

# Boughton's

## COFFEE HOUSE



We don't usually promote our own magazine or our own work on our own front page... but we'll hope you'll allow us an exception this month.

At the Caffe Culture show, Kaldi will unveil his extremely funny, and slightly contentious, book *Coffee-house Capers*, about life in the cafe trade. It supports two charities, and will be 'launched' from the Kimbo stand, by the kind courtesy of that brand.

Orders can also be placed through [www.coffee-house.org.uk](http://www.coffee-house.org.uk)

## Bath takes the national coffee title



The city of Bath, already notable for running the first major independent regional coffee festival, has now distinguished itself in this year's barista championships. Maxwell Colonna-Dashwood, of the Colonna and Smalls coffee house, is the new UK national champion.

This follows the success of his colleague Peter Attridge in winning the UK latte art championship earlier in the year. The Coffee In Good Spirits title has also gone westwards, with Dan Fellowes from the Hub at St Ives winning that event.

Max will now represent the UK at the world finals in Vienna.

Story - page 5

## Marketing is what the cafe trade does worst, say Caffe Culture presenters!

This month's Caffe Culture show in London, the big annual trade show for people who run beverage businesses, has again made a point of concentrating on aspects of creative marketing as well as being 'simply' a product expo. Two intriguing new items have cropped up in this year's programme.

One is the re-appearance of the Irish consulting duo, the Coffee Boys, who are putting on a full-day seminar at the show based on the subject of marketing a coffee house. In typically challenging style, the two have said that 'marketing' is the single skill which the hospitality industry does worst!

"There is a simple truth about growing your café business," says Coffee Boy Johnny Richardson. "You do not grow your business by being better at the things you do. You grow your business by marketing the things you do well. And marketing is the most misunderstood skill in the coffee-bar business."

As a preview, they have made a free 'webinar' (an internet-based seminar) available. It is almost an hour long and can be seen online.

The free webinar can be seen at [www.thecoffeeboys.com](http://www.thecoffeeboys.com).



*"I think my marinario might be amberining the fenestrucchio behind my reversario..." To find out how not to talk in coffee-bar ordering language, look for this video, which may be the first of a series, to be featured by Taylerson's Malmesbury Syrups at the Caffe Culture Tasting Experience. But for a preview, visit [www.malmesburysyrups.co.uk/](http://www.malmesburysyrups.co.uk/)*

A late addition to the show programme is the Tasting Experience, a series of free sessions in which several speakers will discuss the practical subtleties of taste in various aspects of coffee-bar menu work. Taylor Street Baristas will speak about the key characteristics of coffee tastes, and Paul Eagles of the Kokoa Collection will present a sampling session to show the characteristics of single-origin drinking chocolates against familiar taste of 'everyday' hot chocolate.

Malcolm Ferris-Lay will handle the equivalent tea session, and John Taylerson of Malmesbury Syrups, the 'food and drink ambassador' for the Institute of Marketing, will speak on new flavour concepts which can make a difference to operating profit.

(A different kind of demonstration can be expected from the founder of Blendtec blenders, who will be showing blending skills by using unlikely objects - typically, he may well be blending mobile phones and broom handles!)



Scoop Malone, the top writer in the beverage trade press, brings you more meaningful trade news than any other magazine - and in far fewer pages!

May 2012

## IN THIS ISSUE...



### CAFFE CULTURE

It's time for the main trade expo of the coffee-house year - our preview begins on page 8.

### HIGH TIMES IN THE EAST END

The London festival drew thousands of fans - our report is on page 5.

### SWEETBIRD'S BOSS

Our featured interviewee this month is Jem Rogers of Beyond the Bean - page 6.

**NELSON**  
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The town council in Marlborough has voted unanimously to object to Caffè Nero opening in its high street, saying that it would do nothing for the vitality and viability of the town centre. But the application will be decided by the county council, who will put the application before the planning committee. The town council complained that Caffè Nero had started conversion work on a former clothes shop before its application had even been considered and heard objections which asked that 'wonderfully original Marlborough should be protected against the tyrants of the high street'.

My Coffee Stop, the coffee bar on Enfield Chase railway station, has been shortlisted in the 2012 Enfield Innovation Competition for its Ideas Station project. This runs outside business hours, and supports local business initiatives. The same café has also been selected by the Reading Agency to team up with Enfield Council and give out library joining packs, as part of a project called World Book Night.

The Smart Lid, the Australian product which features a colour-changing takeaway coffee cup lid to alert the consumer to the temperature of their drink, is now to be distributed in Scandinavia. The product is now available in 30 countries.

Andrea Illy, top man of the big Italian brand, has been appointed as the chairman of the promotion and development committee of the International Coffee Organisation. He intends to develop the ICO's role in promoting coffee rather than working with it as a commodity. He also wants to create a more active co-operative network involving coffee growers, roasters and retailers.

Twinnings is the latest brand to come up with a Queen's Jubilee product - it has put together the Jubilee blend, to be available from May. It features a malty second-flush Assam with a more mellow Chinese Yunnan. The blend is a limited-edition, and Twinnings says that caterers who want to make the most of this Jubilee-Olympics trading period really should be planning it now.

The Italian Beverage Company, the distributor of flavourings, chocolate, frappes, and smoothies and the holder of the Simply brand, has won a Queen's Award for export. It has been recognised for the 'outstanding achievement' of growing its overseas sales by over 250 per cent, to around £400,000, in the last three years. The company now has distributors in 40 countries, and last month opened an American office in Boca Raton, Florida.

Tetley is to become the sponsor of

family movies on Channel 5 on Sunday afternoons. The deal lasts for a year. Channel 5 says that the slot regularly gets audiences of over 2.5 million viewers.

Costa, despite having said to us last month that the idea of it selling into the home market was just rumour, will now indeed be seen in supermarkets. The chain has done a deal with Kraft which involves capsules of latte, cappuccino and Americano coffees being sold in a format to suit the Tassimo domestic machine. The products will go on sale in the south this month, and nationally in the autumn. There was formerly a relationship in which Kraft distributed some Starbucks-branded coffee, but that ended two years ago.

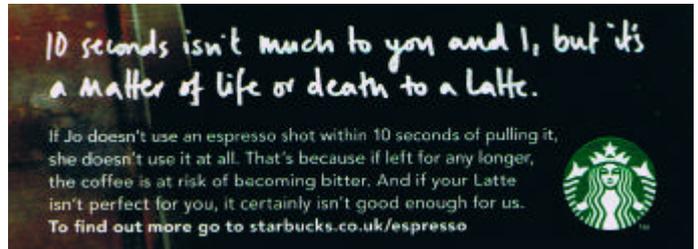
The latest in the never-ending saga of dogs in cafes has come from Cafe Cargo of Pendle in Lancashire. The café has launched a new menu just for dogs - it has 14 items on it, including three vegetarian options, all priced at £1.80. The owner, Thomas Randell, has said that around ten per cent of customers who come in with a dog will buy food, so the appearance of a special menu is intended to increase the likelihood of dog walkers staying and eating.

A team of secondary school students in Singapore have adopted a neighbourhood coffee shop toilet as part of a council project to promote hygienic practices in public restrooms. Students have been regularly maintaining the cleanliness of facilities at the café, and have created posters to raise awareness of the need for customers to take better care of restrooms. The coffee-house manager says the project has made his customers notably more considerate.

David 'Dai' Hughes of the Old Castle Café and Retreat in Llanelli has died at the age of 75, having run the café for 46 years.



*This giant cup is not a novelty - it is actually on sale online, is 33cm in diameter, and holds 20 cups of coffee, and is available from Firebox.com*



## Starbucks' promos pay off

**Although the general trade was critical of Starbucks' recent promotion of the extra espresso shot in its drinks, the tactic seems to have worked - sales of lattes and cappuccinos are reported to have risen by more than 9 per cent in the latest quarter.**

In general, the brand's sales outside the USA fell very slightly in the period, in which the company reported an operating loss of \$5.5 million (£3.4million) in the period to April. In the UK, the loss has been blamed on higher distribution costs.

However, it was in the UK that sales of cappuccinos and lattes also grew as the result of the 'extra shot' promotion, which was a March relaunch of Starbucks' most popular coffee varieties, when the coffee chain added an extra shot of Fairtrade espresso to its drinks.

Globally, Starbucks reported a revenue uplift of 15 per cent to \$3.2 billion (£1.9billion) in its second quarter. The chain also opened 176 stores globally in the period, including its 3,000th store in Asia.

Several members of the café trade were intrigued recently by a very large Starbucks advertisement which appeared in a colour supplement. The text of the ad suggested that a Starbucks barista had to serve a short of espresso within ten seconds of pulling it, or it would go bitter. The general opinion in a round-up by the magazine was that while espresso is indeed a volatile substance and subject to rapid change, the chances of always getting it to the customer within ten seconds were remote. "Another one to put in the 'mythical world of coffee lore' book!" said a London roaster.

## Benders invents the on-cup QR-code virtual scratchcard

**The Benders cup company is the latest to use QR codes on takeaway cups - it has worked with Nestlé on what it calls 'the first scratch and win digital coffee cup'.**



The idea is that Nescafé vending cups carry a QR code which, when scanned, leads to a Lucky Cup promotion with instant prizes from £50 and a top prize of a £2,500 holiday.

The novel feature of this turns out to be what happens when the QR is scanned into an i-phone. It brings up a kind of 'virtual scratch card' image.

"You rub over the panel with your finger as you would 'scratch' a card with a coin to gradually unveil if you are a winner," explains Benders' Helen Passmore.

"The digital scratch card effect is very realistic and a fantastic way to engage with customers and capture information and data."

Elsewhere, Printed Cups UK has said that it has already made available guidance on the wider use of QR codes on takeaway cups.



### Mr. Clive Balmforth

We regret to record the passing of Mr. Clive Balmforth, founder of Bolling Coffee Ltd, following a short illness.

"He founded the company in the late 70s, and would roast by day and deliver by night," his son Ian, the managing director of the business, told us. "This was at the very tricklings of the start of espresso, when nobody really understood it, and his customers were restaurants and cafes, at about one box a month. I took it on 21 years ago when my dad told me he was going to sell, and I said 'no, I'll run it!' - we worked together for a few months and then he retired gracefully.

"While the company is very different today, his values of honesty, integrity and 'doing the right thing' remain our guiding principles. We will always be grateful to him for his vision and commitment towards building our great company."

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# Pay-what-you-like cafes turn to franchising

A café owner in India has devised a concept in which everything in his business is free, from wi-fi to cakes. Customers at Ajay Jain's café in South Delhi can contribute whatever amount they like in a small box at the entrance, positioned in such a way that nobody can see what any other customer is giving.

"I have got everything from a torn five-rupee note to 500-rupee bills (about £7) and dollars and euros," says Jain.

The Kunzum Travel Café is now four years old, and gets about 100 customers on a weekday and double that at weekends. The 'treasure box' at the entrance gets an average of fifty rupees per cup - around 70p, but a good price in India. The takings from the box cover wages and power bills.

The increasing fame of the unusual business model has now added a second revenue stream with events like book readings and movie screenings that can bring 6,000 rupees for a two-hour booking.

An interesting development in the café is that the clientele has 'filtered itself' and no longer attracts backpackers who sit around the whole day paying nothing. The average customer is a 20-40 year-old professional, or an enthusiast for the travel films and 'alternative cinema' evenings that are put on. Crucially, these people sub-

scribe to the ethos of the business - a 27-year-old lawyer customer has spoken of paying around 100-150 rupees a visit, and says that on the one occasion he left without paying, he made a special return visit to settle up.

The concept of 'pay what you like' businesses has attracted the interest of economists and sociologists alike. They have speculated that there is a 'social norm' which drives people to pay even if they don't have to, and a more practical explanation is that consumers who like the atmosphere of such a venue will also pay because they simply do not want the place to close down.

Also in India, there is a pay-what-you-like restaurant chain that has operated for 26 years and has several branches, but that is a not-for-profit model. In both Australia and the US, there have been several profit-making businesses on the same model, and Ajay Jain says that his concept is sufficiently profitable for him to now consider franchising.

## Bat-processed coffee is on the way...

The latest of what might be termed 'novelty' coffees has a strange story behind it - Sea Island expects to have a world 'first' in its range soon, with 'bat coffee' from Costa Rica.

This is another coffee in which the beans are 'processed' by an animal, but unlike kopi luwak coffee, the beans are not digested by the creature involved. In this case, bats living in the forests surrounding the Coffea Diversa coffee garden in Costa Rica will feed on the coffee cherries, but are too small to swallow the beans.



"The bat breaks the skin of the ripe cherry with its teeth, feeds on the pulp and licks the sugar-rich mucilage, thereby initiating the 'processing' of the actual bean," Guy Wilmot told *Coffee House*.

"The bats' intervention is a uniquely natural coffee processing method since it is a combination of a 'fully washed' process, when the mucilage in some parts of the bean is removed by the bat feeding on it, and a 'natural'

process because some of the cherry skin is left on the bean which is subsequently sun dried. With the coffee beans being left on the tree and exposed to the sun, we have nature's own way of drying the coffee.

"The combination of two simultaneous coffee processing methods makes for an unusual cup, with a fruity and floral taste with a very delicate acidity."

## Greggs appears in design awards – and at smelly bus stops

Greggs, the large bakery chain which is beginning to flex its muscles more and more with regard to the coffee market, is to launch a 'Taste Rescue' which will highlight its coffee as part of its breakfast meal deals.

It will also introduce a new brand character, Professor Gregg T Bud, in a series of online videos about consumer food tastes and preferences, and in an 'app', and it will reportedly also begin a sensory outdoor advertising campaign that gives consumers the option to smell either a fresh

bacon roll or coffee. Certain 'smelly bus stops' in London, Manchester and Glasgow will waft the scent of bacon and fresh coffee at commuters.

Greggs' new Moment coffee-shop design has cropped up in the listing for this year's Restaurant and Bar design awards.

So, indeed, have the Boston Tea Party's Bristol site, BB's, and Small Batch Coffee in Hove. Perhaps rather more unexpectedly, so has Little Chef.

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**Boughton's Coffee House**  
is published by Ian Boughton and Trudi Roark from  
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Cornwall TR11 4BE  
Tel: 01326 311339  
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The news website is [www.coffee-house.org.uk](http://www.coffee-house.org.uk)  
The newsfeed is [boughtonscoffeehouse.wordpress.com](http://boughtonscoffeehouse.wordpress.com)

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This is a product which we haven't seen before - the Chocmotif, in which it is possible to sell a 'greetings card' which is not only made of chocolate and has a personalised message on it, but which can now carry a customised and edible colour picture.

The 'cards' come in a big display stand just like conventional greetings cards, and there are many standard pre-printed messages, for particular birthdays and so on. However, the target market may be a surprising one, says the company.

"You would think the big sellers would be the ones for 18th and 21st birthdays - but then you realise that there is a big market for the ones that say 40th and 50th, and older. There is not, it seems, a lot on offer for the older person in the gift market, and so these ones turn out to sell well."

The unique feature is the ability for the customer to have their preferred picture applied to the chocolate.

"We've devised a way of producing the edible colour picture. This means that the consumer can go to our website, upload pictures, and we will send the product out to them. For the coffee house, this becomes a service you can offer. We will give an operator a unique order code, so that we know who did the sale, and ideally in an internet café you sell the customer a coffee, take them to the computer and lead them through the process... and then you say 'come back on Thursday, have another coffee, and pick up your card!'"

"This idea has been very well received by café operators!"

The chocolate involved is a nut-free one from Barry Callebaut. The 'cards' come as a starter pack of 125 items and display stand for something around £250, and there is reckoned to be a 40 per cent margin.

**MARLEY COFFEE**  
*Stir it up.*

Bob Marley always said he would return to farming one day. With Marley Coffee, Bob's son, Rohan, fulfills the dream.

Following its success in North America, Marley Coffee is coming to the UK with a range of organic blends, including One Love, Buffalo Soldier and Lively Up, as well as the famous Jamaica Blue Mountain coffee.

For distribution and retail enquiries in the UK and overseas, please contact Guy Wilmot [guy@marleycoffee.com](mailto:guy@marleycoffee.com)

## United Coffee goes to the Japanese

One of the most significant coffee operations in the UK is to come under Japanese ownership - in a combination of companies with slightly-similar initials, UCC will acquire United Coffee, Europe's leading independent coffee group.

The transaction is expected to be completed very soon, and will create one of the five biggest independent coffee companies in the world. United Coffee will continue to trade in Europe under its current name.

UCC is Japan's largest producer of coffee. It has a turnover of 2.5 billion euros and employs 3,700 people, yet remains a family-owned company. It owns plantations in Jamaica and Hawaii.

United Coffee is based in Geneva and has a turnover of 422 million euros. It was formerly known as Drie Mollen, and its major acquisitions in the UK have been of the large Lyons coffee processing plant in Dartford, and then of what used to be the First Choice business, which built up a considerable trade in supplying big-name catering chains.

## Tea expo to hear credit-card strategies

The American coffee-bar owner and consultant Jack Groot, of JP's Coffee, has been invited to speak at the World Tea Expo, Las Vegas, in June, on a subject which is of deep and constant interest to everyone who runs a café - the matter of credit-card charges, and how to improve them.

It appears that American businesses have recently suffered from something called 'the enactment of the Durbin Act, a piece of the Dodd-Frank Amendment', which has had the result of punishing retailers whose average sale is a small one, such as a takeaway coffee. This in turn has resulted directly in Groot's project 'Credit and Debit Card Fees - How I Slashed my Costs by 43 per cent'.

"The Act, fully known as the Dodd-Frank Wall Street Reform and Consumer Protection Act, is a US federal law that places regulation of the financial industry in the hands of the government," Jack told *Coffee House*. "The legislation aims to prevent another significant financial crisis by creating new regulatory processes that enforce transparency and accountability.

"One of the main goals is to reduce federal dependence on the banks by subjecting them to a myriad of regulations and breaking up any companies that are 'too big to fail'. Banks are required to have 'funeral plans' for a swift and orderly shutdown in the event that they go under, and the Act seeks to eliminate the need for taxpayer-funded bailouts.

"The Durbin Amendment took effect in October. This required that the fees that banks charge retailers to process card transactions be 'reasonable and proportional' to the cost of processing. It was intended to reduce the swipe fee costs that retailers pay, but it has had the opposite effect.

"Retailers whose goods are cheaper, approximately \$15 or less, such as coffee shops and candy stores, now pay the maximum in interchange fees while banks have reduced rates for retailers who sell large-ticket items."

The general story of how Jack Groot calculated what his credit card sales really cost him, and how he changed his business, are on the blog site [www.coffee-groot.com](http://www.coffee-groot.com), and at this page: <http://bit.ly/sqNA1L>



We have seen many recent examples of the dual-business concept in which a cafe is also a bike shop, but this is the first time we've seen a bike used as a decoration in a conventional cafe. It's at Adrian Campbell-Howard's new Society cafe in Bath, where the idea is to create the ambience of an urban living room, with books, magazines, and so on.

The English Cheesecake Company says it has devised a 'unique portion marker', allowing for the serving of exact slices every time in their new range of individual loaf tin cakes. The range includes lemon and ginger stem, chocolate sachertorte, banana pecan maple, Sicilian lemon drizzle, and 'icky sticky toffee'. The sponge cakes can be stored at ambient temperature for five days. Each cake comes with a dual portion marker, allowing for either twelve portions of 21mm slices, or ten portions of 24mm slices.



# Local coffee festivals - the momentum increases



This was the scene in east London at 10.15am on the first public day of the London Coffee Festival. The surrounding areas of Brick Lane and Petticoat Lane were deserted - the queue for the coffee event stretched round two sides of the Old Truman Brewery.

The increasing taste for 'local' festivals centred on the subject of coffee was very noticeably endorsed at the London Coffee Festival in late-April. It is estimated that 12,000 coffee enthusiasts passed through the doors of the Brick Lane venue, a figure which seems quite credible, and it was equally noticeable that several of the exhibitors were, for long periods, facing impressive queues in front of their stands.

The event was held over three days, with the first of those days set aside as a trade-only event, and while a certain amount of trade business was being done later on, the last two days were quite clearly populated by the enthusiast and geek sectors.

There were some problems - the venue is not ideal in accessibility for those setting up show stands, the music stage was again far too loud and drowned out conversations at all surrounding stands, and some exhibitors had a problem in adapting their conversation to handle both professional trade visitors and home consumers who, in the context of a conventional 'trade' show, would be considered something of a nuisance - however, this event was clearly aimed at those consumers, and the purely-trade sup-

pliers who exhibited did so because they were perfectly well aware that the barista and coffee-shop operator communities would be out in force.

Indeed, the baristas were not only out in force, but worked in force - probably the longest queues to be constantly seen at the festival were at the La Marzocco stand, where it had been arranged that teams of baristas from

stand, the Union Hand-Roasted area (where they were actually demonstrating live roasting) and the make Decent Coffee lounge, which was run by United Coffee.

It was extremely noticeable that a lot of this public attention was given to the final stages of the UK barista championship, which drew a large and vocal crowd of a level not seen since the

origin with Union Hand-Roasted.

Maxwell used two different coffees roasted by Origin of Cornwall Coffee Roasters. "My signature drink was about using other tastes and aromas to explore the character of the Rwandan Rolindo by changing the way you taste it," he told us. "Ruby grapefruit juice and sparkling water tone the acidity down showcasing caramel and hops, whilst a spice infusion of star anise and root liquorice bring tart fruity notes back to the cup."

Maxwell will now go forward to the world event in Vienna next month. In the Brewers' Cup contest, James Bailey also came out on top, and will also represent the UK at the world event in June.

The Cup Tasters championship, in which contestants have to blind-taste and identify different coffees, was won by Lynsey Harley of United Coffee, who had not intended to enter but did so at the last moment - she too goes on to a world final.

At the festival, fundraising was much in evidence for the Project Waterfall charity project, in which Allegra Strategies propose to pay for clean drinking water in coffee-producing African countries. The organisers had held an awareness event the previous week, in which 80 supporters walked along the banks of the Thames, largely unaware that they would be required to make the return trip carrying water, to simulate the everyday experience of farming families.

"The highlight of the walk was meeting a busker from Ghana," reported organiser Jeffrey Young. "He said that we reminded him how, as a child, he used to have to walk from his village for water."

The show organisers, Allegra, showed a considerable extension of the publishing activity at the show. Following their London Coffee Guide, they have now produced a Belgium and Netherlands edition, and a New York Coffee Guide will appear in a few weeks time.



There is now no limit to where espresso can reach in London - this is Chris Salierno of La Marzocco with Jeffrey Young on the top of an old London bus. The La Marzocco machine sited above the stairwell really is operational.

many notable London cafes would work shifts as an 'artisan café'. It is quite possible that those baristas may not have known exactly what they were letting themselves in for - these turned out to be no easy shifts, but a constant rush-hour of serving. Very much the same picture could be seen at the Grumpy Mule stand, the Lavazza

world finals were in London in 2010. This was very much a crowd of the 'way to go!' school of applause, but the enthusiasm was an interesting pointer as to how future regional events elsewhere might organise themselves.

The final line-up for the championships did not go entirely according to the form book - some of the last six were indeed those who had always been expected to do well, but to general surprise (and approval) three of the finalists also qualified for the Union Hand-Roasted prize for first-time entrants.

The six finalists were Maxwell Colonna-Dashwood, James Bailey, Howard Barwick, Mark Lamberton, Dale Harris and Dan Fellows.

The scores for the top six were very close, with one point separating fifth and sixth places and three points between third and fourth. The title went to Maxwell Colonna-Dashwood, who took also the 'best cappuccino' award. Best espresso and best signature drink were won by James Bailey, who also took second prize overall, and the Best Newcomer award which wins a trip to

## Local festivals - Totnes makes its stand

The west country town of Totnes, which is said to be one of the highest-selling Fairtrade places in the UK, is organising an independent coffee festival. It is a two-week event to coincide with World Fairtrade Day on May 12, and will end with a barista competition in the Civic Square.

The venues taking part will run coffee-related promotions throughout the two weeks of the festival., customers can enter a prize draw by rating the 'coffee experience' at each venue, and there will be a public vote for the town's top café.

According to organiser Holly Tiffen, Totnes has "a really special and unique high street, home to a wealth of independent cafes and shops - unlike so many other British towns, Totnes has avoided the generic cloning of its town centre. As a result it is a creative, vibrant and attractive place to live and visit."

Interestingly, the organisers say that their event is intended to highlight the fact that the town does not want major chains moving in.

"The Independent Coffee Festival aims to send out a clear signal to any chain coffee shops that we are doing just fine for quality coffee venues and their presence would not be appropriate in Totnes." The event runs between Saturday, 5 May to Sunday 20th.

It is a curiosity of the modern café trade that many of the influential companies are young ones – this year we have seen many celebrations of businesses marking their first birthday, or their third, or fifth. Among all this, it comes as quite a surprise to find Beyond the Bean celebrating its fifteenth birthday – because, when it began, the speciality coffee industry barely existed.

Nor indeed did any reliable network of suppliers for many of the things which now exist behind today's coffee-bar counters.

Today, Beyond the Bean supplies these things in 40 countries, has offices in America, Italy and France, owns the Zuma, Sweetbird and Cosy brands, produced the first frappe product to win gold at the Great Taste awards, and is the first European company to win the 'best new product award' at the SCAA show in America.

It is a very significant supplier to the coffee-house trade.

Many of today's companies began from a dissatisfaction with some aspect of the business the owners are in, and so it is with this one. Jeremy ('Jem') Rogers and Nikki Portch were coffee-shop owners in Bristol, when, as so often happens with café owners, they had trouble sourcing supplies. So they went out and found what they needed, and began wholesaling these things to other café owners, under the name of Espresso Essentials.

As they came to launch their first brand, the Zuma collection of frappes, chai and hot chocolates, the supply side of the business began to take over. And it did so with what turned out to be a useful advantage – the service which evolved into Beyond the Bean was run by someone who had actually worked behind a counter. This was not a box-shifting sales operation, but a supplier which spoke the same language as coffee house owners.

How good was Jem Rogers as a café operator?

"As I recall, I was absolutely amazing... but really, my best place was behind the machine, where I was pretty good. At organising staff and placing orders, I was not.

"But having done it remains a key point. Today, if we sell something, we've used it - if I need to demonstrate, I can go behind a counter and make things."

And yet, Beyond the Bean today serves the café trade by working through a network of distributors. To what degree does this mean Jem can still claim to be close to the very sharp end of the trade and be absolutely au fait with the current state of the high-street café trade?

"This is a very valid question. It's always important to consider the amount of suppliers to the café trade who have never worked behind a counter.

"All our key staff come from an operational background - one ran a division

# The serious business of wackiness



"Never trust a man who, left alone with a tea cosy, doesn't try it on" - so said Billy Connolly. Jeremy Rogers in all-action pose at a Caffe Culture show

of London for Coffee Republic, another is very connected with the barista and roaster markets. We are very close to the market, and we are very aware that it is very easy to become removed from it... particularly if your business is just based on shifting boxes."

What the fledgling business had going for it was a willingness to look beyond the obvious products.

"In that we were 'all about good coffee', and that we were doing this before the start of what you might consider the boom, in about '97, we were really in at the beginning. We were not the first - in London, the Nero and Republic scene was going on, and in the west, Boston Tea Party was already going.

"We were called Metro, which I'm afraid was very uninventive, but I think we were probably one of the first with latte art, and we were the first with fresh smoothies. We were the first to import and offer frappe mixes, which turned out very fortunately to be just before Starbucks - at first we couldn't give them away, until Starbucks suddenly and helpfully let everyone know what a frappuccino was.

"The point at which we stopped serving drinks and became a supplier was when we had about three café sites. We were approached by an investment company at the time when everyone wanted to open a hundred shops, so the issue for us was whether to develop the wholesale side or go for a café chain."

The reason for moving into wholesaling was essentially to get farther away from what everyone else was doing. A curiosity of the coffee-supply chain is

## The COFFEE HOUSE interview

*"We were the first to offer frappe mixes – at first we couldn't give them away, until Starbucks helpfully let everyone know what a frappuccino was!"*

that there are many mid-level suppliers to the café fraternity, and not a lot of clear differentiation in products.

"Yes, there are several companies in more or less the same market as us, but my belief is that a lot of them work by supplying various different brands, whereas we tend to prefer to concentrate on our own products. I believe that's what makes us different, and I believe we are ahead of the game with new ideas. I believe we really are a leader and not a follower.

"The blended frappe mix was a 'first', but as a much larger company provided the tipping-point, we can't take sole credit for creating that market, although we certainly were part of it.

"We have just launched a chilli syrup - and what do you do with that? You add it to chai or to hot chocolate. One of our first three bottles at the recent

trade show in the States was 'stolen' by an extremely famous chocolate brand who, I'm very happy to say, proceeded to make some great chilli hot chocolate drinks with it."

(This of course goes right back to the beginning of the history of drinking chocolate - that's how Montezuma would have drunk his fifty cups a day in 1519).

His syrups are offered under the Sweetbird brand, which were launched with a quite aggressive argument to distance them from the rest of the coffee-flavourings market. At the time, Rogers reported being horrified to have learned what allegedly goes into some flavourings in the food trade (the question of 'animal charcoal' particularly upset him) and he set out to create something which could be truly 'natural'.

There is a school of thought which suggests that he 'inspired' some other brands to follow.

"There are important points here. I don't know exactly what other syrup companies do, but it is a known fact that a lot of sugar is produced by methods we don't like - research five or six years ago told us that a lot of sugar was processed this way, and of course, a lot of the content of a syrup is sugar.

"Our syrup was quite definitely the first to carry Vegan and Vegetarian Society certification. A couple of others now do that, and the only way they could have done so would have been to change their specifications.

"We were definitely ahead of the game in this, and although I see this trend increasing, and a lot of people following us down this route, I also see

a lot of people going the other way and re-introducing preservatives and additives, which astounds me. I think that operational and financial reasons are driving that.

"I am neither vegetarian nor vegan, but I do believe that if I sell something marked 'strawberry', then that should mean the ingredient is a strawberry, and not colouring from red beetles!"

This aspect of the products turns out to have gone down well in countries where dietary requirements are more strictly adhered to than in the UK.

"In every country, we have looked to develop a new product according to that country. I think that's the right attitude, and I wouldn't go to different countries thinking that 'what I've got will do'.

"So, we launched a thick Spanish-style hot chocolate which came from local demand there, but which we now make available to everyone else. The last two Sweetbird iced teas, the jasmine lime and the lemon passionfruit, were ideas from America, and they have turned out to be big in southern Mediterranean countries."

The Zuma and Sweetbird brands have recently been followed by Cosy, a tea range which includes both the expected teas and several imaginative herbal infusions. Quite typically, Beyond the Bean moved away from its former tea supplier for the specific reason of controlling its own product.

"When we were bringing in someone else's product, we were always very aware of our lack of ability to control new product development and ingredients. So we consulted a very experienced botanical expert, who became our tea buyer.

"What most people do to create a tea brand is to go to the big tea companies in Germany and see what they have on the shelf. We didn't go to their 'tea supermarket' and just put our label on someone else's product. The base products of all our herbal teas are bought direct, and we pack it in China."

His most notable brand launch was of Byron Bay cookies, which are made on the east coast of Australia. His launch met with the obvious reaction from competitors - how on earth could a biscuit travel 12,000 miles and still be fresh?

It was not long before a British baking operation was set up, handled by an extremely well-known craft bakery who keep their own identity well away from the Australian product, and new products followed. The extremely soft strawberries and cream cookie, promoted as a 'Wimbledon and English summer' product, was launched as a new kind of biscuit for the café trade. There have been tea-rooms who priced a tea-and-cookie 'deal' on their menus.

Was the Byron Bay move to manufacturing in Britain just desirable, or essential? There was certainly a distinct and immediate difference in freshness as soon as manufacturing came

to the UK, and the whole thing moved up a gear.

"Yes, we had to move operations here," acknowledges Jem Rogers. "It wasn't economically practical, and from an environmental perspective it wasn't at all good. You can imagine that at any one time there could have been container loads of hundreds of thousands of cookies out on the high seas, and a lot of people were not happy with this 'food miles' aspect.

*"We don't believe in 'wackiness' for the sake of it... because when the market sees through your fake wackiness, they'll think your whole business is nonsense."*

*- Jem Rogers on the Sweetbird character*



"A lot were air-freighted, which was fresher, but when we came to produce the cookies in the UK, we were able to have a say in the ingredients and guide them by our own principles - the eggs became free-range, and we knew there were no unnecessary additives.

"The strawberries and cream cookie was a direct result of our influence, and was made in the UK from the start. The limited-edition cookie which followed it, the lemon and macadamia, was a long-time Australian best-seller before we introduced it here."

Byron Bay did make a name for itself in the coffee-house sector, which is a surprisingly rare thing for a 'snack' item. There are relatively few branded snacks in the sector, which makes selecting and stocking cakes and biscuits a headache for the café operator... the choice is to go down an anonymous commodity route, or stock the same big names as everyone else.

"If it were still me in the coffee shop, I would make my decision on the basis of quality, availability and economics, and probably in that order... although in some places it clearly isn't!

"To a degree, you have to follow demand, in that customers in coffee bars are led by habit, and that means you have a contradiction between balancing what they want, which may not be exciting, with the introduction of new ideas. Cupcakes and muffins are not that exciting, and can vary immensely. We shall have some stuff coming out in the next few months which will help the café operator define their offer better."

However, he observes, chasing new products for the sake of it is not always the formula for a successful café. Even at a time when some people have complained that the coffee-house scene is getting stale, the secret to a successful business may come from looking again at the very basic elements of a coffee house.

"The argument about the freshness

of the scene, or not, will always continue. We do see a lot of good things still happening, and you must accept that you do not have to keep re-inventing the wheel - you don't always have to look for something entirely new. The basis of this business is still a good cup of coffee in a nice environment!"

And that, says Jeremy Rogers, means balancing the desirability for new products with every café's own individual constant feature - its own

ambience, personality and atmosphere. By all means chase new product ideas, but do not do so at the expense of the café's own personality.

tries to avoid the over-used word 'quirky', but a typical brewing instruction on its Cosy tea reads: 'how, when and with whom you drink this tea is up to you - we like it with a drop of milk, the paper, and forty winks'. That's quite typical of the language in Beyond the Bean product literature.

Sometimes it seems a little too much so; sometimes, this 'quirkiness' is directly copied by other brands. How far can a supplier go in 'wackiness' and still be taken seriously? Indeed, how far can a coffee-house go in creating and pushing a quirky image before the customers get annoyed?

"This is very important," answers Jem Rogers seriously. "From our perspective, we're young and we don't take ourselves too seriously. We do take our product and our logistics very seriously, and we do want to demonstrate our credentials seriously, but we don't want anyone to think that we're getting above ourselves.

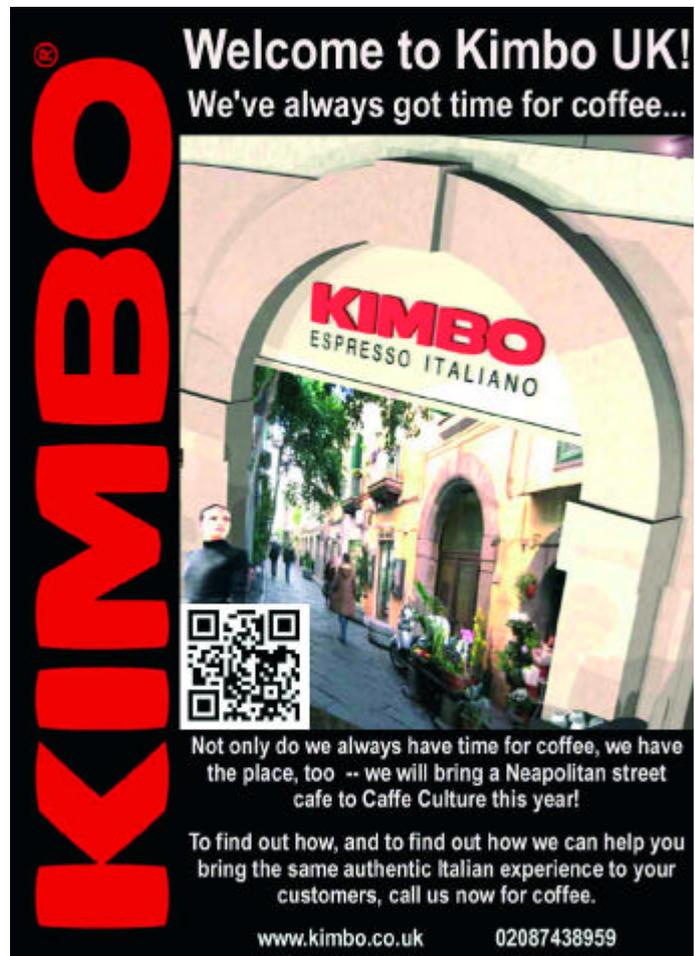
"Essentially, we don't believe in the personalities of people in a company being quashed. We believe that bringing those personalities out is for the good of a business, whether you're a supplier or a café.

"We certainly don't believe in creating 'wackiness' for the sake of it, because fake wackiness is seen by the market for what it is.

"And if you do that, then when the market sees through your fake wackiness... they'll think your whole business is nonsense."

And that, he observes, must be a natural one, not a 'created' image. This is something which is at the key of the Beyond the Bean image, particularly with regard to the Sweetbird range and its character of the wacky little cartoon bird.

The language used by Beyond the Bean in its literature and on its products is deliberately off-the-wall - one





# What to look for at the big expo ?

As the trade gathers for two days at Olympia to see what the industry's suppliers have to offer, we pick some of our favourites from the most promising presentations on show

## ALMONDY E12.

This is the 30th birthday of a very distinctive Swedish bakery. The Almondy tarta is a kind of snack which is not quite a biscuit and not quite a cake - the recipes are almond-based, there are three varieties, and they come to the café operator frozen and pre-cut into twelve servings. The story of the snack is an odd one - two young Swedish men set out to sail around the world, but got sidetracked by discovering a century-old recipe. Whether or not they got round the world is unknown, but the snack did, because it now sells in 40 countries. Expect a lot to be said about its gluten-free qualities.



Almondy - the Swedish tarts

duces Cravendale, the distinguishing feature of which is an unusual filtering system. The brand will be offering demonstrations from the noted barista trainer Paul Meikle-Janney.

## ARLA D20

Arla is the milk company which pro-

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## ARTISAN BISCUITS A6

Artisan have moved into the 'limited edition' cookie arena with the Summer Cookie, which will be available until September. The item is apparently based on the Bakewell tart, with almonds and cherries, yet with the chewy texture of an American cookie. An intriguing other product is the Salt Lake caramel cookie, which features salted caramel, dark and milk chocolate chunks, golden syrup and clotted cream. The maker talks of a combination of saline sweetness, buttery chocolate richness, and soft crumb.

## BEAR NIBBLES L34

The argument behind the Bear Nibbles pure fruit rolls is the five-a-day one. The maker flavours are the apple and pineapple (with a hint of veg), raspberry, peach, blueberry and strawberry, all of which are gently baked, with nothing further added. Each item is 27 calories, fat-free and high in fibre.

## BELVOIR J8



This is a fruit farm which makes cordials and presses, but which will be launching its new range of 'still' soft drinks, including its first still elderflower product. The still drinks are in 27.5ml bottles, and are promoted as the alternative to a gassy fizzy drink. There are also apple, apple and blackcurrant, and a raspberry and lemon, made of pressed raspberry and squeezed lemon juice blended with spring water - it is described as the alternative to a traditional lemonade for people who prefer their drinks without bubbles.

## BORN TO BE YUMMY E39

This is a new children's food brand, founded by a nutrition expert and intended to fill the gap for healthy snacks for children, while providing a useful impulse-buy product for café



Born to be Yummy - acceptable impulse buy items for kids

counters. The first range to market is Goodness Cakes, which are aimed at 3-10 year-olds, are one-third lower in sugar and seventy per cent lower in saturated fats than any comparable product. They are individually wrapped for counter-top display.

## BRAVILOR K30

Bravilor will be showing the S-series by Rex Royal coffee machines. These have been constructed to be long-lasting, and are notable for the new option of the touch and touch-lite user interface, with graphic LCD display. This, says the company, is a simple and enjoyable control for the user.

There will also be Bravilor Bonamat's new compact table-top espresso machine. This includes some interesting features, such as an ultrasonic cup sensor which can tell whether it is brewing into a glass or a cup. It uses a horizontal brewer and a very small footprint. A notable feature, says the company, is the simple user interface with clear colour display - no more confusing programming, and easier choice, says the company.



## BRECKLAND ORCHARD A30

This is one of the pioneers of the new breed of small, artisan, soft drinks companies - and is, indeed, the founder of the concept of 'posh pop'.

# Pioneer of blending comes to experiment in London

## BEYOND THE BEAN E20

The unusual aspect of the Beyond the Bean presentation this year will be the appearance of Tom Dickson, founder of the Blendtec blender company. In itself, a manufacturer's visit is unremarkable, but this is the man who has become something of an internet celebrity due to his series of 'Will it Blend?' videos. In these, he has spent the last five years testing just what can be dismantled by his blenders, as part of a project to prove that the Blendtec is the most powerful blender on the market. He started with marbles and has apparently worked up to iPads, glowsticks, bic lighters, and even a Ford Fiesta. His move to blending machines came from a slightly similar engineering background - while still young, he experimented with sending hard wheat through a vacuum, and as a result invented an eight-pound mill which produced flour twice as fast and twice as fine as its 60-pound predecessor, and revolutionised the home grain milling industry. The rise of the smoothie industry gave him the opportunity to take kitchen mixer technology and create the kind of powerful catering equipment which coffee bars now rely on very strongly.

Meanwhile, his host company will be launching an extension of its own Sweetbird smoothie range. This is a new range of naturally-sweetened smoothies, sweetened only with fruit. They are free from artificial colours, flavours and preservatives, contain no high fructose corn syrup or GMOs and have been approved by the Vegetarian Society and for vegan diets by Viva. This is the range which won 'best new product' at the American coffee trade show.

Beyond the Bean will also be showing its Keep It Chilled summer drinks booklet, a useful guide to profitable menu items with which to make the most of the summer. There will also be a chance to try the newest, and possibly most unlikely, Sweetbird flavour - this is the chilli one, which is said to work extremely well with hot chocolate. A proportion of profits will go to Coffee Kids, helping growing communities in Latin America.



Blender Tom Dickson and (below) the American award-winner



preview continues...

The new flavour for this year is a summer drink, cream soda with a splash of rhubarb - a modern interpretation of a classic soft drink, with creamy vanilla notes, says the maker.

## BUNZL H12

Bunzl Catering Supplies will unveil a new product, never before seen in the UK café bar market... it's apparently a part of the Metro Cup range of disposable hot cups, and beyond that, we haven't a clue about it! Bunzl will also be showing the Cleanline kit for kitchens, which is a collection of practical cleansing items for the kitchen area.

## CAPITAL COFFEE ROASTERS C7



There are two divergent schools of thought in espresso machines - one advocates high-tech machines in which the barista can set the temperature to within a tenth of a degree, and adjust the water pressure during the 25 seconds it takes to pour a shot. The other opinion says that beverage operators want robust, no-nonsense 'work-horse' machines with few frills, but absolute long-life reliability.

The new Rocket brand, distributed

here by Capital, is in the latter category. The British importer acknowledges that it is not the most stylish machine on the market, but is for operators who understand espresso-brewing and are not interested in gimmicks. It is offered as 'a high quality machine which goes back to the basics of good, uncomplicated espresso making'.

At the same time, Capital is flexing its muscles and establishing its 'more than just a roaster' identity to the trade. The company certainly is an experienced and established roaster - but it is also a very experienced distributor of machines, and was the company which introduced to the UK the Anfim grinder, which very quickly won a lot of friends among the barista community.

More than just a roaster, says Capital Coffee, means that there is a vast amount of experience waiting to help any coffee-house operator in virtually any aspect of running their business.

## COFFEE CUPS (Quickfire) A18



This is the company which has made its specialist name through the personalising and decoration of cups and chinaware for coffee houses. The theme of this year's presentation will be money-saving, which is why we expect to see several hundred piggy-banks around the stand. In practical terms,

the company will also be going down the 'bundle' route, and notably is offering 'enough cups for a 24 seater café, with a one-colour logo, for £250.' Look out for the variety of Union Jack themed designs for this particularly patriotic summer.

## COFFEE EDUCATION N'WORK A15

This is the Australian series of training aids, which cover not just barista techniques but general café service themes. A quite remarkable amount of material is available in both book and electronic format, and the author now

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has a British distributor, who is part of the espresso engineering network and therefore very much a hands-on supplier.



**DRINK ME CHAI D7**

This is the pioneer of what became a whole new category for the coffee shop

# Drury brings science to clumping

**DRURY TEA & COFFEE F13**

Just where is there need for further technological innovation in espressos? And why is biology training useful?

The answer is not the expected one at Drury, where the most recent word from the company was of the invention of the Xcelsius 'temperature-profiling' in its Rancilio machines. That will certainly be on show, with the usual offer for baristas to bring their own coffee and try it for themselves - but there is something else, and even more unexpected.

"I still think worrying about a tenth of a degree is too geeky," remarks the company's Marco Olmi, "but the fact is that changing the temperature a degree or more during the shot has a perceptible effect, and this has won us a lot of attention."

The next step is in grinding.

"We all know that on-demand grinding is the way things are going. Our Ceado grinder is doing a 16gm



*The anti-static clumping control*

measure in 4.6 seconds, and this is a pretty neat way of grinding.

"However, the big problem in grinding is of static binding the coffee particles together - so what we now have is what is called 'the anti-static clumping control'.

"The problem of a bad delivery of coffee is important. I have spoken to people who say that they have lost fifteen per cent of their coffee because of bad grinding, and that's a lot. And, as nobody really knows what goes on inside a grinder, we

have decided to do research into particles.

"As a biology student, I have a very high-powered microscope, and you would be amazed what you find when you look at coffee particles closely. We think there has been some amateur research into this, but not in a big way.

"We think that coffees with a high robusta content tend to spray more, and we think that a high Arabica content leads to more clumping. I also imagine that the lighter the roast, the more a high-speed grinder will affect it.

"We now have a very low-speed grinder, and we believe we are getting a very uniform particle, which we believe must affect extraction. We think that this could be a game-changer."

Drury will also have its range of teas, and its coffee... and there may be something else in the ingredient line which Drury has never offered before.

- the concept of the powdered chai, which was then developed into a chilled version, and then into a flavoured version. It is rather surprising how flavours like chocolate and mango go with the general chai concept, but doing so adds a new depth to a café's menu with not a vast amount of extra

preparation work. The newest chai variety is a green tea one. Drink Me Chai is now extending its interests to a version of bubble tea, the product which became a craze in the far East some years ago. The new idea is 'bubble shakes', which are flavoured shakes with complementary flavoured balls that are sucked up through a straw.

XJ9 Professional, designed to look good as a front of house machine, in venues with a daily requirement for around a hundred cups.

**KEEPCUP UK A12**

The pioneer company of the 'barista quality re-usable takeaway cup' really is becoming more and more common in the UK, even though we have no history of being a market which is used to taking its own cups in when buying a carry-out coffee. The sales figures of this company's products might indicate that we are changing our ways.

**KIMBO UK C36**

How do you bring a genuine Neapolitan street café to a British coffee show? That's just one of the tricks from Kimbo, which will be showing how it is progressing with its relatively-new UK arm and why it has begun winning steady new business from café chains, restaurants and pub-chain companies through its policy of promoting coffee of quality and unmistakable flavour, in the best Neapolitan tradition.

The brand will be sampling its new rainforest blend, launching a new filter coffee, and launching its Olympic Special promotion - 20.12 per cent discount on machine packages and 2012 free cups of coffee from May 19th till 9th Sept (the end of the para-lympics).

And, we happen to know, the Kimbo stand will also be the place where you will be able to find a certain famous book about the café trade, not entirely unconnected with this magazine!

**KOKOA COLLECTION A34**

This company's entire trading theory is based on one premise - that the

**INSTANTA K31**

The move from Instanta is a 'value range', designed for those on a budget who are willing to accept a slightly lower specification than the award-winning premium models. The brand has updated its range of British-built counter-top autofill water boilers - there is a new look, upgraded electronics and more features, including a more user-friendly seven day timer, and a large easy-replace water filter, adjustable to suit local water hardness, which also measures throughput and signals the time for a cartridge replacement.

**ITALIAN BEV COMPANY F8**

This is the company which has just won a Queens Award for export. There will be demonstrations by a top bartender Luca Corradini, who will be highlighting the versatility of the Simply range of syrups, frappes, smoothies and milkshakes.

**JURA PRODUCTS D24**

Jura has three new models to show - the GIGA 7 and 9 are the top of the range from the new Professional line. With three and two thermoblocks respectively, ceramic grinders and daily capacities of 220 and 190 cups, these have taken the Jura commercial range to a new level. The third is the

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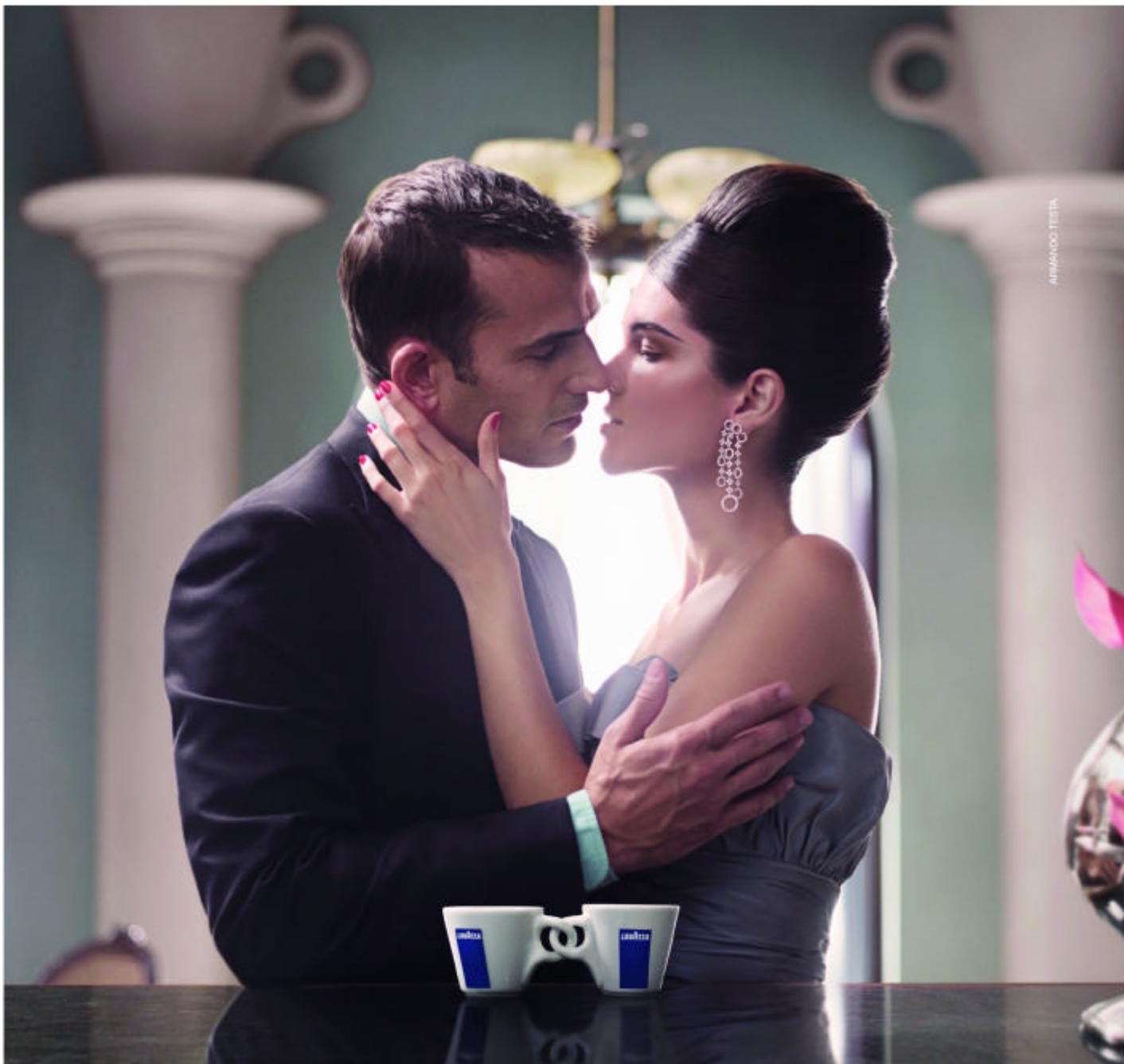
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# LAVAZZA

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# Smoothies - the start of the velvet revolution!

## MOJO SMOOTHIES A40

As the smoothie market has increased, so too has the amount of argument in the market over what constitutes a good smoothie, and over the acceptability of the pre-prepared one against the made-to-order one. Mojo has turned out to be one of the most vocal companies in the bottled smoothie market, although its founder has a history in the manually-made kind.

"There are two arguments in smoothies," says Paul Slijper. "You have your purists, just like the coffee people, who want to turn it into an art form... but a super-premium product can be messy, and time-consuming. You may also be limited by time, space, or staff skill, in which case you need something which gives you the 'just made' taste in a convenient format, and with convenience in bottle size, ambient storage, and shelf life.

"When I owned a boutique hotel in Majorca, I was making smoothies through a blender. After selling the hotel, I was keen on the idea of a commercial smoothie, but was tired of the corporate approach. It was time for the small guy to take over!

"We work from home in Brighton,



*Paul Slijper - a smoothie-maker who turned to blending his own commercial product*

we do the blending and pasteurisation ourselves, and all our base materials are fruit purees or hundred-per-cent pure juice. A lot of our competitors in the ambient sector use concentrates, and we say that's wrong.

"We researched our blends with an eye to commerciality, and we

researched the world. The favourite smoothie ingredients are strawberry, mango and banana, and the most common blend is strawberry and banana, which is the lazy person's blend. We decided to keep these three main fruits separate, making each the base for a blend.

"We use mango with passionfruit, which would be a sickly and sweet concoction if the use of pumpkin didn't flatten it down. The strawberry has cranberry with it, a very dry and tart taste to balance it, with kiwi which adds a different dimension."

How does the café operator choose his ideal smoothie?

"You really should go through the process of tasting and questioning your supplier, but we accept that café owners don't have the time. If you don't have the time, at least go through the process of tasting, not just accepting what a salesman tells you!

"Our job is to sit down one-to-one with coffee shop owners and do these tastings. We have no team of smart sales reps, and we have no surly van salesmen - we are just interested in talking about taste.

"This is the start of the velvet revolution in smoothies!"

*preview continues...*

respect given to single-origin coffees can be duplicated in the chocolate sector, and that chocolate can be successfully and profitably sold on the basis of its origin. Founder Paul Eagles will also be giving a separate presentation on chocolate flavours at the show.

## LA CIMBALI D8

This, probably the most active Italian espresso-machine maker of them all, is celebrating its centenary, and beside the new developments there will be a chance to see an early La Cimbali traditional espresso machine, the GranLuca, which has been brought here with other memorabilia as part of the birthday celebrations. In modern terms, the brand will be focussing on the development of its Bluetooth connectivity between the machine and on-demand grinder - this is a system of constant communication between the two machines, by which, if adjustments to the grind are necessary, the espresso machine effectively 'tells' the grinder to adjust itself, and it does so.

Look out for several other new items - there is a new Casadio 'baby' grinder which takes the concept of on-demand grinding into areas it has not yet reached - the very small coffee service outlets, and perhaps the licensed trade. This is for the kind of venue which does not get through several kilos an hour, but still demands absolute precision and quality.

An interesting little espresso machine is the Dafne. This is one of those small machines which sits some-

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STAND C7

## More than just a roaster



COFFEE MACHINES SERVICE BARISTA TRAINING

where between the 'domestic' and the 'light commercial' uses, but is sufficiently in the commercial sector to have the option of an automatic steam wand. It is probably going to be well worthwhile discussing one of the new and interesting aspects of such machines with La Cimbali - the company has been working on adaptability, and the concept of traditional espresso machines which will take either ground coffee or capsules.

**LOTUS BAKERIES B31**



By far the most common stock saucerside item is the Lotus speculoo, and this is the brand which defined the five golden rules for what to put on a saucer. They are - something that complements the drink without overpowering it, and thus a neutral or matching taste; something which is 'indulgent' without being unhealthy; something which is cost-effective for the operator; something which does not stop the customer buying other food items, for which a 6gm biscuit is reckoned to be a safe bet; and something which enhances the overall experience of the venue. Interestingly, and rarely spoken of, the Lotus turns out to be free from artificial colours or preservatives, free from dairy, suitable for diabetics, vegans and vegetarians, and suitable for consumers with nut allergies.

**MANITOWOC E32**

One of the big problems for coffee-house operators is establishing the correct pattern of cooking equipment - the cafe kitchen may not have the size or budget for restaurant-sized fittings, but certainly wants the same reliability. Manitowoc will launch the new Merrychef e2 as a solution for smaller establishments - it has a relatively tiny footprint, but a newly-patented heat

transfer method for fast and efficient cooking of a wide variety of popular snacks such as paninis, pizza cones, and wraps. There is a touch-control panel, with big, self-explanatory symbols which allow unskilled users to get the hang of it quickly. The Advanced Cooking Technology is ten times faster than using conventional methods and yet the power requirement can be below 13 amps.

**MATRIX FOODS E40**

Expect to see something extremely unusual here. Matrix will be launching



the Café Burdet products from Spain, which includes the possibly-unique packaging of roasted beans in valved glass bottles. Equally unusual is the inclusion in its range of an all-robusta coffee. The bean which is responsible for the tough 'bottom end' of a coffee blend, and is generally used in only small quantities - an all-robusta coffee is unusual in the UK, except that some Greek and Spanish restaurants do use it for their own ethnic groups.

**MELITTA UK K26**

Expect something unusual here - the UK operation of this distributor of high-quality super-automatics has just been taken on by one of the country's most notable importers of traditional espresso machines. Expect to see a very active re-birth of the Melitta name.

**MITCHELL & COOPER G7**

This is a company with an odd speciality - it concentrates on the efficient storage and dispense of such items as lids and cups. The company's Bonzer products seek to dispense cups and lids in a stable and hygienic way, using



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## Tea - the big chains are getting the quality argument

### NOVUS TEA C17

If there is a current mood about tea in the coffee-house sector, says Allan Pirret of Novus, it is that more coffee house operators are 'getting it'. "We now get more nationals coming to us than ever before, all with the same comment - that they have to get their tea quality up to match that of their coffee.

"The 25-35 age range, ABC1 group, is now the fastest-growing sector in leaf tea. It has overtaken the 55-65s, who used to be the big market, and critically the younger group is now driving it. And the non-black tea market has doubled in size.

"This is why the national coffee bars are looking to change. It will be about six months, I guess, before pyramid teabags are generally served in the bigger bars, and that will kick-start a general change.

"The big critical difference is in the amount of money which can now be made by offering a notable difference in taste. And that difference overcomes the higher price of the pyramid bag.

"It's probably fair to say that the consumers are slightly



Allan Pirret

more advanced in their thinking than some parts of the trade are - it's difficult to change trade habits after so many years! But the progress and differences in tea that are now happening are more marked than at any time over the past two years."

Novus is extending its 100-pack of pyramid teas range to include all of its eleven flavours, and will be launching two new teas, spicy rooibos and white pear with ginger. It will also be introducing a 'first' for the UK in pyramids, a 17cm string and tag bag, double the existing length, for use by the independent café sector in serving in large mugs.

as little space as possible. The Bonzer Hexdome will suit any surface size, with each individual unit designed to interlink and lock together to create a bespoke cup dispensing facility. It gives a stable and anti knock-over storage for even tall stacks of cups.

### MONIN (BENNETT OPIE) D30

This is the premium syrups brand which is celebrating a hundred years of flavour-making in France, and which has something of a reputation for putting on interesting demonstrations of



flavour at Caffe Culture. This year, the theme is its range of 'dessert' flavours.

The brand has already done some quite unexpected and ground-breaking work in this - the appearance of an apple pie flavour was one which caused a great deal of interest. Now Monin wants to show what can be done with its tiramisu, crème brûlée and macaroon syrups, and there will be two expert demonstrators on hand. One is the British brand ambassador, James Coston, and the other is pioneering barista Adib Maksoud, who spent six years as director of operations at a major Lebanese coffee

house and two years in Saudi Arabia before beginning to demonstrate with Monin.

### NELSON H28

One of the most fascinating operational trends in recent months has been the move towards positioning equipment out of sight, under the counter or worktop. Nelson Dish and Glasswashing (H28) saw this trend, and will be showing its Advantage machine, the smallest in its range and able to operate at very low volume while sited under a working counter.

### NESTLE PROFESSIONAL H32

The Viaggi project has been one of the most bizarre launches of recent years - Nestle first announced a 'groundbreaking premium coffee and chocolate beverage system to launch in the UK', then attempted to impose secrecy on something which had been seen in Europe many months previously, and then the brand sent out a series of confusing messages about what it actually involved. At one stage, it was said that the machine used a liquid coffee extract, and then the brand said it used a freeze-dried instant coffee. It claims to 'reinvent the way high-quality, barista-style beverages are delivered within the foodservices industry' and to 'deliver an extensive menu of authentic hot or over-ice espresso-based specialties and chocolate-based beverages'. But candidly, we still don't have any clear information!

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**NISI'S ARTISAN BAKERY A13**

This bakery launches itself with the confident claim of having 'just launched our retail-ready flow-wrapped biscotti and Amaretti to knock the socks off the competition currently available in coffee chains like Starbucks et al', and goes on to say that it will be starting a biscotti revolution. The bakery has certainly won several awards, was named in Channel 4 Food's 'Top 10 gluten-free products', and supplies Jamie Oliver's shops. The best Italian biscuits outside Italy, says the company.



**PAGO M14**

According to the PAGO brand, demand for organic products continues to rise, and the Austrian fruit juice company will launch its organic cloudy apple juice, in which ten varieties of apple are used. PAGO also has a new ginger and citrus flavour, and says it has achieved a balance of spices, tartness, fruitiness and sweetness which will complement Chinese and Thai foods.

**PENTAIR FOODSERVICE G24**

The big challenge in beverages, says Pentair, is to achieve the right balance in water quality by removing those minerals that can damage machines, while maintaining the specific minerals which actually enhance the quality of brewed coffee, espresso, other hot drinks and ice cubes.

The answer, says the company, is in the Everpure Claris Ultrafilter, which provides consistent and precise adjustment of hardness, resulting in the right balance of minerals in the water.

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**SMARTLID A25**

This product has been winning awards all over the world, and yet it has yet to make its name in the UK, although we believe it has now established its own base here. The concept is of a takeaway coffee cup lid which changes colour, to warn the consumer that what they are holding is hot.

**RATIONAL UK J5**

Another equipment company to be investigating the problems of space and speed within the café market is Rational, which is offering Ultravent Plus as 'the ideal coffee shop cooking package'. This uses the latest combi steamer technology and two new technologies that can make a crucial difference in coffee shops - maximum capacity of the oven cabinet, giving 30 per cent more loading than other combi ovens, and a level control which means that staff can cook different foods at the same time, with no flavour crossover.

**SIELAFF UK G32**

The German machine-maker Sielaff will introduce a touch-screen version of its Piacere bean-to-cup machine. This looks more stylish and is easier to use than button controls, says the company. It can have twin grinders, for choice between coffees, and a chilled fresh milk module or a soluble ingredient hopper for whitener, hot chocolate or flavouring.



**SINGLE SOURCE E13**

This is the company which specialises in the imaginative use of single-serve giveaways, not just as in sugar, but in terms of saucerside snacks. Look out in particular for the quite remarkable Stroopwafel.

**TEAPIGS B14**

How do you serve a drink with green latte art on the top? You make a matcha latte! This is the company which effectively turned the entire concept of tea upside down - this is a fine opportunity to discuss with the company which has stretched the boundaries of tea, and find out just what you really

can do with green teas, iced teas, and so many more novel ideas.

**VAIOPAK J3**

This is an award-winning producer of good ideas in takeaway cups - this will probably be the first opportunity for the trade to see the new lid, which allows for a snack to be held in the top while the consumer can still drink through a straw from the beverage in the lower cup chamber.

**WENLOCK SPRING B22**

There is an argument which says that bottled water from a recognisably-British source will impress the customers, because consumers are increasingly concerned about prove-

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nance and want to understand what they are consuming. The majority of people, it is said, will not go back to tap water when they have tried a quality bottled water. The secret is to sell it with respect, says Wenlock Spring - think of it as an increasingly valuable revenue stream with a very useful margin, and display and serve it with the same care given to other drinks. "The inclusion of the brand and a brief description of the water on your menu and beverage list, will help to raise customer awareness. Then, customers will feel that a good bottled water is also great value for money."

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# Re-usable takeaway cups – are they now catching on with the public?

It is generally taken as a sign that a product sector has become 'mature' when the established leader in a sector finds itself with a competitor – that has now happened in the re-usable takeaway cup sector, where the existing leader, the KeepCup, now finds itself being challenged in the UK by the new BYO cup. Curiously, the two were both invented in the same place at the same time, but the KeepCup was the first to be actively promoted in the UK. The BYO product actually appeared here at the same time, but was not promoted - now, Allan Stilling of the Danish company Hello Good Sip has set up a British operation to push this rival product.

"Will the re-usable takeaway cup take off in the UK? It will if baristas can get out of the habit of writing the order on the side of a paper cup!" he told us.

"It has been very interesting talking to users and none users of the Bring-Your-Own Cup concept. We have had visitors from the independent cafe and takeaway trade and interest from universities, schools and large companies looking for a replacement to their present solution.

"In answer to the question: 'will this ever take off?', the answer is now definitely 'yes'. The spread of the concept into the coffee shops will not only come as an offer from those who usually serve takeaway beverages in conventional disposable paper cups, it will come as a demand from all the small communities, universities and schools, and by strong and visionary managers who replace their disposable solutions with a branded BYO cup with their logo on."

The BYO Cup from Hookturn has been around since just before its major rival, says Renae Howard of the manufacturer, Hookturn Industries.



Allan Stilling and the BYO

"When we were three months off launching the BYO cup, KeepCup launched at the 2009 Melbourne Design Made Trade Fair. At this time, they made the claim 'barista approved' because prior to then, the mugs and thermoses offered to baristas for take away coffee were an absolute pain to use - they didn't fit under the group head, and the sizes were variable, making it hard for the barista to get the measures right.

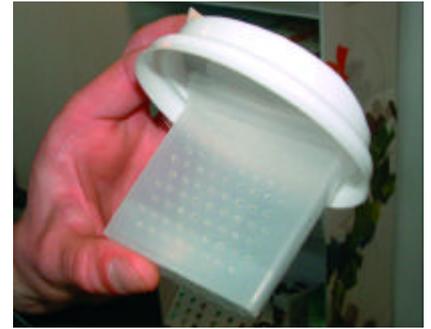
"Both the BYO and the KeepCup were designed to international barista standard measures, 8oz and 12 oz. This gave KeepCup the ability to claim their cup was 'barista approved'. We make the

claim 'barista preferred', because in our experience it is.

"What's really surprising is that two reusable coffee cups were simultaneously being developed in Melbourne at exactly the same time!"

There is an additional British point to the BYO, they believe. "Given the country's tea tradition, we believe only the BYO Cup can take the temperatures required for real tea making."

## Takeaway tea – the work continues!



Yet another new product development has come up in an attempt to solve the continuing problem of takeaway tea.

It has long been a matter of debate that while takeaway coffee is a very major business, there is no significant tea equivalent, largely due to the problems of managing brewing times inside a cup, and of knowing what to do with a tea-bag.

The latest idea has come from Jorg Muller of Solaris Botanicals, the Irish supplier of fruit and herbal teas.

In this new product, a plastic brewing compartment attaches to the underside of the takeaway cup lid. The brewing chamber is filled with loose tea, and when the consumer thinks it has brewed enough, they pull a string which activates the base of the brew compartment, drawing it up above liquid level to avoid 'stewing'.

"This system takes about a third of the plastic content of a cola bottle, so to a degree it is environmentally OK, but certainly less so than a tea-bag," explains Jorg Muller. "Now that we know it works, we're beginning on a biodegradable model."

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