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# Boughton's

## COFFEE HOUSE



May 2011



### The All-England tennis club takes on all-Italian coffee

*Lavazza has confirmed, as we are glad to say we revealed in January, that it is sponsoring the Wimbledon tennis for three years. Lavazza will be served across 60 sites over the championships area (and we can't wait to see a little espresso machine by the umpire's chair!) What we hadn't seen before are the commemorative espresso cups, shown by Giuseppe Lavazza, left. Collectors (like us) will be looking to get their hands on these. With regard to tickets to the event, our best suggestion is... kindly form an orderly line behind the editor!*

## Waste costs will now force cafe trade to embrace composting

There is now no alternative for the café trade but to re-think its attitude to waste-management – last month, the first of a planned series of increases in landfill tax brought about a momentous change, in that it is now cheaper for a catering company to send its waste for composting rather than send it to landfill in general waste. It is now expected that composting of food waste will become a more attractive option, that the makers of eco-friendly takeaway cups will increase their efforts to the trade, and that trade organisations working on systems for takeaway cup recycling will begin to set out some firm plans.

Vegware, the eco-cutlery and drinkware company, has already challenged the cafe trade to commit to a 'zero waste' target, for caterers' own good. The big carrot for doing so, says the company, is that sensible waste management is now cheaper than indiscriminate filling of general bins.

"April marked both Earth Day and the landmark month when landfill became more expensive than any type of recycling," said the company's Lucy Frankel. "Going zero waste now makes economic sense.

"Caterers can save money by maximising recycling, which means introducing food waste recycling, the first key step to maximising recycling for all waste types. Paying more and more for their general bin makes no sense at all given that the average cafe really could be recycling all their waste – the one big general bin is now only for irresponsible catering businesses with more money than sense."

Recycling food waste is a key step, says Vegware, because food is one of the heaviest waste types, and in landfill it produces dangerous emissions.

The government has already discussed banning food waste from landfill altogether, which means the cafe trade would have no choice in the matter.

Landfill tax is increasing by £8 per tonne every year, went to £56 per tonne in April, and will continue to rise to at least £80 per tonne. A general waste bin probably now costs £2 more to lift than it did last month.



*"One big general bin is now only for irresponsible businesses with more money than sense."*

- Lucy Frankel, Vegware

Organics recycling currently costs around £50 per tonne, but the general move to the sector means that charges will drop and facilities will improve.

The problem with such an ambition is the lack of easy systems by which cafes can begin recycling programmes. Because of this, Vegware has begun a UK-wide Composting Network, which matches businesses with local organics-recycling partners. The individual caterer chooses which to use.

Meanwhile, the coffee trade is still struggling with the problem of takeaway cup recovery and management. Starbucks, which is estimated to use four billion disposable cups a year, is continuing to assert that a move to re-

usable cups is the answer, and aims to be serving a quarter of its drinks this way in three years. However, a spokesman acknowledged in a typical corporate phrase: "This is a long-term behaviour-change issue."

Makers of compostable takeaway cups say this is not the answer, claiming that reusables have a much higher 'embodied energy' cost.

At the big American trade show in late April, one idea was suggested as 'a giant step forward' – it turned out to be a bin with divisions for liquid waste, coffee cups, and plastic lids and stir sticks. British suppliers have observed that as all these products can now be obtained in compostable form, separating them is no longer the question.

"UK cafes have no need for this new bin," said Vegware. "They are right in saying that separation is the key to maximum recycling, but it is the compostables bin which actually makes a difference to cafes now."

It may be difficult to enforce, according to the report *Convenience vs. Conscience - Food Packaging in the 21st Century*, by Thomson Reuters. Broadly, consumers are fairly evenly split between environmental conscience and consumer convenience - in detail, women are more likely to choose environmentally-friendly packaging, but men are more likely to choose whatever packaging is convenient.

**IN THIS ISSUE:**

**THE ORIGINAL**  
**COUNTDOWN to**  
**caffè**  
**CULTURE**

18th - 19th MAY 2011  
 OLYMPIA  
 LONDON

Our preview to the big trade show of the year – find out why Caffe Culture is a show of challenges



And it's the Bath coffee show as well – find out why the sponsor put baristas in a cowshed

And... The rise of boutiques, Soho Coffee, Social networking for the trade

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**Boughton's Coffee House now becomes the trade's monthly news magazine – always more trade news, and now more often!**

Full details on the back page

Chorley is likely to be next for a Starbucks drive-thru site, in the Euro Garages campaign to develop a network of 50 venues for the brand. Euro Garages opened its fifth in Preston last month and expects to start work on two sites in service areas at Bolton West on the M61. Starbucks has featured a drive-thru section in its new appearance at the St James retail park, Northampton.

La Cimbali has created a series of online video tutorials. The first takes viewers through the process of cleaning a traditional espresso machine, and is on YouTube.

Caffe Nero has worked with the Jazz FM radio station to release a compilation album called The Café Sessions. It has tracks intended 'to capture the vibe and atmosphere of a lazy afternoon spent in Caffe Nero'.

Bean Coffee of Merseyside, which was the only coffee shop in the region to crop up in the *Independent's* list of Top 50 cafes last year, is now opening up at Princes Dock in Liverpool on May 16. Bean is the company which also operates a mobile service from a converted ice-cream van.

Five separate petitions were created in April against coffee giant Costa's plans to open up in Sandbach town centre. Traders in the town said: "This is a pretty little market town and it should stay that way. It won't be in keeping here. There's a Costa a mile away on the motorway and that's where it should stay." However, the planning committee

recommended the opening and said: "considerations of commercial competition are not planning matters."

Starbucks has created a partnership with UK Youth and will fund ideas for community projects thought up by young people. The chain will make about £10,000 available in each of ten regional locations, and Starbucks volunteers will help run the schemes.

Pukka Herbs has won the 'best new organic food' prize in the Natural and Organic Awards, for its Three Fennel herbal tea.

A new 'tea café', which says it will expand nationally and compete with Costa and Starbucks, has opened its first site in Milton Keynes. The Tea Monkey café offers 40 teas, in both loose and bagged formats, and the curiosity is that instead of supplying free newspapers, it offers free complimentary wall-connected iPads loaded with games and music. The chain is launched by Tracey Bovingdon, who intends to open a new site every six months - the next will be a takeaway business in Bath.

The Superfund Financial organisation, a finance house from America and Hong Kong, has said that 'food inflation' will be the result of coffee, sugar and cocoa prices rising between five and ten-fold by 2014. The United Nations has already said that 'global food security is threatened by excessive price volatility and speculation'.

## Trade brands in eco-awards

Several familiar names from the beverage industry have cropped up in the shortlist for the Footprint awards, which are intended to showcase what the UK foodservice industry is doing to protect and sustain the environment, and which will be awarded in mid-May.

Alpro, the soya milk company, is nominated for its business mission to use the best environmental and manufacturing practices that it can - it has in place a series of six 'co-indicators' including waste water, incoming water use, waste water quality, residue, energy use and general waste.

Solo Cup appear in the packaging award, which curiously is sponsored by their rival Huhtamaki, for the 'Work Together, Use Less, Leave More' campaign based on the Event cup, a range

of single use alcoholic beverage cups aimed at the stadia and event sectors.

Cafédirect is nominated for its work with the São Tomé cocoa producers, while Nestlé Professional is also short-listed for work with cocoa farmers. Cafédirect also has a second nomination, for its Producer Partnership Programme, created to address the needs of producer groups which were not being met by the two principal tenets of Fairtrade, the minimum price and social premium.

## AMT to expand its carts

AMT Coffee is reported to be growing all three of its operational formats, having raised a million pounds for investment. The chain has 72 sites, but also has two new sub-brands, AMT Coffee Naturally and the AMT Coffee Cart, of which eleven are trading and another ten are expected this year. The Naturally sites are in St Thomas's Hospital in London and Heathrow Terminal 3, and have seating areas, bake-off facilities, and reportedly experience double the transaction size of the kiosks. AMT expects to have a dozen of these in place by the end of the year, probably in universities and shopping malls. However, the kiosks are said to still be AMT's core business, and will receive refits this year.

## More capsule competition for Nestle

Many in the coffee trade continue to be enthusiastic about the potential of coffee capsules, with continuing launches of new capsule machines, and 'compatible' products designed to work in the original Nespresso machine.

Now, no sooner has Nestle launched the tea version of its capsule system, the Special-T, than a rival version appears... and curiously, it comes from the man who developed the Nespresso coffee machine. This is Eric Favre, chief executive of Nespresso to 1990, who has launched his Tpresso in China with plans for wider



Nestle's Special-T

launch later this year, and with a quite remarkably confident claim from the Far East: "experts at the Chinese board of tea have tasted it and they are convinced this level of taste has never been reached before," Favre said.

Rather more soberly, he has also added an interesting sales philosophy - while believing that the concept will be easier to put across because of the current familiarity of coffee pods, Favre says that he works in accordance with the policy of his father, also an inventor: 'it is absolutely necessary only to develop products that you can sell.'

Capturing the 'occasional' customers is the key to success, says research in Illinois which measured the loyalty of customers to big coffee-shop chains: 41 per cent of Starbucks' customer visits and 62 per cent of McDonalds' were from 'loyals', who do not patronise any other chain. The interesting bit comes further in the report - 'roamers', who flit between the brands, turn out to buy twice as much as loyal customers do. It is capturing these 'sometime' customers that is the key to winning the overall battle, said the researchers.



Noel Reeves, an experienced business exhibition man who has cropped up in the coffee trade on several occasions, has formed Rocket Promotions to support exhibitors at trade shows - he concentrates on proving that shell-scheme stands can be given a 'dynamic' attractiveness. He provided graphics for 30 stands at the IFE show, and is now available for Caffe Culture work. You can read the brochure on the Coffee House website.

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## Blue Lady raises funds in the north

One of the provincial stars of the recent UK Coffee Week was Fanny, The Blue Lady – she appears on the window of Annabel Townsend's Afternoon Tease café in Darlington (incorporating the Glass House Burlesque classes and the Random Acts of Senseless Creativity writing group!) Annabel and the Blue Lady were probably the most far-flung supporter of the event, deciding to create her own North East Coffee Week, which she tells us raised a charitable sum of £250 (not bad, all in five-pences) on a total promotional budget of twenty-four pence.

The national project is believed to have topped £100,000 for Water Aid charity work. Organiser Jeffrey Young tells us that his first rough assessment of the fundraising showed £60,000 in direct consumer donations in coffee houses, miscellaneous donations of £4-5,000, around £1,200 from direct consumer donations at the London Coffee Festival, and £39,000 in that event's ticket sales.

The event indirectly sparked another series of 'most expensive' stories - Urban Coffee of Birmingham were selling kopi luwak at around £9 per cup for the cause, which drew a reply from Raschid Gibrail of the Ismail in Tonbridge Wells, who tells us that his kopi luwak is a standard menu item at £10 per cup, of which he gives £7 to Help for Heroes.

Neither came close to the Cliveden Hotel, with what is probably the world's most expensive afternoon tea - £550 per couple. It includes white truffles (priced at £2,500 per kilo), Beluga caviar, and Da Hong Pao tea, which is harvested from 1,000-year-old plants and costs over £2,000 per kilo. There is the option of kopi luwak coffee



(again!) at £50 per cup. We rather like the hotel's phrasing when it says: "we will donate 50 per cent of any profit (any!) to Marie Curie Cancer Care."

Sadly, the Coffee Culture chain from across the Welsh border does not now have a trophy with which to mark its success over 26 other cafes in this year's contest to find Wales's 'favourite Fairtrade cuppa'. That award is made by public vote, and Barry Mortlock's business in Llandudno won by a fairly decent margin, with his sister site in Swansea in second place, and The Red Cafe in Mumbles third. Sadly, a customer picked up the glass trophy to examine it... and dropped it. "He didn't even say sorry!" Barry told us.

Chris Johnstone of Fitness Coffee says he has created the first fresh-brewed coffee of its kind, a product which contains three and a half times the antioxidants of green tea, and which can be brewed as espresso, filter, Turkish style, cappuccino, or latte. It is promoted as 'a unique gourmet blended coffee made by passionate Italians that helps boost energy levels, aid weight loss and cleanse the body'.

The barista team leader at Liverpool John Lennon airport has won the SSP barista championship. Marta Twardygroz was up against entrants from 600 units across the company brands, which include Upper Crust, Pumpkin, Millie's Cookies and Camden Food. SSP says that in 18 months it has trained over 1,000 senior baristas, which has had the effect of reducing the downtime of its coffee machines.

Molly's Tea Room in Tenby had to be evacuated last month when a bus hit the exterior wall - nobody was injured.

We're not normally into 'celebrity' news, but were interested to see that the tabloids were full of the news that Peter Andre wants to open a coffee bar. He was, of course, the guest 'celeb' at Costa's launch of its flat white a year and a half ago, and we can find references to his coffee bar ambitions going back to 2009 - so the story would appear to have some basis.

Pret A Manger has reported a 37

per cent rise in profits to £46.1m for the year to December, on sales up 17 per cent to £327.5 million. Hot food was apparently the star performer, particularly porridge - Pret now serves 50,000 bowls a week.

The private equity firm Lyceum Capital has taken control of the Eat chain in a management buyout deal, and has spoken of adding a further hundred outlets in four years, eventually tripling the number of sites to 300. Niall and Faith MacArthur, the founders, will keep their existing roles of managing director and brand director, respectively, as well as a more than a 40 per cent shareholding. Sales last year were £85 million.

Property Week reports that Caffè Nero has appointed a property advisor to focus specifically on finding more store sites in central London.

A coffee shop has been fined £7,000 for an incident in which the snap-off blade of a craft knife appeared in a little girl's ice-cream - the staff had been using the knife to open delivery parcels. The chairman of magistrates said that if the company had not been quick to explain how the incident occurred, the fine could have been £20,000.

Casa Espresso of West Yorkshire has celebrated ten years in business. The business, founded by Tony Di Rienzo ('the pioneer of pizza in Bradford') and his son Nino, is a trade supplier of San Remo espresso machines and its own brand coffee.



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The closing date is Friday 27 May and late entries will not be considered.

Recipes will be judged by Monin's drinks experts and their decision is final. No correspondence will be entered into.

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**Brioche Doree to launch 100 cafes**

It is believed that Groupe Le Duff, one of the world's largest cafe groups, plans to open 100 more sites across the UK and is looking for franchisees for its Brioche Doree French-style cafe-bakery concept.

The Groupe Le Duff owns nine brands, and in March announced that it had taken second place in the world cafe-bakery sector by buying the American chain Brueggers. It has now launched a recruitment drive for British franchisees, and will take interest from individual entrepreneurs or established companies.

The group operates in 50 countries around the world and has sales of

more than a billion euros from just over a thousand sites.

Louis Le Duff, the group chairman, founded the business in 1976 after studying the general concept of franchising, then quite unusual in France, for his degree. His company grew so fast that he was forced to give up his studies - but in 2004 he took his thesis back up, finished it, and got his degree.



The question of whether or not to have sofas in coffee bars has taken a rather more luxurious turn in Dublin, where Anna Young has filled her new Accents coffee bar with them. Accents is a two-storey bar, created out of the idea that cities need a new place to socialise in a non-alcoholic public environment - not the same kind of environment as a conventional coffee bar, nor the atmosphere of a pub. "My objective was a place to literally put your feet up after working late in the office, and a social outlet for people to meet."

Among the drinks served during the opening holiday week was this unusual Easter-bunny latte art - it was done by placing extra foam on the drink with a tea-spoon, and then etching the shape with a toothpick.

Two Californian churchmen have said that coffee has been shown to be one answer to the USA's problem of immigration from Mexico. They are the founders of Just Coffee, which attempts to give Mexican growers a guaranteed market among the American church network, thus making it more of an incentive to stay on their farms than to cross the border looking for work.

The ethical coffee movement is very important in American churches - many see it as part of their social justice responsibility to support Fairtrade, and the Equal Exchange brand sells coffee to about 10,000 congregations.

Just Coffee grew out of a chance meeting between the founders and a coffee farmer from Chiapas who had been caught while trying to illegally enter the USA. The farmer said that coffee could no longer support his

family. The churchmen said that if the grower could roast the coffee in Mexico, thus making it even more profitable for his family, they would buy it. They are now supplying almost 300 churches with the coffee.

Love Coffee, the chain which made its start when the owner bought up several former BBs sites for whom he had been a franchisee, has now reached 21 shops, with its opening in Bedford.

A Tea and Coffee Festival will be held at the South Bank centre, London, on 6-8 May. It is part of the Centre's Festival of Britain 60th anniversary celebration.

Boston Tea Party, the coffee house chain with cafes round the south-west region, will be one of the sponsors of Worcestershire cricket club this season.



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Good Karma. Great Coffee.

There is always a lot of talk about the next 'wave' of coffee bars, and of what will come next. The latest suggestion is – it will be the boutique coffee bar.

The suggestion comes from someone with a unique experience in the trade – Steven 'Barty' Bartlett, a man of wide-ranging retail interests who became the 'accidental CEO' of Coffee Republic when he led a shareholders' revolt which unseated the chain's founder in an attempt to rescue the chain's fortunes. In the event, he was unable to entirely rescue the chain, which eventually survived when Arab Investments bought it out of administration.

Bartlett now runs the Americano, a coffee lounge in his native Plymouth, which from both inside and outside looks like a pub – something which must have interested the owners of the building, the rest of which is a Methodist church! Five hundred yards away he also has the Barista Brothers coffee shop, and in different ways, they both represent his view of the boutique coffee house concept.

"We have more or less wiped out the corporate competition here, although I didn't mean to – how could I have expected that? But as it turned out, we have got Nero sandwiched between two boutique coffee bars, both of which are mine, and we are next-door to a Starbucks. The fact that we are the ones with the queue out of the door, shows that what constitutes a 'wow' factor has changed. Nine years ago, Starbucks was the 'wow', but I do believe the quintessential Starbucks customer is getting bored."

There is an independent-v-corporate fight coming, believes Barty, and it will be the exact opposite of what happened at the beginning of the coffee-bar boom.

"On a one-to-one basis, the boutique coffee bar can now give the corporate a run for its money. Someone just off the train may go to Nero or Costa because they recognise the name, but the local trade can now be won by the independent.

"Not many people have yet realised the power of the boutique, but some can see it – I have already heard a chain manager say: 'a boutique coffee bar's opening opposite us... and I'm dreading it.'

"This new kind of one-to-one attack, run by a new breed of entrepreneurs who really understand coffee bars, will be the corporates' next big problem. It is the reverse of what happened nine years ago, when Starbucks would attack by opening opposite an independent.

"I think 'boutique' is the way forward, as it has been in hotels."

What does a 'boutique' coffee-bar involve?

"The power is in looking like a corporate, but not entirely acting like one. A lot of this is in perception. The Americano looks like a wine bar, but is

# The man from the ministry

Around the UK, boutique coffee bars will now take the battle to the corporates, says the former Republic CEO



**"This new kind of one-to-one attack will be the corporates' next big problem"**  
- Steven Bartlett

in fact a coffee bar. 'Boutique' means that people want corporate standards, with gold-leaf on the cups, and very nice surroundings. In this regard, you have to act like a corporate, even though you are not.

"There is a corporate brand next to us whose outdoor furniture was atrocious – it looked like a car-boot sale. When we upgraded, they clicked! We realised from their response that we must be taking thousands away from those big brands."

Can small independents still become entrepreneurs? Is the dream still possible? Can the barista-turned-entrepreneur do it, without the quarter of a million in the bank that one chain is said to expect from applicant franchisees?

"On a side street, with a £12,000 rent, thirty covers, a site near the university, and by building a nice following on Twitter, you can make a happy living, and I think that's a very good jump from working for a corporate.

"The micro-businesses can indeed flourish as lower-rate units continue to become available – five years ago, a small entrepreneur could not hope for

a city-centre lease, but now, all round the country, the property agents are ringing the independent operators, not the other way round!

"So I do think that now is the time for the budding coffee-bar entrepreneurs to rise up, providing they do it properly... and that's very important. In the 1990s, you could start up as a cheap-skate – you can't do that now, because you have to get every element right.

"There is still room to make a few mistakes, but not too many. A great chef alone doesn't make a kitchen, and your great latte art alone won't make a successful coffee bar, so don't rush into every empty shop that a landlord is desperate to get rid of!"

The Americano concept may be offered as a franchise, and the first sites are being worked on. However, Bartlett is not keen on the kind of franchising he has experienced, both as a franchisee and then as a corporate CEO.

"I've done that corporate franchise bit myself – I got the t-shirt, I lost my money, but I learned where coffee bars go wrong.

"In retrospect, when I became CEO of Coffee Republic and saw how it worked, I should have shot it in the head there and then, but human instincts tell you to fight on, and the path I'm on today came from what I learned.

"Every cloud has a silver lining, and the silver lining of Republic was that I understood the coffee business enough to start the Americano.

"I have learned the hard way that the ability to move on a sixpence is the way forward. I also learned that it is very easy to get into conflict with franchisees, because many of them have an attitude of 'I've paid the money, now I expect you to make me a success'.

"However, I do see a new kind of 'community franchising', based on people who do get what the coffee house trade is about, and not on people who are borrowing a fortune to invest and who then expect you to do all the work for them."

By contrast to the Americano, his nearby Barista Brothers café is a bohemian one-off. The furniture is old copper-top pub tables, remounted to the right height for a coffee shop, with individual chairs that Barty picked up here and there, a mirror shaped like a cello, a vast collection of old coffee posters, chandeliers and candelabras. Everywhere there is an attention point, but not by accident.

"Barista Brothers is bohemian – but it is not bohemian on the cheap. A lot of thought went into those little touches. When it's raining and nobody will sit outside, there's always something in here to catch their attention."

An unexpected recent move has been Bartlett's launch of his own coffee blends, under the name Ministry of Coffee. This is intended for fellow operators of boutique coffee bars.

"I have learned that there are many standard coffee suppliers who will want to put their A-board outside and sell you coffee at £12 a kilo... and that it isn't necessarily any good. There are also lots of independent operators who want a decent coffee-bar blend at somewhere in the £9-£10 region, and who want to enjoy a worthwhile conversational relationship with their supplier. And there are many who now want to say to their existing supplier: 'this is not good enough'."

The Ministry coffee comes from a very well-known roaster, and features two or three blends.

"I tackled the blends by starting from the cappuccino instead of from the espresso. I don't think you need to start by saying 'I want a triple-certified and it must be fifty per cent Ethiopian' – you have to start by saying 'what gives me the cappuccino I want?'"

The majority of the range is priced from £8-£11, but there is also a budget blend in the £7 region.

"My budget coffee is in there because someone will always want it," explains Bartlett. "The big difference between my budget blend and others

The director of Soho Coffee, Penny Manuel, has been named 'Woman of the Year' by Gloucestershire Media's Women in Business Awards. In four years, Soho has increased turnover by 700 per cent, and the award citation made the point that she has competed 'buoyantly' alongside the giant brands.

The chain's 17 venues seem a curious mix – Soho's sites stretch from Cheltenham to Manchester, include some local cafes, a couple of motorway sites, and airport sites in Dublin, Las Palmas and Malaga.

The reason for those in travel situations is that Penny Manuel has a background in catering for people on the move – she was with Little Chef, Welcome Break, Moto, Compass, and SSP.

With this experience in mind, *Coffee House* asked her, what are the prime requirements of the travelling consumer these days? Once upon a time, food 'on the go' was a matter of the traveller being grateful for anything they could get, but do we now believe that the traveller expects every bit the same quality from a passing-through site as from a destination site?

"The travelling consumer wants fresh, good food, quickly – they have discerning tastes and need to be confident of the ability to manage their time. Service which recognises this need is crucial."

The very curious aspect of Soho is that some sites look fast, efficient, and 'corporate', and yet a couple of them look quite delightfully traditional, relaxed, and independent. Does Soho have a split personality, or simply an understanding of the right site in the right place?

"The word 'corporate' is often used in an almost derogatory way," Penny told us. "Replace the word with 'tailored and flexed to meet the needs of different markets!'"

"Our Worcester and Cheltenham stores are the equivalent of the pub 'local' – they belong to their towns and we want them to retain their roots and personality."

"We deliberately encourage all our managers to stamp their own personality on the stores through music, merchandising, local charity support and understanding the right type of service – a business customer rushing through to grab his plane will not want to chat, but mums out shopping with young children are happy not to be rushed and to see their children spoken with."

"On a service area, we come across differently from the giants because we have a more informal approach. Our marketing materials are non-traditional and our staff are encouraged to have a

# Soho and the art of a split personality



The two faces of Soho - the 'local' and the busy transport site



view which reflects in the pride they have in their work.

"So yes, we absolutely have a split personality – because our staff are encouraged to recognise individual customer requirements!"

Soho Coffee has a policy of supporting local suppliers - difficult, with stores in Manchester, Dublin and the ones abroad.

"Our coffee is non-negotiable, but our food allows us to embrace local ingredients – we use Irish meats and cheeses in Dublin, and Spain uses great quality local meats and cheeses. What's in the fresh fruit pot in Las Palmas is all grown on the island!"

"We always need to gain the advantage of combined volume purchasing, but we do try to embrace the indigenous ingredients of the locality in which we operate."

The coffee roaster is Greenhill Coffee, based in the Forest of Dean, and the Soho blend is central American Fairtrade.

Notably, Soho has a food-waste policy – where possible, it gives surplus stock to local work with the homeless. The astonishing thing is that the local press has reported donations of £20,000 worth of food a year, such a vast amount that *Coffee House* felt we

## Best Beans - a brand for independents

Best Coffee Beans of Cheltenham is the latest supplier to concentrate on the independent trade – it has launched Italian Coffee Shop, a range of coffees designed for privately-run coffee shops.



"Soaring coffee prices are a concern for coffee shops fighting to win customers away from the chains," the company's Paul Siddall told us. "There is a gap for a strong independent brand, so we have developed an espresso blend which allows us to offer a much better price, on a great-tasting freshly roasted coffee."

The new range does not carry the familiar certifications, but Paul Siddall says he is happy with his sourcing.

"This fits with our ethical policy, in that we know the sources of the beans are certified farms or farms where there is a known programme to support the welfare of the local community, and minimal non-organic methods."

"I don't want price to be the issue, but I think about £55 per 6kg case is fantastic value for a coffee which is very Italian in style."



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Steven Prime, an Esquires franchisee, is to cycle from North Carolina to California in aid of Coffee Kids - 3,000 miles in 30 days.

The *Dawn of a New Reality* report from the Local Data Company follows up our recent story on café closures. The highest 'negative performer' sector in retail closures is indeed... cafes. Local Data's Matthew Hopkinson tells us that he thinks this is largely down to so many people opening up beverage outlets as 'a lifestyle choice on a low or incentivised rent', and finding the return was not what they hoped.

The bubble-tea concept is arriving in Britain, with the launch of Bubbleology, promoted as the UK's first such café, in Rupert Street, in Soho in London. The product originated in Taiwan, and is formed of a red, white or green tea base which is infused with fruit flavourings, with the unique addition of Tapioca pearls at the bottom. We recall reporting a couple of years ago that although there were many thousands of bubble-tea cafes and stalls operating in Taiwan at the height of the craze, that many of them had gone bust and lost their investment... this, we are told, was due to far too many 'me-too' businesses opening up based more on hope than strategy.

Lord Carnarvon, owner of Highclere Castle, (where the TV series *Downton Abbey* is filmed) has been refused permission for a tea-room in his old stable block because of bat

droppings - they're a protected species, and now he has to have experts in to do night-time surveys of the premises and chart bat activity before he will be told whether he can convert the building for catering.

Property Week has reported that a Rwandan coffee business, Bourbon Coffee, has hired consultants to find it a central London café site.

The first Utz Certified cocoa beans from Ghana to appear on the market will be from the Dutch chocolate company Barry Callebaut, who say that interest in certified cocoa has grown noticeably in recent years, as it did with coffee.

The new St Ali coffee company in London has a story behind its name - it's the latest Aussie company to arrive, and they say the name refers to the patron saint of coffee. There is a generally-accepted patron saint of coffee-houses - St Drogo, who is also the patron saint of unattractive people (!), and Marco D'Aviano was, admirably, beatified in 2003 for his services to cappuccino...

Costa has been criticised for 'arrogant disregard of planning rules' in Cambridge, where the franchisee has been given a trial period of permission to open until 8pm, despite local residents claiming that he has already been doing so without permission. A local councillor has criticised cafes' 'disregard' for planning rules.

## More human and animal abuse alleged in supply chain



A compelling, if not entirely welcome, report is *What's in your Cuppa?*, produced by the *Ecologist*. It's a report on alleged human rights abuses and other problems in the tea and sugar supply chains, and the alleged battery-farming of milk cows, both in the US and what had been a proposed 'mega-dairy' in Britain. The editor has it on PDF if you care for a copy. John Hilary, executive director at War on Want, said: "Another example of the abuse which overseas workers suffer in supplying goods to British companies."

This is, apparently, perfectly serious. A chap in Cleckheaton is such a fan of Tetley tea that he has had the Tea Folk, all seven of them, tattooed on his arm and across his back. He told the local paper: 'people might think I'm mad but it's my back and it's my skin. It's a work of art'.



Picture source: unknown

Taylor's of Harrogate will for the first time have a chief executive from outside the founding family - with the retirement of Jonathan Wild, Andrew Baker will take over after a career with Duchy Originals, Cadbury and Tate & Lyle.



Isn't this a fine-looking little espresso machine? It is called the Norwegian Coffee Experience, the response to a design assignment at the Oslo School of Design - students were required to produce a new espresso machine. It is of wooden planks, sliced 1.5cm thick and contoured by hand. But what of the resulting coffee, we asked - back came the unfortunate confession: "as of now, it has no internal components..."

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# A show of challenges...

This year's Caffe Culture show is going to be a challenging one – because so many exhibitors are coming along with a determined aim to put forward their argument, even if it does not fit with the trade's accepted ways of thinking.

The most dramatic challenges of the entire show are all based on sound operational questions. The subject of the food offer in coffee-houses has never ever been properly established, claims Merrychef – so the challenge is to get them to create a full hot breakfast, in one machine, in one minute and thirty-five seconds.

It is noticeable that several exhibitors are concerned with silence. At Ceado grinders (with Drury), the argument is that while a rattling grinder has always been part of the traditional coffee-bar, in other venues it is a complete nuisance – so the quiet grinder has appeared. Magrini makes exactly the same argument in support of its new Vitamix grinder, and at Nelson, the challenge is of a silent under-counter dishwasher.

Caffe Society challenges the shopfitting community that its work is too expensive and too lengthy – and you can see the 'café in a box' which makes up its own stand.



Sielaff's challenge is that it has 'the most versatile bean-to-cup at the show', and Scanomat challenges visitors to come and see how its unique under-the-counter bean-to-cup machine is refilled.

The entire tea industry always says that the cafe trade does not understand its product properly, and does not make the best of it – and this year, the show's organisers have quite deliberately challenged the tea sector to put its case for better and more profitable tea.

And what will be the biggest challenge of all? We suspect it will be at Nescafe, which appears with its Milano, challenging the rest of the trade to come and taste for itself whether 'speciality' drinks can be produced from soluble coffee.

All these challenges wait to be taken up by the visiting trade!

*(Late exhibitor information will be updated until the opening of the show, on this magazine's website)*

*Caffe Culture 2011 will be held on 18-19 May 2011 at Olympia, London. Opening times are: Wednesday 18 May, from 9:30 to 18:00, and on Thursday 19 May from 9:30 to 17:00.*

# Cosy chats and profitable cookies

## BEYOND THE BEAN E20

Beyond the Bean, under its previous identity, was a pioneer of supply to the coffee house trade well before the boom – next year will be its fifteenth in the trade. This year, it has three major developments on show.

First is the Cosy tea range, the one with the pack designs based on knitting patterns. It was on show in prototype form last year, but is now available to the trade.

"We started getting this ready last September, and it takes a long time to develop a product and get the certification, so it's still very new," says Bean's Paul Maxwell.

"It's now going into a lot of independent 'hot beverage shops' as opposed to coffee-lover shops, and it's being bought by those who like unusual drinks rather than the obvious brands. They are making a big thing of the distinctive appearance – we've already gone through 600 display stands, and those stands are more than just 'point of sale'. They're almost functional furniture!"

Although the concept of iced tea has yet to make the big breakthrough here, the new Sweetbird product has already done well in Asia and the USA.



Paul Maxwell, ready to talk cookies

"In the UK in summer, the value of it is that it is a simple way to produce a good result – we've done all the hard work, in getting the taste correct.

Compared to coffee, in which you can have the best beans in the world and still get a bad result, this is straightforward and a very profitable 12oz drink."

The Byron Bay Cookie range has recently performed well as a premium product.

"You see a lot of operators step down in quality when times get difficult, but this hasn't happened with Byron Bay," says Paul Maxwell. "We now see consumers rationalise this as a treat – they have decided, 'I'm going to relax for a bit, and I'll have a nice cookie!'"



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## ANFIM C7

This is the British branch of a notable French grinder company – a pioneer in the concept of vertical 'no-mess' delivery of coffee grounds. The grinder has been selected for use in barista championships.



Mario Monfrini,  
founder of Anfim  
grinders

## ARLA K30

This is one of the country's main milk brands, and for several years has sponsored the barista championships. Its point of difference is a particular method of milk 'filtering', producing a product that does give a very distinctive brand taste profile. There are mobile coffee caterers who choose the brand for assurance of performance in changeable conditions.

## ASHBOURNE FOODS C6

A range of food goods with the aim of being 'best in class' in terms of taste. The new Naturally Nutritious range uses natural ingredients wherever possible, no trans-fats, GM ingredients, or artificial colours or flavours, all eggs are free range, and preservatives are at a minimum. The Naturally Nutritious bars are certified by the Vegetarian Society.

## BONZER G6

This is a brand of equipment dispenser. A notable product will be cup and lid dispensers, intended to remove clutter from the service counter. The helter-skelter thing is, we think, for cupcakes.



## BOTTLEGREEN K8

In April, Bottlegreen became the first FMCG brand to work with the Fashion Targets Breast Cancer campaign, designing three limited-edition bottles and putting a percentage of sales to the charity. The brand will be looking to talk about style in soft drinks.

## BRECKLAND ORCHARD H35

Claire Martinsen of Breckland Orchard has invented a new concept in soft drinks – the theory of 'posh pop'. This is her sloe flavour, a 'grown-up lemonade' which is, it seems, the only carbonated soft drink range made in East Anglia. The 'posh pop' joins her unusual flavours, strawberry and rhubarb and ginger beer with chilli. In two years, the brand has grown to 400 trade customers.



## BRODIES K16

This, in its traditional form, is the Scots company which may possibly be directly linked to the man who created the first English Breakfast tea. Today, it is the roaster which invented the Dynamic Volcanic range of espressos, but has recently come under the Segafredo empire. "There are some fantastically loyal Segafredo agents in several parts of the UK," says managing director Ralph Lutton. "It is 'a truly iconic Italian brand', which is huge worldwide - in Italy, it's the largest foodservice brand, and is close to Lavazza, which is the largest in retail."



A typical Puccino's cup design

The La San Marco espresso machine company is a sister company, and is the third-largest maker of traditional espresso machines in the world. Its new range of touch-technology machines will be on show.

The company will also be inviting interest in its Puccino's Worldwide franchises, which have grown to around three dozen in the UK, and a few in Egypt and New Zealand. This is the brand with a taste in design and slogans which really do merit the word 'quirky'. "We're almost all in rail stations, although the second high-street site is about to open," says Ralph Lutton. "We have some terrific franchisees - you don't want franchisees to be robots, and if you get a good team in a good site, you've got the key to a good coffee bar."

## BUNN G32

This imaginative developer of coffee brewers will be demonstrating some techniques on its Trifecta machine, the one which allows for some very precise brewing parameters. "We will be brewing a number of single origins on the Trifecta," says Bunn's David Locker. "We will have three airpots, containing the same coffee, brewed in different ways to produce different taste profiles. This is not to find a 'best cup', but to show the flexibility in our equipment and how to get different tastes out of their coffee."



The Trifecta

## BUNZL J27

Bunzl has two new products, Metro Cup and TableSmart. Metro Cup is a new range of disposable hot cups, which claim 'exclusive designs never before seen in the UK'. TableSmart is a napkin and tissue range. Apparently

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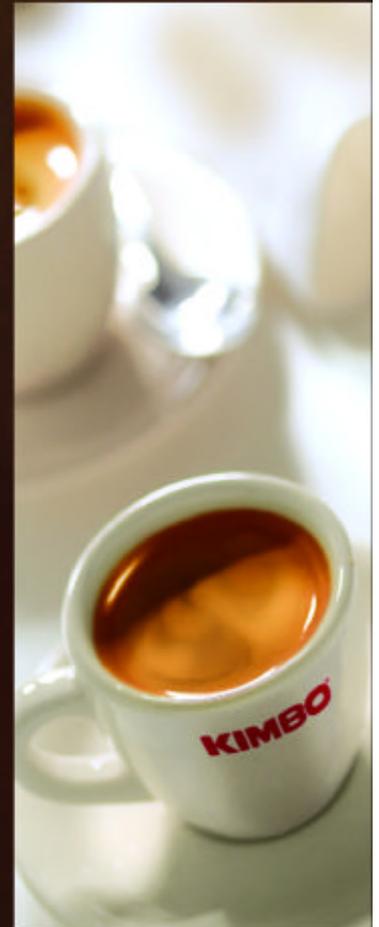
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L'ecceellenza dell'espresso al bar

the UK is experiencing very high growth rates in napkin sales, and the new range is created to follow the new interest in the subject.

### CAFEDIRECT D28

There will be a serious amount of tasting being done at the Cafedirect stand. The brand's single-origin Fairtrade coffees will be the subject of tasting sessions with the assistant coffee procurement manager, and a hot chocolate workshop will feature its new Sao Tome product, with demonstrations from a chocolatier.



### CAFFE SOCIETY / BRASILIA

This stand (F12) will be its own demonstration. To show how the company's modular 'café in a box' system works, and how it is possible to create an entire coffee shop within a matter of days, the company is effectively moving its own training café down to London and re-assembling it for the show. There are, says the company's Steve Mooring, three ways to build a coffee shop, and the obvious ones may have hazards.

"You can hire the local joiner, which is cheap, but probably won't last. He won't understand the workings of a coffee bar, or the different powers required for the machines. Then you can hire shopfitters, who will ask double the price, and be on site for weeks.



The stand which is its own demonstration - Caffé Society's 'café in a box'

I can tell you nightmare tales of shopfitters and architects – I know a five-star hotel where the bar cost £28,000 and the espresso machine wouldn't fit in it, because the architect didn't understand our business.

"The third option is our café in a box, and our trade experience. We can say: 'no, don't put that there, this is why it won't work'. 'We aren't shopfitters or architects, but we have trade experience which has gone into a modular product which is built in a factory and can be on your site in 24 hours. We can talk about catering systems, front and back bar and the equipment which sits within them... but we won't suggest the colour of your walls. We will advise on the different kinds of Panini grill, but we won't recommend your sandwich fillings! We can discuss the range of coffee machines, and explain why there are many ways to skin a cat, and why two machines may do the job in different ways.

"There are already a couple of dozen of our modular cafes out in the field."

### CATERSALES B24

This will be a new range of 'workstations' for caterers, designed to allow for beverage making, washing-up, and juice/smoothie-making.

### CJ'S VEHICLES H16

This is a new company which builds high-end coffee and snack delivery vehicles. The package includes a bean-to-cup espresso machine, an energy-efficient water supply, tap, and a new bespoke-design oven with fan assisted temperature control. There is a new high-capacity fridge system. Power is from a new battery and inverter system, or all appliances can be run from a connection to a 240v supply.

### COFFEE EDUCATION NETWORK A19

This is the Australian company which launched its Perfect Espresso training books, CDs and DVDs into the UK last year. The idea is of a one-stop shop for practical staff training, and what we rather like about this set is that it does rather go beyond the obvious. The Workbook is a useful aide-memoire of what staff have learned, and the twenty wall charts are a useful immediate visual aid, and the CD/DVDs are equally practical. The part we really like is the customer service kit. This, it has often been observed, is where many talented baristas fall short (!) and this is a clever little set of simulated cafe situations, mainly in card form.



### COFFEETECH ASSIST D8

Now, this is a big subject! Everyone in the front line of the trade will know of the problems of coffee machine servicing, and it is widely said that a vast number of cafes have inadequate back-up... added to which, everyone will have come across the massive debate about espresso-machine inspections which followed last year's explosion. In recent weeks, two notable service and maintenance com-

panies, GVS Assist and Coffeetech, have merged into what is now possibly the largest machine-servicing operation of its kind. At this show, the new partners will appear together in public for the first time, and will launch the Coffee Theatre Insiders, a showcase facility for barista training and espresso machine testing.

### CREM INTERNATIONAL K35

One of our favourite new products will be on show at this stand - we are rather looking forward to seeing the capsule portafilter, which enables what we might call the 'Nespresso-type' container to be brewed on a conventional espresso machine. The machines to look out for are the C-Qube series, which are promoted with the ambitious phrase: 'this will change how people drink coffee in offices, canteens and board rooms round the world'. The machines feature an unusual combination of wholebean and powdered ingredients, with various water options (still, cold or sparkling). The really new part is the bag-in-box milk solution – it holds regular, semi-skimmed milk that has been pasteurised at ultra high temperatures and then packaged aseptically. The 5-litre container can be stored at room temperature, unopened, for five months; once in the machine, it has a life of several days.



Crem's capsule portafilter

### CUP PRINT D39

Extremely classy printer of takeaway cups with some genuinely unusual and eye-catching effects.

### DORSET FLAPJACKS A35

A range of flapjacks from the oatly traditional through to triple chocolate.

### DOUWE EGBERTS D30

This is the second bag-in-box milk solution at the show. Easy Milk is promoted as a high-quality, more hygienic bean-to-cup milk solution. "A lot of catering operators aspire to a high-quality bean-to-cup option, and they struggle to make it work because of the milk problem," the company's Paul Freeman tells us. "Ninety per cent of service calls to bean-to-cup machines are down to operator error around the milk and cleaning. This removes the hygiene problem. It's exclusive to us, it's a UHT, but we have done successful blind tests against manually-foamed milk. The machine is Swiss, a Schaeferer, so we now have the high quality beans and high-quality milk in a hi-tech machine.



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## DRAGO MOCAMBO J7

This is a German company working 'to create a unique authentic Italian coffee enjoyment', which is an intriguing prospect. The company will be demonstrating different flavour profiles.

## DRINK ME CHAI H10

One of the unexpected aspects of the progress of powdered chai was recently highlighted by the wholesaler Peros, who remarked that 'the ethnic market picks up on this product very well, particularly in universities



- while it is a powdered chai, which is unfamiliar, the product has a taste profile which many people from that area do find familiar'. We asked the company founder,

Amanda Hamilton, who said: "We can relate to this - it seems that there are many Asians who buy into convenience and to make a chai from scratch can take 40 minutes. We always hear comments on both the ease of preparation and of how it reminds them of 'how mother makes it at home'. I am now in the early stages of doing business in India and the concept of a western chai latte seems to be of great interest there." The two unexpected introductions she has made are flavoured chai and iced chai - "we can have fun with new flavours, and we have many cafe customers with blenders who have dual hot/iced use for the product. The iced mango chai is

## DRURY/COFFEE MACHINE Co. F13

The concept of the 'pyramid' or 'tri-angle' tea bag, which allows for better brewing of a larger-leaf tea, is already known, but Drury has taken it to a new level... the company has bought its own packaging machine, and in the weeks up to the show has been experimenting very happily with its weights and doses.

"We find that 3gm of breakfast tea, which is far more than conventional tea-bags use, gives a beautiful result," says Drury's Marco Olmi. "It's a big leaf that you think will burst through the bag, and we're delighted with it." Drury's stand will feature an entire tea bar, highlighting the new art deco packaging.

Meanwhile, the new Rancilio

delicious!" One new idea is a mini chai shake for kids.

## EUROPEAN WATERCARE B10

Nowhere else, says the company, can the caterer find such a range of water-filtration and treatment products in one place, with such a degree of advice and guidance on water and maintenance issues. The company wants to discuss the detailed specific needs of different kinds of coffee-brewing machines.

## FIESTA PLUS E12

This is a company specialising in the cezve, or jezva, or ibrik - this is the copper coffee pots, which the company



Classe 9 espresso machine will make its appearance. A notable feature of this machine is the use of LED light signals. The C-shaped steam control is retained - this needs only a quarter turn, and there are now longer steam wands, and also increased working space at the corner of the machine for milk work. Look out - or indeed, listen out - for the new Ceado grinder, which is one of the quietest models on the market.

delightfully describes as 'special saucepans with wooden handle'. The products are imported through a Russian partner company.

## FIRST CHOICE CATERING D12

Although British caterers and coffee shops understand the importance of water conservation, they are still pouring millions of litres down the drain every year, says this company. A major problem, says First Choice Catering, is in the pre-rinse spray, which rinses waste from plates before the main dishwasher cycle begins. After the initial tank fill, a modern dishwasher can use two litres to wash each rack of tableware - and the pre-rinse can use 15 litres a minute! The company will be talking about how to save the cost of this waste.

## FRACINO F30



Mobile coffee carts are going to become even more significant in the market over the next two years, says Britain's only maker of espresso machines. So the company will be demonstrating its gas-powered machines in the real situation, with a Coffee Latino coffee cart on the stand. Also being shown is the new Piccino, which is either for domestic or tiny-catering use, and which, unusually, features two boilers - the great problem with small machines is producing enough steam after the coffee has been brewed, and in a tiny restaurant, serving four cappuccinos together can sometimes be impossible.

## FRANKE H32

Pioneer in high-technology fully-automatic machines with quite remarkable features worth investigating.

## FRETWELL-DOWNING B34

This is a software company which specialises in the catering trade, and the new launch is a web-based system which has been designed specifically for cafés and independent restaurants. It simplifies back-office processes, such as automatically calculating profit margin by linking the item's selling price with the cost, and can help in nutritionally analysing menus.

## GAGGIA C12

There will be a new innovation on the espresso machines, an extra steam wand dedicated to automatic foaming when the baristas are busy. Curiously, the former UK distributor of Gaggia machines, Raj Beadle, will be on the stand - after his Gaggia UK closed in 2009, a direct result of the acquisition of the manufacturers by Phillips of Holland, he acquired six of the old company's retail sites and started up as Caffe Shop Ltd. The Gaggia service business was largely rescued by Watermark of Dublin, who are opening up their own site in the south of England very soon, and who have now taken Raj Beadle back on as their machine sub-distributor for the north.

## HALSSEN AND LYON H40

This is one of the world's big tea companies, and from its base in Hamburg it supplies many of what are thought of as the big English brands. Its most significant recent product, which has yet to catch on in a big way, is the answer to the problem of takeaway tea -



what do you do with the bag in a takeaway cup? In this version, the bag is drawn up into a holding container in the lid. We are still hoping to see a product which has yet to appear in the UK - the company has invented a completely new tea-pod, which can be brewed through an espresso portafilter, but no distributor here has yet clicked to it.

## INSTANTA L15

Instanta has upgraded its water boilers, bringing new and large-volume models, with newer diagnostics and a 7-day timer that allows the unit to be switched on and off much like a central heating boiler. A digital filter warning display will also be included to indicate the status of any associated water filters. The latest upgrade to the 1500 range includes LCD displays for the first time on a boiler in this price bracket, giving easy-to-read notification of the boiler status and also offers basic fault diagnosis and warnings of limescale build up.



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## JURA F35

This is the range which leaves the caterer spoiled for choice, claims the company - the Impressa range is a series of automatic machines designed to cover all forms of coffee-serving situation, from bar, conference area and restaurant to coffee shop. A fascinating addition to the range is the XF50, which is an entry-level model which takes speciality coffee into situations such as small offices, car showrooms, boutique shops and hairdressing salons.

## KIMBO C36

One of the most notable developments of recent times has been the capsule espresso concept, as originally invented by Nespresso. Kimbo, the Italian company which has now established its working base in the UK, has produced the Lola, a small capsule machine which works from a 13A plug, but has programmable settings, claims a 'superb' delivery of espresso, and has, usefully, a noticeably robust steam wand. When Kimbo bought itself a British company to form its platform here, it retained one of the new company's coffee blends, which has now become the Kimbo ethical blend. This is Kimbo Espresso Integrity, an all-Arabica coffee from Rainforest Alliance certified farms.

## LA SPAZIALE P32

Two entries in the 'competitively-priced' sector and a market shift in the filter market are the main points at La Spaziale. The new S2 machine gets its debut - this is a more stylish extension of the work brand started with the Special, its previous 'nice price' espresso machine. At the same time, there will be a new mid-priced grind-on-demand grinder by Mahlkoenig. This, says the company, is to help customers around the 'ludicrous' situation in which some operators are paying as much for their grinder as for their espresso machine. A specific grinder arrival is the FCG filter coffee model. This recognises that the filter market is moving away from the idea of pre-ground portion-controlled packs, towards well-measured grind-to-order coffee for filter service. The grinder features a control which allows for

## MERRYCHEF E32

This is one of the big challenges of the show. The question of food in beverage-led cafes is always a major issue, and Merrychef will be seeking to prove just how big a variety of hot food can be produced and served from one item of equipment.

"Nobody has established 'the coffee house food offer'," argues Merrychef's Simon Merrick. "There is no regular coffee house foodservice offer except panini machines, which are open to abuse - they can be hit-and-miss, and I've seen panini menus based on two and a half minutes for everything, and you know the cheese is going to burn you! So in most cafes, a panini is not an exact science - but our offer is!"

Merrychef will, effectively, be showing how a café can cook faster and better.

"Our unit works on three technologies, all of which can be working at the same time - an extremely hot cavity which can cook at high temperature, the 'impingement' technology which regulates the speed of the air hitting the product being cooked, and a variable microwave power. In a coffee shop, you are rarely cooking from raw. But, if you are toasting a sandwich, you certainly need the interior at the correct temperature, and the

ready grinding into pre-set measures, maybe for different sizes of cafetiere. "Growth in filter has been quick and exciting," says La Spaziale. "You no longer go into a coffee bar and not know what their filter offer is - there is now a big shift towards quality in filter coffee."

## MAGRINI G4

What's the big problem with blenders in retail? It's the noise, which is why Magrini is going to demonstrate the new Quiet One blender by Vitamix. "We've seen bars with five or six blenders all going at once," says the company's Amanda Grove. "If you can't hear your customer, that's bad news!" The maker has done a great deal of scientific comparison to back up its claims of quietness, and says that measurement shows it to



The Vitamix



Merrychef's 95-second breakfast

operate generally half as loud as competitor machines, or, in a particularly delightful phrase: "it operates at sound levels just slightly above normal conversation, while the competitors operate at sound levels equivalent to a running garbage disposal!" It is, we believe, already in one major high

exterior at the correct shade of brown. So you need to understand the regulation of different aspects of cooking performance - and that is what allows an independent café operator to develop their own menu."

The demonstration of this will be undertaken as a challenge - the complete breakfast in 95 seconds. Sausage, bacon, tomato, mushroom, omelette from a pre-cooked product, and hash browns, all on the one tray.

"The understanding of how this is done, in one unit, is what will dictate how the operator decides they can plan their own unique menu."

operate generally half as loud as competitor machines, or, in a particularly delightful phrase: "it operates at sound levels just slightly above normal conversation, while the competitors operate at sound levels equivalent to a running garbage disposal!" It is, we believe, already in one major high

street chain, but we aren't allowed to say which one.

## MELITTA G39

Melitta has a new counter-top machine - this is the compact Bar-cube 2, a fully automatic speciality coffee machine with the interesting facility that 'coffee strength can now be effortlessly micro-managed by three buttons, to offer a choice of pre-determined strength levels across the calibrated menu settings'. Equally fascinating is the option of a hot chocolate menu with dark or white chocolate, to be made with milk, water or a mixture of both.

We expect also to see the C35, promoted as 'perhaps the most sophisticated fully automatic, speciality coffee machine available - and unequivocally the smallest of its type'.

## MONIN (Bennett Opie) E36

This is one of the world's most notable names in flavoured syrups, and this year's launch is a surprising one - it is the Apple Pie syrup. This is a particularly fascinating flavour, in that what it attempts to do is to recreate not just the taste of an apple, but the sensation of baked apple with caramel and biscuit, and almost the mouthfeel of pie. It is known that a few years ago, a writer from the licensed-trade press challenged Monin to create an apple drink, on the grounds that this is the most popular dessert in pubs; this flavour may have been inspired by that event. It works in several situations, such as smoothies and shakes, and we believe that one of the major chains

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Best of Taste Winner 2011

Chai Latte

has taken it up for its overseas cafes.

Café owners will have seen that Monin currently has a contest running, for the best flavoured drink made with its syrups. As the closing date is shortly after Caffé Culture, this is the opportunity to come and get a winning idea from the brand's own staff!

### NELSON H28

The concept of energy savings, coupled with low operational noise, will be the very big subject from this ware-washing company. Nelson will be talking about how correct preparation, and proper use of undercounter space, can bring tangible operational benefits. The Speedwash Advantage is its most advanced dishwasher, and features new technology to recover heat from waste water, which then gets used to economically heat new wash water. There is a notable water-saving facility, and water efficiency is increased by a new wash arm which produces better-reaching water jets. As an under-counter machine, the noise level is particularly notable - it operates virtually silently, with what may be the lowest decibel rating available in the UK, equivalent to daytime noise levels in a quiet household.

### NESTLE PROFESSIONAL J32

In a show full of challenges, this is the most daring of all - and, to its great credit, Nescafé has accepted that. Head of beverage dispense Martin Thorpe is bringing his Milano concept to the show - yes, that's the one which offers speciality drinks from a soluble coffee base, saying that it 'serves a premium cup of coffee 30 per cent faster than a typical bean-to-cup machine', and probably even more challengingly, 'delivers a true roast-and-ground style quality coffee'. "Challenging? That's a fair summary of us at Caffé Culture!" responded Martin Thorpe when we put it to him. "It'll be unexpected for many people, to see us there - but we think it's quite the right place for us." And that is followed by the obvious chal-



### ROOIBOS B28

Now, here is an interesting development. Rooibos is the South African bush which produces needles which are ground into a kind of naturally caffeine-free tea. In recent months, there have been a couple of launches of rooibos in an espresso 'shot', and those who try it have made the same response - it's an acquired taste.

Now, Han Meerburg of the Rooibos company has told us the secret - rooibos works well with added flavour. "There are different grades of rooibos, and a 'clean' rooibos, with little stem content, is in the big brands' bags. In South Africa, we think the true



Rooibos - the secret is in adding a flavour!

character of rooibos is a blend of needle and stem. If you see little white particles in the tea, that's from the stem and gives you a full, rounded body.

"The espresso version appeared about four years ago. We saw it and thought it was an excellent concept - there's a world interest in 'wellness', and this is a good alternative to caffeine. The first attempts were a bit

lunge - you've heard about the Milano, so now come along and try the result.

### PUSSY A37

This is a curiosity. There have been many attempts in recent years at the ideal 'energy drink', or 'performance drink', and we put it to Pussy that frankly, some of them taste awful. "Yes, indeed," came the response. "They taste awful because of the additives and synthetics. Ours is an all-natural energy drink which is much lighter and fruitier, with a lychee flavour profile that makes it refreshing and palatable. You don't get the thick, syrup like taste as with the others." The energy lift comes from guarana and milk thistle, and somewhere in the recipe is Siberian ginseng and ginkgo bilboa.

### RATIONAL G7

This is the show's second challenge to the coffee-house trade about the standard of hot food offered in the sector. "It's one thing to toast a panini, quite another to cook 'proper' meals," says the company. The offered solution

messy - we got a little contamination when using the same group in the espresso machine, so we developed a pod. This took a couple of years, because getting the crema is important for the visual effect, and pod machines couldn't handle the intensity of it

at first. Now it works." The secret in getting a widely-acceptable taste, he reveals, is flavours - "we believe natural is the way to drink it, but we're not going to dictate it, so we do eight-teen flavours, from lemon, vanilla, blackcurrant, liquorice, cinnamon, citrus, to ginger. The biggest audience for these is females, aged 24-40." (We hear from elsewhere than honey goes well with rooibos).

is the SelfCooking Center, which can roast, poach, bake, toast, slow cook, fast cook, and grill, all in one unit. It is touted as the most advanced combi steamer on the market - it combines steam and dry heat, and the adjustability is extreme enough to cater for many different foods, yet easy enough to be understood by staff.

### SCANDINAVIAN SELECTION A11

The idea of the standard café high chair is that family meals should include the infant. What cafes really need is one which is sturdy, stackable, and easy to clean and move round. This one, says the maker, includes a unique feature by which staff can easily remove the top chair.

### SCANOMAT C24

Quite notably at Caffé Culture a couple of years ago, Marco introduced their coffee brewer in which a water heater sat beneath the counter, and only the tap and controls were visible at the top. Scanomat has now come up with something remarkable - the Top



Brewer is a bean-to-cup system with the entire mechanics and electronics all held under the counter, on a kind of runner system which allows for easy access and refilling. On the top of the counter is a flush-mounted control panel - one touch lights up the panel and the users can make their selection. We don't have pictures of how the unit fits under the counter, but are told that this will all come clear at the show.

### SIELAFF D24

Sielaff will be showing the Piacere and the CVT tabletop bean-to-cup coffee dispenser, with the CFS fresh brew vending machine. The Piacere has options of one or two grinders; the display machines will be making coffees using fresh milk and also using powdered milk. Sielaff's general manager, Karen Nash, has made the interesting suggestion that: "the Piacere is probably the most versatile bean-to-cup machine at the Show."



### SINGLE SOURCE E10

This is the company which is the leader in single-serve portions, quite typically sugar. The big new advance in this is that the company has installed an in-house print facility which takes the printing of sachets to a whole new level - up to now, the design of these things has had to be fairly simple, but now complex designs using photography and tone work to a very high standard, which can achieve remarkable results in the comparatively small space available. This will probably have a whole new effect on the promotional use of giveaway sachets, and an impact in turn on the world's collectors of sugar sachets - yes, an international brotherhood of them exists. Our read-

NEW

# espresso rosso

The natural choice



Espresso made from Rooibos is a South African invention that offers espresso lovers a healthier alternative.

Rooibos Limited have now introduced the Espresso Rosso pod, the natural choice for a delicious caffeine-free drink that does not compromise on the ritual, style and enjoyment of the espresso experience.



Come visit us at Caffé Culture 2011, stand no B28

ers will know that they are called 'sucrologists'! At the same time, Single Source has been developing ideas for



The stroopwafel

the more profitable saucer-side snack - the notable one is the Daelmans stroopwafel, which allows for a small one to be provided on the saucer, but the larger size can then be sold in a twin pack.

### SWISS PACK EUROPE D2

This is a manufacturer of flexible packaging materials, specialising in stand-up resealable packaging, coffee valve packaging, spout pouches and printed rewind rolls. It has recently made the world's first nylon filter degassing valve for coffee packaging.

### TEAPIGS



Nick Kilby of Teapigs

One of the early pioneers of the triangular 'pyramid' tea-bag format, which allows for a larger-leaf tea to be brewed fully, as it would be in a teapot - but without the mess.

### THE HANDMADE CAKE Co F10

The leader in the concept of cakes for the cafe trade which appear to be made on the premises, but aren't. They are, however, legitimately hand-made! A pioneer in recent trends such as cupcakes, but equally noted for sponges and traybakes.

### TRI-STAR D20



There's an eye-catching product here - the Great British range, designed for the vast number of national celebrations which come up regularly and always offer a promotional opportunity. The union flag now appears on the 4-cup PortaDrink carrier, on a 12oz cup, and on the medium-sized food and beverage carrier bag. Tri-Star will be making a donation from every case sold to the Help for Heroes charity. The PortaTray and PortaDrink carriers have aroused a certain amount of practical interest - the PortaTray is a flat-pack, pop-up drinks carrier that needs only half the storage space of traditional products. It splits

easily into two 2-cup trays if required. The carrier grips bottles and cups, and is said to be stable even at a 45-degree tilt. The PortaDrink is a one-handed carrier for up to four cups. An interesting idea from the company is to over-print the carriers with a loyalty 'card' to encourage re-use.

### VITA COCO L13

It is widely believed that an espresso should be served with a glass of water on the side. There is a better choice, says this company - serve natural coconut water, a fat-free and low-calorie palate cleanser with naturally occurring electrolytes.

### WENLOCK SPRING B27

Bottled spring water remains a good prospect for the café market, says Wenlock Spring. "Alternating coffee with water leads to good hydration," says the company's Matthew Orme. "Bottled water holds a significant share of the soft drinks sector in the UK and sales of locally sourced bottled water continue to rise. Correctly presented and served, bottled water can become a third profit centre for cafés and coffee houses, after beverages and food. It is an incremental sale to coffee and food, sold as an additional item for both sit-in and take-away customers. Encouraging the sale of combination deals where the consumer buys a sandwich, snack, a coffee and bottle of water will encourage an extra sale. Given the choice, customers are more likely to choose to buy rather than not to buy."

### WMF E8

WMF launches the latest version of its 2000S coffee machine, with single phase. Managing director Florian Lehmann says that following the successful launch of the first version of the small-footprint machine, the new machine that requires only a 13A plug has been devised to take the machine, and the speciality coffee offer, to a wider audience. And yet, he says, it is still a machine with a big enough throughput to serve as a queue-buster in busy situations. WMF also has its Alfi vacuum flasks, which are a direct descendant of a range first made in 1914. A particular eye-catcher is the WMF 'Coffee Culture' starter kit, a fascinating selection of cups, glasses and accessories. New items were launched to the range in January 2011, allowing interchangeability - a simple glass can be adapted into a lidded condiment holder, an egg cup with spoon holder, a bud vase or even a tea light holder. The starter kit contains over 100 pieces.

### YUM YUM BROS F1

This company began with a range of energy bars with natural ingredients, and has now moved into bars, slices, 'bites' and muffins. The original energy bar has now developed into different adult and kids' versions.

*We all obsess over coffee. What bean is it? Kopi Luwak is it? Cappuccino? Smashing. But what about the milk? It's 90% milk; and a tiny bit of coffee. More notice goes to those little foam doodles on lattes. But not a moment to consider that because CRAVENDALE's filtered, it makes the creamiest, silkiest, smoother than a cashmere goat singing Sinatra type milk foam. It's bonkers.*

**CRAVENDALE. THE MILK MATTERS.**

TheMilkMatters.co.uk

Consumers really are interested in the provenance of everything that goes into their coffee - and what's more, they trust the expertise of a barista to explain it to them. This was the interesting conclusion of a meeting last month.

The Yeo Valley milk brand, major sponsor of this year's Bath Coffee Festival, began its work for the event with an imaginative move - it reached out to the café world, and invited a collection of baristas right into its cowshed, to debate the question of what baristas really want from their milk.

Marketing director Ben Cull was ready to confess to them his lack of informed coffee-making knowledge, and told the baristas that indeed, many of the public know nothing about milk: "we had a school group visiting, and we were very politely asked if we could avoid the children seeing any blood, and any cows being killed. When we realised what they were getting at, we said 'don't worry, we milk them a different way here!'"

It has long been known that milk 'moves' - it is not a constant product, and it changes with the seasons. Yeo Valley understands the deliberate changing of mineral balance in the soil, which goes through to the cows as forage and silage, and changes the quality of milk; typically, feed is controlled by sowing white clover, which uses the power of the sun to naturally fix nitrogen into the soil. Milk is, says Ben Cull, the original solar-powered industry!

But what Yeo Valley wanted to know is: do baristas want a milk that moves and changes, or a static product that is absolutely predictable?

Among the visiting baristas, Max Colonna-Dashwood of Colonna and Small in Bath told the dairy man that varying characteristics are no problem - the more important thing is for a café to explain to a customer why it uses a certain milk. "If you tell a customer that you have a reason for the milk you use, then they're happy. They respect the fact that you have a reason for your choice." Do this, agreed Paul Whitehead of the Jika-Jika café, and the customer will accept it and be interested in your advice.

The debate led to a practical demonstration, some of which came as a surprise to the dairy. Appreciation of the effect that different milks had on various coffees, was something dairies have not widely considered.

"We were interested that the baristas like to advise what the consumer should drink, rather than asking them what they want," remarked Ben Cull. "It

# Baristas in the cowshed



was also interesting to hear that their customers were interested in their recommendation."

This prompted the idea of promoting the baristas' choices with point-of-sale material saying something like: 'this cafe has chosen to use Yeo Valley milk, which complements our choice of coffees and teas. Please ask the barista for details'.

Enthusiastic agreement to this came from both Ben Cull and John Taylerson, the maker of Malmesbury

flavoured syrups. Taylerson was, in a previous life, a dairy man, and now promotes regional foods in general.

"Max makes the point that if you explain why you use a milk, the customer will go along with it. We really should do more of this!"

"Explaining the provenance of all our products is an essential part of differentiating ourselves from the big boys, and I would be a big supporter of point-of-sale materials that explain where and what is in a cafe's coffee. I would



"We now feel we know about the things a barista looks for" - Ben Cull  
Meanwhile, baristas Paul Whitehead (left) and Max Colonna-Dashwood compare coffees made with different milks

be very keen to team up with other companies so that we can promote and explain the differences.

"The where, when and why of the milk, and any other ingredient, is a terrific thing to put before the customer. More detail for the consumer equates to less risk of ubiquity and commodity!"

Hearing such ideas from the trade helped a lot, said Ben Cull: "We now feel we can talk to café operators with a greater knowledge, now we know more about what they look for."

## International flavours on show at Bath

The second Bath Coffee Festival runs this month, on the weekend of 21st-22nd May, and after last year's event drew an enormous public attendance of around seven thousand, this year's show has a more impressive number of trade exhibitors.

An international 'world of coffee' is one festival theme, and there are indeed several exhibitors at Bath with roots on the other side of the world - Extract Coffee Roasters have a New Zealand background, while Green Cauldron Coffee grows its own beans on a 100-acre farm in Byron Bay, Australia. Romwa is a coffee brand from north-east Thailand, an origin which is well-known, but still a fraction unusual.

Meanwhile, Sea Island from London have whole business devoted to the exotic, unusual, and rare coffees of the world - it is at this stand that you may well find origins that you have never heard of before. There may even be a sample of the King of Tonga's royal coffee.

Coffee Cavern is a supplier which has said that it wants to support a charity with every sale it makes, and donates to Coffee Kids, who are themselves represented at Bath. This is the cause founded by an American green-bean buyer, who was so horrified at what he found on his first trip to origin that he immediately turned to



Tea from a samovar by Ronnefeldt

work on behalf of coffee farmers and their families. Another exhibitor, Cool Earth, has a similar aim - for every jar of coffee sold, it seeks to preserve one rainforest tree from logging.

At Cream Supplies, there will be the opportunity to see the Twist in action - this is the hand-held, gas-powered one-shot espresso machine that works with a flick of the wrist. Expect to find some 'red espresso' rooibos being brewed. Going along with the new school of thought that says rooibos tastes even better with added flavouring, we expect to see some interaction with the local flavouring company, Taylerson's syrups!

(Another exhibitor, Shelton's, is a flavouring company with a difference - it has pre-flavoured coffees sold in cube form).

Rather closer to home, Martin Carwardine is the family coffee-roast-

ing business from the nearby Mendip hills. This company also makes unique Somerset Teabags.

Lavazza will also be in Bath, showing its A Modo Mio capsule machine.

Tea is well represented and this magazine's local tea company will be on show - Tregothnan, the Cornish estate where the UK's only commercial tea estate was born of tea plants brought home by landed gentry explorers hundreds of years ago. The Chateau Rouge company says it has a similar mission to revive that same era of exploration and discovery, by bringing in a range of unusual premium teas, and we are looking forward to the one from the only tea estate in the Himalayan kingdom of Sikkim. It is said to be similar to the neighbouring Darjeeling, although from much younger bushes.

The Cup of Tea company distributes Ronnefeldt, the extremely classy tea found in five-star hotels all round Europe. The company has a fascinating range of accessories, and we are promised the sight of a real operational samovar.

There's going to be a lot of chai at this year's event. "If you're looking for a sweet and healthy alternative to hot chocolate, you'll find everything you want in a luxurious cup of chai," says the Chai Chai company. Look in particular for their 'feisty, scrumptious' Masala Chai.

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# Going hyperlocal...

One of the directors of Caffe Nero has launched a new 'social networking' facility which may offer promotional possibilities for independent coffee-houses, with promotions targeted within their own communities.

Paul Ettinger, business development director of Nero, is a founding partner of [www.streetlife.com](http://www.streetlife.com), a hyper-local community website. In theory, it stretches across Britain - but in practical terms, members interact only with people in their own areas.

What is the point of yet another 'social network'? We have all been told for years that online social networking is where it's at, to the degree that even many in the trade cannot now exist without 'tweeting' constant inane comments on Twitter. Why encourage it?

"Although social networking is a massive global phenomenon, it is largely aimed at a young audience, and it is still impersonal, and doesn't help you get to know your neighbours," Ettinger told us. "A 'neighbourhood site' is different - in a world where people don't knock on neighbours' doors any more, we have massively increased contact between people in the same district."

Streetlife is Ettinger's second attempt at this. He first founded the site [Meetme4oracoffee.com](http://Meetme4oracoffee.com), but found that other developers had taken the same idea further, and they joined forces. The test Streetlife site has been in south London, where 10,000 users have signed up within a few months.

They interact with each other and swap skills, sell garden plants, hire help, sell handcraft skills. And businesses promote locally, being permitted for a small membership charge to offer local 'deals' which are time-limited, checked and verified by moderators, and e-mailed to members who choose to receive them.

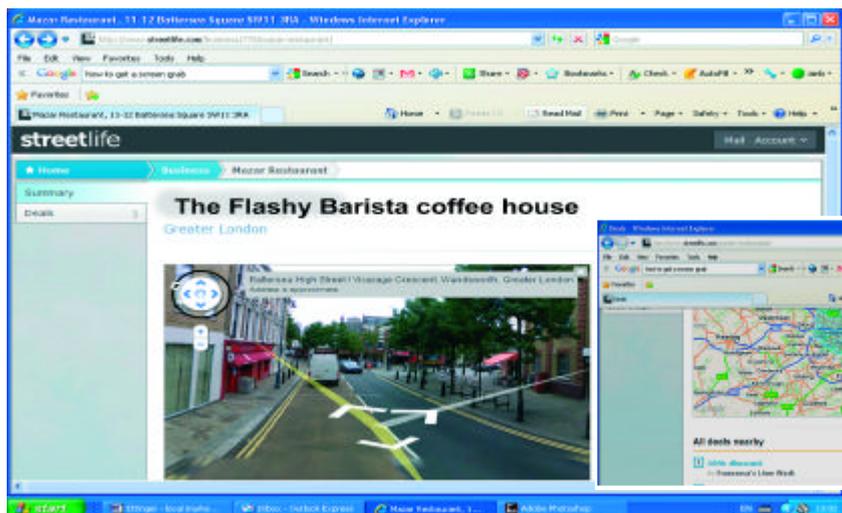
"This is far better than local leafletting, which is 'ungreen', and generally has no effect at all!" says Ettinger. "On Streetlife, members choose to receive these offers. I'm happy with the volume I'm getting, and if it gets too big, we may introduce filters: 'I don't want any pizza ads'."

"Recently, I have used the site to give away a second hand TV, find a local carpenter, find part-time staff for my wife's physiotherapy practice, and set up a neighbourhood watch group. I also use it to keep up with local planning applications and local news."

A 'local' area is limited. In London, it may be a member's own street and six others, while in the country it may be four surrounding villages. The member can choose to widen their area, but crucially, cannot 'interact' outside their local neighbourhood. This means that no big business can blanket the entire country with marketing, unless it takes the trouble to physically join every single local neighbourhood group.

What does this mean for a local café?

"I have been to my local coffee bars



*in a world where people don't knock on their neighbours' doors any more, we have massively increased contact between people in the same district."*

*- Paul Ettinger contemplates his new website*

and asked them what they want to be able to do.

"If I ran an independent café, I would describe my coffee bar and opening hours, and link to my website. That's free. Now, if I needed to attract more customers on my quiet times, I'd send out a deal. I'd say: 'on Tuesday and Wednesday between 2 and 5pm, come in for a relax and a half-price cake'. Or I'd say to local businesses: 'use my back room as your meeting room for

nothing, just buy the coffee and sandwiches'.

"As you specify the period of a deal, you put one up for a week and see what happens."

Many coffee businesses are not literate in promoting themselves by Facebook, Twitter, i-phone apps, or any similar networking method. Many coffee roasters who sell effectively online say they really haven't a clue

how their customers found them; many use Twitter just as an inane conversation tool. How can small businesses best use hyper-local networking?

"The clue is to keep it simple," says Paul Ettinger. "A common mistake is that too many websites are too complicated - this isn't. It's deliberately simple, so that small businesses can just put aside a quick ten minutes to put up their offer of the week - that'll do it!"

## Social networking - making it work

**A quite remarkable number of beverage trade companies, from all parts of the supply chain, are now involved in 'social networking', and have Twitter accounts, write blogs, broadcast YouTube videos, and interact through various professional connection websites. But how many are making the most of it?**

Starbucks are reckoned to be the world's leading 'social marketers', being the first to have over ten million fans on Facebook, and the number one Tweeted brand.

Starbucks states that the numbers don't matter - the important thing is that they use social media to get their messages out, and one thing they do understand is that the social media messages have to be genuine. There was once a classic case of a brand hiring its PR agency to do its Twitter and Facebook, only to be widely derided when they were exposed. By contrast, Starbucks' UK MD, Darcy Willson-Rymer, does actually do his own Twittering... and often from his own cafes, which is its own quick promotional comment.

There are divided opinions about social media content. All consultants say that 'engaging' and 'fun interaction' is valuable, but more brands now say that the link between that and business has to be better managed.

"You're not making the most of it if potential visitors aren't following you back to your website," says one consultant. Interestingly, Starbucks agrees, saying that the only good social media content is meaningful

content. In its own case, the brand pointed followers to a website called 'My Starbucks Idea', where they could make suggestions. The first one inspired Starbucks to overhaul its wi-fi service.

Another e-commerce consultant says "it's no longer enough to simply 'interact'. Consumers are hungry for promotions, discounts and giveaways - 65 per cent of people who 'follow' brands on Facebook and Twitter expect coupons and deals. Compare that to the 42 per cent who said they follow for enhanced customer service, and you get the picture."

The key, it is said, is defining goals. Vast numbers of companies are on Twitter, but clutter up cyberspace with pointless comments such as: 'wow, I need a coffee', without thinking about how to benefit from someone reading the remark.

Consultant Paul Nurser recently addressed the BSA on the subject. He told us: "A lot of online business in the coffee trade is accidental, in that people don't know how customers found them. My advice is to set up Facebook and Twitter, and expect a gradual fix - take some months, and then assess the interaction."

Another survey has criticised some of the UK's top 25 brands for poor online activity, assessing and scoring their activity. The best performers actually only scored very little of the marks available, as researchers found they were broadcasting, but not engaging - only half of the top retailers have a blog on their website, and none of them responded to questions posted in the 'comments' section!

The trade body for PR people has recently issued guidelines, and one PR allied to the beverage trade is Sharon Cain of Quest, who represents Fracino, and who gives consultations on the subject. She too stresses the importance of active engagement.

"Social media is about harnessing and sharing interesting content - every Tweet, blog post, YouTube video or LinkedIn discussion must add value to keep you 'in the conversation'. In that, it's similar with networking in the real world."

But what about all the irrelevant drivel on Twitter?

"You can't avoid it," says Paul Nurser, "but one good tip is - don't get dragged into the practice of writing rubbish yourself!"

## More trade news than ever!

50!

Next month will see the 50th issue of Coffee House – and to mark the occasion, we shall double our output, and become the trade's monthly news magazine.

The reason is this – there is no shortage of news in the beverage trade, and although we are already by far the most active news writers in the hot-drinks sector, the restrictions of a bi-monthly paper mean that we have been unable to report as much, and in as much depth, as we would like.

We shall still have our well-regarded e-mail news updates and newflashes, we shall still have our newsfeed, and we do hope we shall still be the most active writers representing the trade in the many other magazines we write for.

Bringing our news magazine out more frequently means that we shall probably have the facility to produce another 72,000 words of news a year.

We shall, as always, make them count in support of the trade!

## Costa sees big growth in 'speciality vending'

Costa is to open its first drive-coffee site through this month. The outlet is expected to open in Nottingham, with plans for six more already in hand, and it is part of a new drive which will also see development of the new Costa Express brand, featuring the expertise of its newly-acquired Coffee Nation subsidiary.

Costa is well beyond this year's goal of 250 new openings, set by the previous chief executive, who also planned a long-term target of 3,000 Costa stores by February 2015, half of them abroad. It is reported that investors have urged the new top man to increase that target, particularly in China, India, Russia, parts of central Europe and the Middle East.

It has been said that in these overseas markets, Costa wants to move quickly against Starbucks, which has already spoken of a vast increase in Chinese sites, and which has already put in place local partnerships for expansion in India.

In the UK, the new Costa Express format is likely to develop speciality coffee vending in hotels, and 'remote' sites such as airport departure gates.

Scott Martin, who led Coffee Nation up to the sale to Whitbread, and who now remains in position, told us:

"You could say that the acquisition flew in the face of Costa's own campaign against 'button-pushing' coffee, but we have done more than anyone else to change the public perception of coffee through a machine.

"We have proved that speciality coffee can go into areas which were not



Scott Martin: More Costa machines will become card-operated



previously thought of as venues for top coffee.

"As well as transport, we have already been in hospitals, education, and the workplace."

The majority of Coffee Nation machines work on a 'self-serve, pay at till' basis, but Scott Martin sees a big future in pay-vend, especially by card.

"About half of our sales in hospitals and universities are on card. We have machines in accident and emergency units doing 3-400 cups a day, and we have 24-hour machines in universities doing £75,000 a year, which is half the turnover of many coffee bars.

"This will definitely grow, and so will the contactless type of card, which is absolutely right for low-level transactions. I expect more of our machines will become 'pay at machine' instead of 'pay at till', and I expect they will get more clever, such as reading your Costa card and crediting your points."

## Aborigine help being sought on new Aussie coffee species

The Australian press has reported, with a fair deal of excitement, that botanists have discovered an unknown kind of coffee bean growing on Cape York, Queensland (that's the pointed part at the top right-hand corner of the country). A botanical expedition will set off this month into the 'rugged wilderness', as *The Australian* describes it, to collect specimens of the plant.

Although some Australian coffees are cultivated and are available in the UK, this discovery is said to be of a completely new species. The director of the Australian Tropical Herbarium has told the country's media: "We know almost nothing about it. It is the only native species of coffee found in the wild in Australia, and as far as we know, this species is not growing anywhere in cultivation."

Ethnobotanists are now said to be in contact with local Aboriginal medicine men in the hope of finding some anecdotal evidence that the plant may have been used by the first inhabitants of the area, which is famous for rock art said to be 38,000 years old.

New species are not a surprise in Australia - parts of the land are so remote that botanists register around 200 previously-unknown plants every year.



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