Costa spreads fast and wide

Costa, the coffee shop chain with the most ambitious growth plans of all, has had a particularly big month for announcing new branches, with differing reactions in various parts of the country.

In Greenock its new store will open in February and create ten jobs. In Altrincham, the brand opens in the Stamford Quarter, having already been in the town with a Waterstones instore bar. Its fourth branch in Plymouth is to open (two of those are in Waterstones) and in Wells, it will become the 13th coffee shop, a total which means the town has a coffee shop for every 750 residents.

Costa will also open in Swindon and Warminster, having six Swindon and Wiltshire stores. It even has ambitions for a third store in the relatively small city of Truro.

In Midhurst, the local press report a divided council on a Costa application - the planning department recommended a licence, even though other traders objected on the grounds that the town has too many coffee shops, and that the council did refuse an application for another one in 2007. The council's own economic development team expressed concern that the retail balance of Midhurst was being upset; more bluntly, the owner of the local Ye Olde Tea Shoppe told the local media: "if the council grant change of use here, one or two of us could do down the pan."

In Bourne, permission has been given for a Costa franchise, in an odd situation in which the town council objected, but the chamber of commerce approved, and a local café owner said she had no fears. However, one councillor raised the very odd argument that a Costa franchise run by a private individual is 'really no different to independent coffee shops already in the town'.



The London Coffee Guide, published by Allegra, has made its appearance. At 170-odd pages, it is probably bigger and chunkier than might have been expected, about the same as the AA's national tea-rooms guide, which is known to sell in very large numbers indeed. This one is £12. We simply don't have space for a review to do it justice in this issue - so it's on our website.

SSP's round-pound price-points

The new BreadBox quick-serve concept by SSP, the caterer which specialises in high-footfall travel locations, has several interesting features.

As can be seen in the picture, BreadBox has devised a system of 'no-change' price-points, as used in football stadia - all 'deals' are in round pounds, which is always said to be a great queue-busting tactic.

Another curiosity is the BreadBox statement that "whilst there are plenty of opportunities for coffee drinkers to get their fix whilst out and about, there are very few outlets where tea is a priority. That's why at BreadBox, our tea is brewed in a proper teapot, giving travellers the chance to enjoy a no-nonsense cuppa when away from home." That 'proper cuppa', the company tells us, is five PG Tips teabags to 5.5 pints of water, kept for a maximum of 30 minutes.



(Meanwhile, PG Tips is to expand its range with the launch of a 'speciality-tea sub-brand' called The One - the imaginatively titled products, we hear, are The Strong One, The Delicate One and The Fresh One).

The latest contender for 'most unusual coffee house in the land' is the newly-opened Goats on the Roof, near Rothbury in Northumberland - the name comes from Billy the Bagot and his friends who live on top of the coffee house itself, and who reach their rooftop grazing area by a kind of little ladder system. The café is part of the rare breed centre run by Darren and Nina Remnant. Curiously, the concept is not unique - there's another one in Canada! The site is also home to unusual breeds of pigs, sheep and hens, and rare cattle and horses will join soon (though not all on the roof). "We endeavour to make sure our coffee is the best in the North East," Nina told us. "We focus on great coffee as we are quite off the beaten track and people need a reason to come to us - great coffee, great cakes and goats on the roof does the trick!"

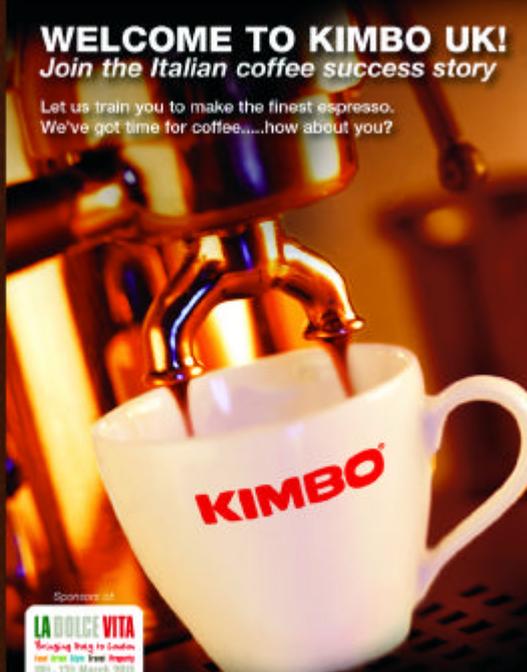


KIMBO

WELCOME TO KIMBO UK!

Join the Italian coffee success story

Let us train you to make the finest espresso.
We've got time for coffee.....how about you?



Sponsored by
LA DOLCE VITA
Bringing Italy to London
from 1st April 2013
10th - 12th March 2013
London/Paris, Milan, Rome

www.kimbo.co.uk sales@kimbo.co.uk
tel: 0208 743 8959

The folding takeaway cup makes its debut

It is a big month for new re-usable takeaway mugs. The latest such coffee cup product to appear is the Byocup, which has one unique feature - when not in use, the cup can be folded flat for carrying in a case or bag.

The product is Australian, and although it looks like a standard paper cup, it is of silicone and claims 'the lowest eco-break point of all reusable cups on the market' - this means that the energy required for washing and re-using the cup ten times equals the energy used in making it in the first place. (if anyone really wants to see the formula, just ask!).

The Byocup is claimed to withstand extremely high liquid temperatures, and the distributor, Longblack, hopes that coffee houses will sell them at £8.95 for the 8oz and £11.95 for the 12oz. (Profit margin is around £4, it appears.)

James Dickson of Longblack told us that "the time will soon come for the British trade to seriously review whether they support this type of product. The Byocup is the first of its kind to offer a more advanced solution to paper cup waste."

The product is also claimed to be

'barista-friendly'. "It presents nothing out of the ordinary for the barista in a fast-paced environment," says the distributor. "Other reusable designs depart from the norm, with clips, holders, handles, and sleeves that can slow down the process. The cup design and shape is conventional."



The folded Byocup with the lid stored inside the main vessel. Below, the Teapigs' tie-mug



Among the other launches is the 'eco' mug from Teapigs, branded with the 'drink real tea' message; retail price is about £8, trade price around £4.50. This is a sustainable version of a usual take away mug, with double wall and silicone lid. There is also a novel 'tie' mug, in which the string of the tea-bag is held neatly out of the way. "We do get a lot of consumer requests to

make our tags longer in order to stop them falling into mugs, but that's not possible," said the company's Nick Kilby. "So we were pleased to find this special little mug." Retail price is £12, but there is not yet an arrangement to sell them through the trade.

It appears that the famous Welsh café chain, National Milk Bars, is now down to its last venue, following closure of the Aberystwyth and Welshpool sites. The only one left is in Rhyl. The chain was formed in the 1930s, had 17 sites at its height, and the Beatles are known to have been customers of the Liverpool branch.

Planners in Tettenhall have been asked to rule whether the opening of Gluttons for Nourishment in a former florist shop has taken the number of coffee shops above the council's own limit. Elsewhere, the over-provision of tea rooms in town centres is 'not a material consideration', says a Scottish council, in contrast to what local authorities have said. The comment came from Dunbartonshire council, after objections to an application to open a tearoom in a main street property which had been vacant for a year. The council took the view that another catering business was better than an empty property.

Fields coffee shop, in a very traditional department store in Sidmouth, has become runner-up in a national competition in which holidaymakers were asked to nominate businesses which made their holiday 'special'.

Coffee Republic has given all of its opening-day profits from its new London branch to the Teenage Cancer Trust. Chief executive Tariq Affara said the opening in Tottenham Court Road marks their return to the heart of the capital. Coffee Republic

recently announced a launch with Shell in over 400 forecourts.

Students at Heathfield School, Taunton, are selling their own Ecuadorian coffee, for which they design and produce all the marketing materials, and have already raised £1,400 to buy equipment for the school in the growing community, which produces only around fifty bags a year. The coffee is roasted by DJ Miles of Minehead, and it was green-bean importer DR Wakefield who found the growing community and the school.

We did very much enjoy a little item in the opening of the The Department of Coffee and Social Affairs in London, in December. "At the moment, there is no signage on the shop," said the founders. "The signs require the temperature to remain over 5 degrees before the adhesives can be applied, which is not likely to happen soon in London...!"

The Soho Coffee Company is opening new UK franchises with Butlins; the first holiday camp café opened in Minehead, and more are planned.

The importers of the Jura range of Swiss-made fully-automatic coffee machines have renamed their company in Colne, Lancs, after the brand. "Now we concentrate solely on Jura machines, accessories and service," remarks Roger Shuttleworth, the head of marketing. "This is an opportunity to restate the suitability of Jura and Macchiavalley machines for many applications."

Star Quality

Between them, our UK customers have 23 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 PETA animal welfare organisation has claimed 'victory' over the PG Tips, Lipton and Lyons tea brands after Unilever agreed to a permanent, worldwide end to all animal testing for research on tea. The association was behind tens of thousands of e-mails sent in protest after it reported that tea tests on animals had been going on for many years. The gory details, although you will not want to read them, are at www.peta.org.uk Unilever said: "We have done a very limited amount of testing of tea ingredients on animals when no other alternative method was available. This will stop now."

A public representative in Washington State, USA, has suggested that coffee should be made the state's 'official beverage'. Agricultural organizations have objected to 'a blatant tilt to Starbucks'.

Coffee Nation, which provides speciality coffee through automatic machines in motorway service areas, has launched a Sat-Nav tool designed to be 'car-friendly' in showing drivers its 800 sites which are based in service stations and other drive-in locations.

Readers will remember the Coffee Council's recent work on the scalding issue. The curiosity of the latest incident, in which a woman from Georgia (USA) has been awarded \$1.2 million, is that the burn injury occurred from what appears to have been an automatic machine in a convenience store. We haven't heard of such an incident before.

Costa is to build its first drive-thru coffee shop in Scotland, near Loch Lomond as part of a roadside services area close to the A82, which links Glasgow with Fort William.

One of the most famous cafes in north Wales, Badgers in Llandudno, has received a heavy fine, reportedly totaling £8,000 including costs, in respect of a salmonella incident in 2009 when ten people became ill from eating a chocolate mousse cake. Defence counsel said that following the incident, strict fail-safe remedies had been put in place, staff training had been enhanced, equipment upgraded and record-keeping perfected. Badgers is the café where staff wear Victorian-style 'nippie' tea-room outfits, and it is a member of the Tea Guild. A strange aspect of this incident is that Badgers has a long record of winning Loo of the Year certificates, which demand high standards of cleanliness and hygiene.

The council in Hounslow have awarded a café a low rating in the Scores on the Doors hygiene scheme - before it opened. Age Concern discovered it had been given the second-lowest rating before its kitchens had even been finished.

Grinders 'no longer an afterthought' for cafes

Coffee house owners are becoming noticeably more demanding of the quality of their grinders, says the Coffee Machine Company on its launch of the Ceado range. In particular, says the company, avoiding coffee wastage has become a big issue.

"What most users want is consistency of performance, and particularly of dosing," says the company's Marco Olmi firmly. "They do not want a five-gramme dose on one serving, and an eight-gramme the next. And at the cheap end of the market, you do get some very odd doses!"

"Coffee-house users would prefer not to have to look for new grinders - however, reliability issues with some grinders now mean that more café managers are looking at exactly what the grinder does, more closely. It is no longer an afterthought after the espresso machine... which, without a grinder, is just a lump of useless metal."

True to the new fashion in grinders, the Ceado offers a 'true vertical drop' from the dosing chamber, to avoid ground coffee waste and mess.

"Coffee house managers do not want waste, or a grinder which sprays coffee everywhere - you can lose a lot of coffee this way. You see it all over the worktops, and in other parts of the catering world, you would get shot for the amount of wastage that some baristas get away with.

"I was recently in a double-Michelin-starred restaurant kitchen, and I heard a sous chef get absolutely chewed out for overcooking one potato's worth of chips. Now, if you are giving away one shot of coffee for every three or four you pull, that's quite unacceptable, and the mess that some grinders create is quite amazing. Don't underestimate your wastage!"



Don't underestimate your wastage, says Ceado

"Other new grinders also promote a better kind of delivery, exactly where you want the coffee to go, and I expect that this kind of feature will come to be expected as standard."

A feature of the Ceado is the claim that it is "more than 30 per cent quieter than other grinders". This is supported by tests and a formula which we have no intention of reproducing here, but the Italian manufacturer has made the practical point that café operators can do the test themselves by simply listening!

"At one time, a rattling grinder was part of the coffee-house market," remarks Olmi. "Today, this is not tolerated. It is certainly not wanted in restaurants, which is why they often put the espresso machine way in the kitchen, which is certainly not where you want it - you want it out on show!"

Ceado prices range from £580-£1340.

More developments in capsule espresso

Nespresso has won a case in the French court over the design of a glass, handle-free coffee cup.

A supplier, Silodesign, had claimed that after a production problem prevented it from fulfilling an order to supply Nespresso directly, the giant brand simply copied its product. Nespresso is now the fastest-growing Nestle brand - the single-serve coffee is sold in 50 countries, and 2010 sales are expected to be over \$3 billion.

Here, United Coffee has launched its own capsule system. It is going to fight established companies in the sector, not just Nespresso, but brands such as Lavazza, in a market currently growing at 30 per cent a year. The system will be aimed at the retail market through supermarket chains.



Crem's new capsule head

Meanwhile Crem International, which now operates from Burnley, says that it expects success with a new development, bespoke espresso-machine filter handles which will accept capsules. It is promoted as an option away from instant machines where staff training and consistency of drink quality is an issue.

"The handle and group head is changed to fit the relevant capsule type," says Crem's David Russell. "It's a very quick low-cost change in which we remove the shower head and replace with a diffuser with a spike. The group handle also has a spike attached without a basket so the capsule sits neatly and securely in the handle.

"We can fit this type of system retrospectively to machines already in the field so if an operator wants, they can have a two-group machine with one group for capsules and one left as standard.

"The capsule types we manufacture for so far include Illy, Lavazza, and several others.

"We are having success with this system in the office and pub markets, where it is a nice introduction to using a real coffee machine!"

Buying group for small cafes

A purchasing consortium for café owners has been launched - it is by Andy Goss, formerly in procurement in contract catering, it is called Thirst Drop, and an early version of his website is now at www.thirstdrop.com.

The idea is familiar in other retail industries, where groups of like-minded independent businesses band together for better buying prices across a range of commodity requirements.

As we understand it, Andy Goss does not seek to change anyone's buying preferences with such major decisions as their brand of coffee, but observes that the buying of miscellaneous items from milk to cleaning materials can be an inconveniently time-consuming matter for a small business owner.

He tells us that he has worked with a number of small and medium size suppliers to offer competitively-priced, quality products, and also wants to act as 'a source of exciting and innovative new products'.



Taylor's of Harrogate has created an unusual 'social-networking' campaign which will provide the material for a TV ad. The brand has sent a sampling van, which looks pretty much like an ice-cream van, on an American road trip to meet British expats who are, the company says, 'yearning for a proper cup of tea'. The idea is that the van will respond to invitations to visit expats, received through Twitter and Facebook. The resulting TV ads are currently being shown during Coronation Street, within twelve days of filming. (For fans of Morecambe and Wise, we feel compelled to also report that the tea-sampling van is nicknamed 'Little Urn'.) The company's convenience-sector manager, John Sutcliffe, has said that Taylor's now wants to use the strength of Yorkshire Tea through the retail channel by marketing its roast and ground coffee beside it.

WHAT IS THE TRUE VALUE OF SPECIALTY COFFEE?

COFFEE PRICE EVOLUTION 1999 - 2010



Mercanta offers from in store over 100 lines of best of harvest specialty coffee - some in small exclusive lots only available to Mercanta customers - rigorously assessed by expert cuppers, for delivery worldwide. We negotiate our prices directly with growers, handle logistics from farm to roastery and manage supply chain and currency risk. We do all this for prices far below the Cup of Excellence average, but far higher than the cost of production for our farmers. Sound fair to you?

Mercanta Europe • Tel. +44 (0)20 8439 7778 • mercanta@coffeehunter.com
 Mercanta North America • Tel. +1 206-322-2139 • leah@coffeehunter.com
 Melbourne Coffee Merchants • Tel. +61 (0) 3 9826 8389 • hello@melbournecoffeemerchants.com.au
www.coffeehunter.com • www.melbournecoffeemerchants.com.au



MERCANTA
 The Coffee Hunters
 SPECIALTY COFFEE MERCHANTS

Every year, the beverage trade attempts to make the very most of Fairtrade Fortnight. It is a short, sharp celebration of ethical trading, and the Fairtrade Foundation's top lady has always said that it must be approached as a serious commercial enterprise, because that is how she both promotes awareness of Fairtrade's work, and increases business for the growers she wishes to support.

And every year, as regular as clockwork, Fairtrade's detractors speak up. There are certain familiar criticisms - that the Fairtrade policy is not the best way to get coffee farmers extra money, that the Foundation does not support the catering trade sufficiently, and that the organisation is bureaucratic and difficult to deal with.

And every year, it has to be said, the tireless head of Fairtrade, Harriet Lamb CBE, takes our questions with unfailing good humour.

This year, the subject of support for the catering trade has again come up. One supplier to foodservice told us:

"I do find this a frustrating subject. We sell a lot of Fairtrade lines across our range, and our experience is positive. But much of the Foundation focus seems to be on retail sales and motivating its activists and supporters - there is no obvious route for us food-service suppliers to really support.

"There is perhaps a lack of understanding that the foodservice trade need to work well in advance of Fairtrade Fortnight. I'd be interested to know how the coffee shop trade can work together with suppliers to add value with this annual event, but I've never got any ideas from the Foundation on foodservice initiatives we can link with - they seem too focused on the big retailers and their big brands like Cadburys.

"We are probably seen as not part of the 'event messaging'. I would welcome some focus on this subject, but I'd rather not be identified by company - we have to work with them!"

Last year, Harriet Lamb told *Coffee House* that although most of her promotional support had gone to retailers, because that is where Fairtrade business really took off, she would like to talk to the coffee trade - she said 'I think there must be a solution if we put our heads together with the café trade on this'.

However, we put it to her, nothing did seem to happen. Did the café trade not contact Fairtrade, or did the Foundation not contact the café trade?

"I don't think it has lapsed," she replied. "We have grown strongly in the out-of-home sector, and in 2009, the estimated value of Fairtrade ground coffee went up 23 per cent. I do believe that Starbucks' 'free Fairtrade muffin' promotion did add a significant amount to their business.

"But there isn't an association through which we can talk to coffee houses, and there's no way we can

Bring out the Mongolian Fairtrade baked beans...

Fairtrade Fortnight is the single biggest opportunity in the calendar to make a case for ethical sourcing, and to turn a profit from it as well. And every year the café trade asks: but is Fairtrade the best ethical way?



"Don't tell me that coffee farmers are doing well! Even in times of high prices, there are still millions below the poverty line, and this is a scandal. If you think this battle is over, you're fooling yourself."

- Harriet Lamb

have direct contact with ten thousand cafés, so again, we are back to relying on our local Fairtrade groups."

There will be more Fairtrade focus on foodservice this year, Harriet Lamb told us, but sadly it is not to the café trade - this year, she proposes to do strong work with the hotel industry, to prepare for the opportunities of the Olympics. (The first Fairtrade gold has now gone on sale - Harriet told us that one good ambition is to see Fairtrade medals at the games).

The coffee industry has continued to have a spiky relationship with Fairtrade - typical was a Radio 4 interview this year, when a coffee roaster was put up against a Fairtrade spokesman. The roaster came off air complaining that Fairtrade were out of touch: 'there are no coffee shortages, no farmers are reneging on contracts, the moon is made of cheese, and aliens have taken over the royal family...!'

"Think about exciting new products - you are now in the position of creating 'a substantial Fairtrade meal', which takes your offer far beyond just tea and coffee."

Why are farmers allegedly not fulfilling contracts? Because Fairtrade operates on a policy of paying a set amount above the market price. That payment goes to the farmers co-operatives, not necessarily to the individual grower. So, when coffee prices shot up, buyers started hanging round the farm gates offering what seemed like windfall prices, so the farmers sold their coffee there, instead of taking it to the co-ops.

More recently, a roaster highlighted a reference from the second largest coffee trader in the world, Ecom, which said that exporters have defaulted on 130 containers of Fairtrade coffee. The market price is now double the order price, said the roaster, so the farmers had forgotten the contracts and followed the money - 'it is the farmer co-operatives who are defaulting', he said. 'What are Fairtrade going to do about it? They're certainly not going to sue the co-operative!'

"It is not the co-ops defaulting!"

Harriet Lamb told us firmly. "They are under enormous pressure because their members, the farmers, need them when prices are low, but when prices are high, the co-op managements can struggle to hold the members together against buyers at the gate.

"The reason it is a Fairtrade requirement to work through co-ops is because we believe the way to change is through co-operative working. A lot of the answer could be in pre-financing, but we do want to take a number of new initiatives - we are thinking of changing our model.

"We are also looking at the simplification of our standards, because we may sometimes have set barriers too high. We are rigorous, which is why coffee roasters complain that we are bureaucratic, but it has to be that way, or you have chaos, and a situation in which the winners are the ones who shout loudest, and that's unfair."

Recently, the Fairtrade Labelling Organisation has asked for roasters, importers, and other interested parties to give opinions - however, it has only said that it will 'facilitate dialogue' on contract defaults, and 'seek to engage the industry in a conversation about how Fairtrade should operate in high-market situations'.

Pre-payment may be a step towards the answer, the Foundation says. At DJ Miles, managing director Paul Marsh disagrees: "Growers are in this for the moment - if it's easier to sell at the gate, they will still default. And where there is prepayment, the problem may be that you can get so far down the line that there's no point in suing to try and get it back. It opens up a very interesting debate - what is fair, and what is fair protection for the buyers?"

Against Fairtrade, a typical response comes from Mercanta, the 'coffee hunters', who source high-quality beans for Britain's craft roasters.

"Fairtrade's message is very outdated," says Mercanta's Stephen Hurst. "Given the very high level of the commodity market at the moment, you must think Fairtrade is an old business model well after the time that the commodity market has sorted itself out.

"Fairtrade has blown itself out in many markets and the cutting-edge roasting businesses are not interested in their outdated message."

Not so, argues Harriet Lamb.

"Minimum price is only one part of our model. There is an upturn, but it's nowhere near where it should be. We are only beginning to correct the undervaluing of coffee.

"We are still needed - look at the Tanzanian robusta co-operative. For these farmers, all that talk about top grades and top prices are a dream. They still depend on Fairtrade. The situation in the Congo is so bad that we have farmers swimming overnight into Rwanda with coffee sacks on their back, to get a better price.

"Don't tell me that all coffee farmers are doing well! Even in times of high prices, there are still millions of farmers below the poverty line, and this is a scandal. If you think this battle is over, you're fooling yourself.

"So this importer is wrong. True, our emphasis may no longer have to be on minimum price. Maybe we need to work more on honouring contracts. But don't think we no longer need to worry."

We asked Harriet - if you were a coffee-house owner, how would you go about turning the Fortnight into a profitable celebration of Fairtrade?

"I would do my research. The most effective promotion is to be part of a movement, and I would definitely have an activity, a reason for people to come in, on the very first day of the Fortnight. I'd invite all local fair-trade groups to take part, because they will spread it. I'd use a new recipe - maybe the Brazil Nut biscuit.

"I'd make sure my sugar is Fairtrade, think of my chocolate, and think about exciting new products - Fairtrade raisins from Afghanistan, and now the Fairtrade lemons, limes, oranges, and grapes as well as bananas. There is Fairtrade rice and vegetables, and now there are Fairtrade baked beans from Inner Mongolia.

"You are now in the position of creating 'a substantial Fairtrade meal', which takes your offer far beyond just tea and coffee."

eros coffee



We are the UK's leading independent Fairtrade supply company

We specialise in Fairtrade products because we believe growers in the developing world deserve a fair deal. All our trading partnerships are founded on strong ethical partnerships because we know this makes a difference.

PEROS

Contact us on 01494 436426
www.peros.co.uk

New from Peros

The new range has something for every taste, from the rich, nutty taste of our house espresso, created from a perfect blend of Arabica and Robusta beans, through to the 100% organic central-Americas Arabica.

Our roasters have been able to create these unique blends using not only their roasting and blending experience, but also by relying on their long-term partnerships with farmers and cooperatives around the world,



Only available from Peros, the UK's leading Fairtrade supplier



For more details visit our Facebook:
www.facebook.com/pages/PEROS-FAIRTRADE/80322014775
Or why not:
Twitter: www.twitter.com/Peros_Fairtrade





Fairtrade Fortnight - the target and the materials

Every year, the Fairtrade Foundation brings out statistics proving that quite vast proportions of the population recognise the Fairtrade Mark and understand what it means. However, recent independent research has shown that some more detailed product-related promotion is still needed.

In February, research carried out for *Marketing Week* showed that too few consumers are aware of the diversity of Fairtrade products.

Beverages scored high, with 72 per cent of people knowing of Fairtrade coffee, and over 36 per cent saying they had bought it in the past six months. Over 60 per cent knew of Fairtrade tea and 58 per cent of Fairtrade chocolate - but only 10 per cent knew of Fairtrade flowers, and eight per cent of the beauty products.

Further, the majority of people say they buy less than ten per cent of their goods from Fairtrade sources, 50 per cent say the cost of Fairtrade items puts them off buying, and 12 per cent say that they are not able to obtain Fairtrade goods where they shop. Only nine per cent believe that Fairtrade products are of superior quality.

The brands which ally themselves with Fairtrade have little recognition, according to the survey - the Co-op was the first big retail name to get behind the movement, and is still by far the name which most consumers gave in relation to Fairtrade - 40 per cent of respondents named it, which compared rather surprisingly to single figure numbers for certain Fairtrade coffee brands.

Some of those figures were directly contradicted by another survey, the Co-op Bank Ethical Consumerism Report, which reported that ethical personal products such as cosmetics are not only known of, but are the fastest growing sector, increasing by 29 per cent to reach £1.8 billion.

The Co-op reported that expenditure on 'green' goods and services grew 18 per cent over the past two years despite the economic downturn. The overall ethical market in the UK rose to £43.2 billion in 2009, of which Fairtrade food grew by 64 per cent to £749 million. (By contrast, sales of

organic food fell by 14 per cent).

If there is such a big target to aim for, what are the materials which will reach it?

This year's Fairtrade Fortnight has the theme of 'Show Off Your Label'. The Fairtrade Foundation always produces guidelines to what it thinks is the right material with which to promote the event - some of this is chargeable, but a fair amount is downloadable quite free.



The simplest, and probably the most effective, statement of all

There are some of the Foundation's expected demands about exactly how typefaces should be used, and indeed instructions on 'the Fairtrade tone of voice', but the Foundation has this year made some very sensible suggestions, such as avoiding 'cheesy' pics of unrealistically smiling kids and the like... this is a point their top lady has made in the past.

The Foundation has said that the hub of its activity will be online on Facebook, with such unmissable items as 'the wackiest banana smile' (the question of why Fairtrade always expects the event to be 'wacky' has, we regret, gone unanswered!). Its suggested point-of-sales material features slogans such as 'rave about your double shot skinny latte', and 'shout about your frothy mocha', which may not quite ring true for a serious coffee bar... but the suggested poster of a takeaway coffee cup and the slogan that says simply 'proudly supporting Fairtrade Fortnight' is probably the simplest and most effective.

One of Fairtrade's enthusiasms this year is bunting. The aim is to beat the world record for the longest string of hand-designed bunting, currently at 2,696 metres. One brand which is using the bunting is the foodservice supplier 3663, and local Fairtrade groups are going for that record - a group in Chester are going to try and run it right round their city wall.



Promote during the Fortnight... and then keep promoting!

How much is the mainstream Fairtrade market developing? Peros is the most active supplier of Fairtrade beverages and snacks to foodservice, and says that there is big progress with contract caterers who started using Fairtrade as niche products, but that they are no longer that. And, says Peros, the education sector continues to be interested... and it offers some interesting lessons in active promotion of Fairtrade.

The continuing problem, acknowledges Peros, is one of supply. Although the small independent café is best placed to make the most of Fairtrade Fortnight, the difficulties they face in sourcing the right products can be enormous. Peros has just launched its 2011 catalogue (you can find it on the *Coffee House* website) and has quite deliberately widened its scope to include all kinds of snacks and drinks.

The University of Manchester has Fairtrade status, and catering manager Alison Aucott says that even for a business with over two thousand captive customers, that problem of sourcing can be a big headache.

"We're a Fairtrade university because students are socially aware and they take it seriously, and a university has a community responsibility. Yes, there are other certifications, but when we launched, Fairtrade was leader of the pack... the Rainforest Alliance had begun, but wasn't big.

"The principles of Fairtrade when it started were clearly right - the challenge for the Foundation now is to move with the times, particularly with issues like coffee pricing."

And indeed, in finding products.

"We find that we can get some support from the Foundation, because we are a unique group within the Fairtrade movement and so they do try to engage with us... but I can understand why some people want more from them, because five years ago it was terribly difficult just to find Fairtrade products, and it still isn't that easy.

"We source a lot from Peros because we like the way they bring us new ideas, and if I go to them with an idea, they respond - we struggled for a long time with Fairtrade concentrated fruit juice at the right price, and Peros found it and delivered."

It has always been said that students respond to promotions, and Alison confirms that to be true - she constant-

ly promotes Fairtrade, and for the Fortnight, redoubles the work.

"We do a vast amount of promotion! We will bake Fairtrade banana bread, and serve it with Fairtrade tea or coffee as a 'deal'; we'll do a similar Fairtrade juice-and-sandwich deal. Divine chocolate have done tastings here; our

Alison Aucott and her Hug Mug



museum does a Fairtrade market. We have uni-branded Fairtrade hoodies, and some new Fairtrade sports cotton gear is on the way. We communicate all this by leaflets, table-talkers, and the university intranet.

"We now have one café branded with their Eros coffee. We also have staffed cafes branded with Cafedirect, and we have branded soluble machines in areas of high footfall."

However, Manchester's biggest promotion is a sustainable one, planned to do something positive about the problem of disposable cup waste. It is based on the re-usable KeepCup, and it must be the biggest promotion of its kind.

"The KeepCup HugMug is a promotion in itself!" laughs Alison Aucott. "We gave 2,500 away at the beginning of the year, and we found that the cost easily covered the price of our disposable cups. If students use it, they get 15p off any beverage; then every Wednesday, any drink in a KeepCup is 50p.

"You get used to using it very quickly, and a big bonus is that it fits in our vending machines. We have statistics showing how much it saved us - and it was a lot."

When in doubt - push your suppliers!

There is a lot to be said for the old belief that a retailer who wants help in promoting a product should press the manufacturer for every bit of promotional assistance they can get - because any supplier worth working with will do whatever they can to help the operator attract the interest of customers and get sales moving.

Here's one bit of help which can be available from Peros - it's their coffee bike, branded for their Eros coffee range. And, when the bike is made



available to a stockist for promotional purposes, they may supply the barista, as well!



THE UK'S LEADING FAIRTRADE HOT DRINKS COMPANY

We supply
the complete
range of
Cafédirect
hot drinks

Fairtrade

Good for the
environment

Expert growers

Hand-picked

Available from Peros,
the UK's leading
Fairtrade supplier



We are the UK's leading independent
Fairtrade supply company

We specialise in Fairtrade products because we believe growers in the developing world deserve a fair deal. All our trading partnerships are founded on strong ethical partnerships because we know this makes a difference.

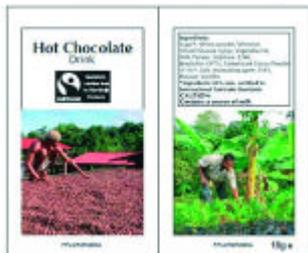
 **PEROS**

Contact us on 01494 436426
www.peros.co.uk



For more details visit our Facebook:
[www.facebook.com/pages/
PEROS-FAIRTRADE/80322014775](http://www.facebook.com/pages/PEROS-FAIRTRADE/80322014775)
Or why not:
Twitter: www.twitter.com/Peros_Fairtrade

Single Source, the company which specialises in one-portion packs, sachets and tubes of coffee, tea and sugar, has made a radical redesign of its Fairtrade beverages range, taking it from what the company calls 'quite dull and poorly presented designs' to colourful and vibrant ones incorporating photography. The brand has put half a million pounds into a new overprinting machine for its packs - it is the first printworks of its kind in the UK and described as the best in-house facilities in the industry ("that's no small claim!" adds the company).



Customer feedback on the changes has been positive, says the company, hoping that the new design will get it more access to quality hotel bedrooms. The Fairtrade sugar range, a particularly big seller, will also be given a makeover in the spring.

Single Source is also looking to achieve an annual reduction of nearly 200 tonnes of paper and board with a new packaging strategy. The display of portions on table tops will be come less bulky.

Esquires Coffee Houses will be giving not one but two free drinks to its customers. During this Fairtrade Fortnight, every customer who returns a completed Esquires 2011 Fairtrade Loyalty Card will receive one free, and a second drink for introducing a friend.

Drink Me Chai has launched its Fairtrade Spiced Chai, which it says is the only one on the market. It is available in kilo foodservice tubs.



Cadbury is donating 20 per cent of profits on Fairtrade Dairy Milk products to cocoa farmers in Ghana, with the aim of building a solar-powered electricity supply to help run health clinics and schools, and avoid the hazards of families using kerosene for lighting.

Compass, which says it is the largest supporter of Fairtrade in foodservice, has created a series of bakery products which its chefs are to make onsite in contract catering venues. These are a crumbly banana and sultana square using Fairtrade sugar and bananas, a nutty chocolate and coffee traybake with Fairtrade chocolate and sugar (but curiously not coffee!), and a banana and chocolate chip muffin with Fairtrade bananas and chocolate.

Do it yourself..

The Fairtrade Foundation always presses cafe operators to get involved with their local Fairtrade groups - this year, at the coffee bar on Enfield Chase railway station, Karen Mercer and Gunter Hollenstein took up the job of planning the area's Fairtrade directory. A commercial publishing company produces it, and Karen and the local Enfield Fairtrade campaign did the donkey work of surveying the local shops and prepared the entries.

"I did realise that I was going to be promoting my competitors," says Karen, "but I thought it's more important to promote everyone working on Fairtrade - if you believe in it, you can't be selfish."

Why do it?

"I don't feel there's a choice - how can you feel good about drinking something picked by people who are abused and not treated with dignity? How can anyone be involved in trading anything corrupt?"

"The ethos of Fairtrade makes sense to me. There may be other ways it can be done, but I still think Fairtrade have done a great job of raising awareness of the problems growers face, and of making the consumers think. Just because there may be flaws in the system doesn't mean the system is all bad!"

Karen and Gunter, who have already won a local innovation award for their work, do develop their Fairtrade menu as far as they can, and that includes switching suppliers if necessary.

"I'm excited about moving to Union Hand-Roasted for my coffee, although it's not as cheap as the coffee I had before - I moved for personal service. I believe that if you make the choice to

deal in an ethical way, then you should expect a very high level of service from people who say they are ethical suppliers.

"I did also get fed up with some of the big tea companies not being Fairtrade, so I just stopped stocking them. I got frustrated that I couldn't get the Fairtrade muffins and cakes I wanted, so now we make our own - our



Karen and Gunter of My Coffee Stop

cakes are £2, and my own brownies are £1.50. We use all Fairtrade spices and sugars, chocolate, jam and muesli. There are no end of Fairtrade cereal bars, raisins and sultanas, though the grapes can be hard to get, and there is quite a process of tracking some other things down. All our tissues and rubber gloves are Fairtrade, and when we have uniforms, it'll be Fairtrade cotton."

No mystery to selling Fairtrade - promote and sample!

A constant trade gripe about the promotion of Fairtrade Fortnight is that the Foundation places a great deal of emphasis on its local activist groups, and not a great deal in what might be termed the professional side of product promotion. However, says Cafedirect, this is not anything to worry about - the promotion of the Fortnight is very effectively done at high-street level.

"You have to do more than just rely on local groups," agrees Harriet Gething at Cafedirect. "That's where the start was, and they are fantastic people, but now it has to be about foodservice, and though the Foundation does now have a development officer solely for foodservice, they still seem to be out there mainly at the 3663 level.

"So, we'll support anything that supports the cafe trade, and yet we believe it's all really basics - it's as simple as putting the Mark on your menu, and having a poster saying 'we're doing Fairtrade coffee for the next two weeks'.

"There's no mystery to it."

However, acknowledges Cafedirect, there is still a job to be done in showing what is available.

"Six years ago you had a couple of wines and a fruit juice, and now it's an entire resource. The demand is there,

"The more sampling I can do, the better!" - Harriet Gething



but the barrier is still sourcing, and that's because distribution routes take time to set up. We need more work on this, and until then, the more sampling I can do, the better."

One of Cafedirect's most recent products supports the island of Sao Tome (just off the west coast of Africa, by Cameroon). The 750 smallholder cocoa farmers had previously sold basic raw cocoa for a low price, but were provided with the equipment and expertise to refine it, and now sell a processed product at five times what they used to get. Cafédirect has now produced its first Sao Tome drinking chocolate, an add-water product.

**FAIRTRADE
FORTNIGHT**
28 FEB - 13 MAR 2011



Cadbury
are helping Ghanaian
Farmers to build a

**SOLAR
POWERED**

future
for themselves



**20%
PROFITS**
DONATED BY
Cadbury

Stock up and join Cadbury
for Fairtrade Fortnight 2011

*1. For Full Ts and Cs visit www.cadburydairymilk.co.uk/fairtrade/fortnight/terms. 2. The Fairtrade Fortnight promotion will run from 28th February 2011 until 13th March 2011 ("Promotion Period"). 3. 20% of profits from all sales of specified Fairtrade products during the promotional period will be donated to the following charities: World Vision UK (no.285908); CARE International UK (no.292506); and VSO (no.313757). 4. Promoter: Cadbury UK Ltd.

News Extra..

Caffe Nero has completed a funding package variously calculated in the financial press at £99 million and £140 million. The chain has been reported to be planning fifty new stores in the UK each year, and about forty stores internationally each year. On checking this with director Paul Ettinger, he told us: "I did say there might be another year or two of rapid growth but it would then slow down...I stand by that." Caffè Nero is reported to have made a net profit for 2009 of around £25.3 million on a turnover of £142.3 million.

Costa has apologized to a customer in Formby after the local press gave the brand a rolocking for throwing a three-year-old child out for blowing a toy whistle. The three year old is undergoing chemotherapy for an ailment which means he cannot breathe properly. The chain made the usual noises that big brands make on such occasions, saying 'Costa is committed to treating all our customers with the respect and dignity they expect', and that it would 'maintain its high standards of politeness'. It did, however, apologise.

Costa has used Jo Robinson, from a branch in Leeds, to train their baristas in China. By coincidence, one of her fellow baristas at Leeds is fluent in Mandarin.

Utz, the sustainability coffee programme operated from Holland, increased its coffee sales by almost half last year. The increase to 121,234 tonnes came from increased sales to such big names as Sara Lee, owner of Douwe Egberts. The number of certified farms went up 65 per cent, to 157,168. One British roaster which has committed to Utz is Capital Coffee of Wimbledon, who said: "Utz is certainly the growing certification."

A coffee shop in Colorado, USA, has taken a former employee to court for turning off an espresso machine on his last day at work, and has attempted to enforce a restraining order to stop the barista working at any other coffee shop in the area. The café owner alleged that the staffer 'intentionally attempted to sabotage the espresso machine by turning it off, contrary to all instructions, fully knowing that this would cause the shop to miss at least an hour of business the following day while the machine came back to temperature.'

Greggs, the bakery and coffee

chain, says that December promotions put pre-Christmas coffee sales up by 26 per cent. At the same time, the chain sold eight million mince pies! Greggs has more than 1,480 stores, and plans 80 more this year.

The Caer Urfa micro-roastery of Bournemouth (the name is Celtic for 'town on the hill') has celebrated its first birthday in business.

Businessman Barrie Elder intends to have an unusual coffee shop open soon in Dundee - it is in one of the city's old horse-drawn trams, of which only three exist. The one being used was in service in 1895, and permission has been gained to trade from the tram as a static site.

Pret A Manger's pilot 'coffee kitchen' in Warwick Way, south London, is reported to be the first of a likely series of venues with bespoke interiors and signage, aimed at smaller regional towns. The idea is a 'warm, welcoming café', instead of a clinical 'grab and go'. This follows work by Coffee Republic, whose designer says that the typical colours of coffee houses have been 'done to death', and that the future is in bold colours. Pret's designer says that chain coffee shop designs will move towards Starbucks' Conduit St branch, which he has called 'the busiest meeting room in London'.

The Rare Tea company is promoting its Royal Air Force tea range to celebrate the 70th anniversary of the Battle of Britain. Ten per cent of the retail price will go to the Wings appeal. Henrietta Lovell, founder of Rare Tea, has placed golden tickets in some tins - winners can have a flight in a Spitfire.

Limini Coffee are promoting a series of coffee events in Doncaster, with a view to promoting a 'community' feel among the local baristas. There will be a cupping event on 22nd February - details can be seen at www.liminicoffee.co.uk/events.

A charity worker who runs a makeshift cafe from his home in Seaton Sluice has been told by county councillors that he can only open for two Sundays in each month; up to now he has raised about about £250 a week for a dog rescue charity from coffee and tea sold to local customers and walkers from two caravans parked in his driveway. Objectors had called his business 'a hideous eyesore', but the charity says that he has already raised more than £10,000 for them.



John Barlow

Fair in the city

Independent cafes are always the most active promoters of Fairtrade, and Titchy Coffee is an extremely vocal one - it sits in the basement of a shopping mall in Manchester, overlooked by a massive Caffè Nero whose big glass windows stare down on it like the bridge of a spaceship.

Titchy is defiantly Fairtrade - typically, even six items on its milkshake menu have Fairtrade content. And it is equally defiantly independent.

"I used to be a TV cameraman," explains John Barlow, "and in any town I went to, the independent coffee places were outside the centre, and visitors didn't know about them. So I decided, I was going to put an independent coffee shop in a city centre!"

"Fairtrade seemed a natural route - pretty much all our suppliers are as local and as independent as we are, and we have managed to keep corporate suppliers out as much as possible. But that does get difficult, because some of them keep putting their minimum order up and up."

Recognition of Fairtrade with quality has developed, say John and Ally Barlow.

"People seek us out because a lot of those who are into 'coffee culture' look for the customer service and attention to detail which they don't get at the chains - and a premium product should be matched with good service.

"So, we have struggled to find the right balance between the attitude of the ethical independent and the professional look of the corporate, and how to promote Fairtrade without rubbing it in the customer's face.

"Seven years ago, when we started with a coffee van, you could only get Fairtrade in hippie-shops, and it was understood that it was for those who could afford it, or cranks and weirdos. We did worry that we would isolate ourselves, and that customers would think we would be serving organic coffee at £17 a cup! There was also the quality argument, which goes right back to the early Oxfam and Cafedirect days, and it took a bit of time for them to shake off that image.

"We've always wanted a reputation for our coffee, and now people have said we're 'the best in Manchester'. Matching that with quality Fairtrade hot chocolate was a real challenge, but we

did it - we're really fussy about our chocolate, and as a principle we do not serve marshmallows or cream on one... we have a bit of a Fawcett Towers mentality on this."

Now, say Titchy, the Fairtrade Mark gets attention, and they regularly hear children saying 'look mummy, Fairtrade!'. But there is the occasional objector - Ally heard one passer-by say: 'it's that Fairtrade rubbish, let's go to McDonalds', and says that if she had not been busy with a queue, she would have chased him all the way to McDonald's to ask what he meant!

Those milkshakes and smoothies are not just Fairtrade, but hand-made.

"My smoothies are not powders and syrups, because I'm not a big fan of the artificial," says John. "I want to keep as clean as possible - why use a banana mix when you can use a banana? We have a relative who has three busy smoothie bars in Barcelona, and he goes down the real route with no problem. We can turn ours out in under two minutes, which is no slower than a sachet of dollop. And yes, customers appreciate it's real."

Ally and John started off with their Piaggio van which now forms the boundary of their seating area. However much you push your quality and your ethical status, says John, the mobile life can be hard.

"A van in the right place can make you a killing... a van in the wrong place is the worst investment you ever make.

"My first venture was bus stations. Logic said that in winter, a coffee stand in a bus station can't fail. But real life says that people who travel by bus don't pay £2 for a quality beverage, and that in the cold, people coming to catch a bus time their arrival to the minute, so they don't have time to buy anything.

"That was a hard six months - I had two days off in two hundred. The lesson is - go to where the customers are, not to where you imagine they will be!"

The latest brand to work on environmentally-friendly packaging is Mozzo, which will launch its 'Magic Mozzo Coffee Box', claiming to be the first coffee supplier to have a re-usable container for trade deliveries. "We are already one of a handful to use aluminium-free coffee bags," says company founder Grant Lang, "and we have now discovered corrugated polypropylene, which is 100 per cent recyclable. Our box will be re-usable up to 50 times, and when it reaches the end of its life, it can be recycled and re-made into another one! All the café operator has to do once their coffee has been opened is collapse the box and store it flat, for collection at the next delivery."



THE BEST TASTING ETHICS IN FOODSERVICE

foodservice@cafedirect.co.uk
0207033 6000 cafedirect.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!

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 for your guaranteed copy of the magazine, and the now-famous e-mail news updates & news-flashes. Details at www.coffee-house.org.uk



Coffee House – the news magazine by the best writers in the beverage trade!



TO:-

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
 The newsfeed is <http://boughtonscoffeehouse.wordpress.com/>

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



MAKE IT FAIRTRADE & ORGANIC

Give your customers peace of mind that the tea that they are drinking is not only good for the growers, but for the planet too.

Want to join the knitting revolution? Visit the Cozy website to download your free tea cozy knitting pattern!

Available in catering packs of 250* and single boxes of 20 individually wrapped tea bags.
 *Breakfast and Earl Grey Tea only

www.cozy-tea.com
www.facebook.com/CozyTea



**FAIRTRADE ORGANIC DECAF TEA
 COMING SOON!**