



The funniest book ever written about the coffee-house trade is now available - order it on our website and help two charities!

August 2012

Boughton's

COFFEE HOUSE

Tesco ventures into the world of high-street artisan coffee

In a tie-up which has energised the interest of the entire coffee house trade, Tesco announced earlier this month that it is to work with the noted artisan coffee house business Taylor Street Baristas in a project which may acquire former Clintons Card stores and turn them into upmarket coffee houses on provincial high streets, using coffee sourced direct from growers. The partners have created a company called Harris and Hoole for the joint venture, with the first site planned for Amersham, Buckinghamshire later this month, probably to be followed by a second in Uxbridge. It is also reported that the new organisation is in talks with Clintons' administrators, possibly to buy 15 more sites.

The thing which aroused the interest of the coffee trade is not just the emergence of the 'artisan' coffee shop trade into the everyday high street, but the interest of the high street's most dominant player - Tesco has around one-third of the food and household goods retail market, about the same as Sainsbury's and Asda put together, and although there is a well-known statistic that one pound in every eight spent in British retailers goes to Tesco, one analyst has said the figure is actually larger. During one recent hot summer, it was estimated that the figure rose to one pound in seven!

Because of this dominance, Tesco is regarded with much wariness by certain coffee suppliers. "Supermarkets are essentially professional buyers," one roaster told Coffee House this month. "If they really can keep to the ethics of Taylor Street Baristas, then

that certainly will be a step forward for coffee!"

Taylor Street Baristas has eight coffee houses in London. It is owned by Nick, Laura and Andrew Tolley, and was among the first of the new breed of Australian-owned coffee businesses, launching in 2005.

Tesco told us it has a non-controlling stake, and that the Tolley family will decide all business strategy in positioning Harris and Hoole as 'a chain of independents, with the consistency and convenience of chains, but with an independent local community feel where the product has integrity'. The image takes a 'de-branded' approach, which means coffee cups are plain, and paper bags are stamped with just a small logo.

"Harris and Hoole were two wits known to Samuel Pepys in his diaries of the 1660s," Nick Tolley told Coffee House. "They were said to frequent one of London's first coffee bars, Will's of Covent Garden. We liked the allusion to a very romantic age, the first coffee shops in London, which were centres of their various communities."

One of the aspects of the deal which has raised eyebrows is the tesco commitment to 'direct-sourcing' of coffee.

This would appear to go against the popular image of supermarkets as hard-headed buyers willing to crush suppliers for every fraction of a penny. Taylor Street Baristas currently buys Union Hand-Roasted coffee, a known 'direct-sourcing' specialist.

"We'll be using Union in this venture, too," Nick Tolley told us. "Their commitment to direct sourcing and their capability in it is among the best in the industry."

At Union Hand-Roasted, Jeremy Torz told us that he too joined the venture as a 'proud independent', although Union has no stake in it.

"What has got people hot under the collar is the involvement of Tesco.

Really, this is no different from the fact that on one side of business we have the coffee geeks, and on the other side we have venture backers, and although they are two different breeds, they do come together occasionally.

"In this case, they may do knowing that 'better' coffee is now on the radar of most consumers, and they may create a bridge between the artisan world and the chain world.

"Supermarket owners certainly rely on experts for the detail. It was made very clear to us that Nick and Andrew are calling the shots on this, and I think it's a very mature attitude by Tesco to say that they don't know the coffee market like the Tolleys do."

Direct sourcing, in which the roaster has a personal relationship with the farmer, is not what is generally perceived as the supermarket way of purchasing.

"We have done so much work in developing what 'direct trade' actually means, that this is a great opportunity," remarked Jeremy Torz. "Our way of 'direct trading' is not to turn up imperiously at a small growing community and say 'do it this way!' We go in and say 'we like what you're doing - can we help you develop it into what we need?"

"For us, the business case of direct sourcing is behaving like responsible human beings."

Nick Tolley has confirmed that he is looking at sites left vacant by the recent collapse of the Clintons Cards chain.

"It's an obvious opportunity to pick up a few high street sites, but we're only looking at ten or fifteen, and we're still in negotiations with administrators and assorted landlords," said Nick Tolley. "It would be presumptuous to count them as an 'estate' already!"

There is of course a coffee-related link in this. When Clintons went under, their CEO was the former top man of Starbucks in the UK!

IN THIS ISSUE...

BARISTA TRAINING

- an educationalist view
Page 8



FRAPPES

- choosing the right base
Page 10



GREAT TASTES

- this year's coffee winners
Page 14

Round way wrong...



Here's an interesting one for those cafe owners who train their staff in barista work... and most particularly, in latte art. Can you find anything odd about the latte art technique in this Starbucks A-board?

We are indebted to the noted trainer Paul Meikle-Janney for this picture!

NELSON
Heavy-duty crockery, glass and dishwashing machines

0800 592833

It is a notable year for the Algerian Coffee Stores of Soho - the company is in its 125th anniversary year. Some of the shop fittings are the originals.

Greggs, reportedly Britain's largest seller of food on the go and a rising player in the coffee sector, has said that the wettest April-to-June spring ever was largely to blame for a fall of 4.5 per cent in its first-half profits. Greggs' chief executive Ken McMeikan said that the rainfall between April and June put footfall down by over 7 per cent on UK high streets, and his like-for-like sales down 2.3 per cent. Total sales actually increased 4.5 per cent to £350 million in the same six months, largely because of nearly three dozen new store openings. Financial commentators had observed that weeks of rain had depressed sales in many sectors. In more recent trading, Greggs added that the Olympics had done well for it in London, with sales there up over 10 per cent in the first week of the Games.

Several tea brands have recently been extremely enthusiastic about the potential for iced tea sales in Britain - but a school of medicine in Chicago has now said that while hot tea is fine, iced tea causes kidney stones. The allegation is that iced tea contains high concentrations of a chemical which contributes to the formation of kidney stones. According to the professor in the department of urology, the most common cause of kidney stones is not drinking enough fluids, a situation which becomes worse in summer. In America, a very common answer is iced tea - which, said the medical man, raises the risk of kidney stones. He also advised that foods which contain the same chemical are spinach, chocolate, rhubarb and nuts.

Following recent enthusiasm for tea cocktails, the cognac brand Hennessy has now created a competition on them for London bartenders. The idea is to create cocktails blending Fine de Cognac with unusual flavour profiles of tea, such as oolongs, greens and jasmynes. Early examples have included crème de cacao, Earl Grey tea and cream. Entrants have to put their drink on their own menu for two months, before a panel chooses the most innovative and commercially successful. The prize is a trip to Shanghai to visit bars.

A former village hardware store in Houghton Regis, Luton, is to be turned into a combined carpet store and coffee shop. The local parish council have said they approve the idea of adding a social amenity without losing a retail unit.

Plans for a new Costa Coffee branch in Bakewell have been refused after objections from more than 50 residents. The Peak District National Park Authority's planning committee rejected planning permission due to 'loss of vitality and viability

in the town centre' and because the plans would 'harm the character of the central shopping area and conservation area'.

Five billion euros were spent on Fairtrade-certified products in 2011, says the organisation - in Fairtrade's biggest market, the UK, the spend on certified products was up by twelve per cent. Sales of Fairtrade coffee are also up by twelve per cent.

The first 'reading café' in the UK has been launched by York Council in a renovated Edwardian tea shop in the city's Rowntree Park. The council has referred to national cuts in library services, but says a reading café will be self-funding through the sale of food and drink.

A customer has complained to Warwick Council that a tea room based on council property refused to fill up his young son's bottle with tap water, even though the family had just paid £15 for other drinks. The customer was told that giving tap water was 'not policy', but argues that not doing so is both morally wrong, and illegal, on the grounds that a business which sells alcohol must give water if requested. Warwick District Council, which owns the site, is said to have confirmed that tap water should be provided on request.

A café in Brighton, which had complained to police that drinkers had been using its walls as a late-night toilet, has won an appropriate victory. A man who was caught urinating outside the café has accepted a 'community resolution' by police, and will have to carry out unpaid work cleaning the café in recompense.

A funeral home in South Carolina is thought to be the first one to open a coffee house on the premises for both mourners and the general public. The business will be supplied by Starbucks, although without any overt branding. The 'discreet' baristas will be hired by the undertaker.

The theft of a charity tip jar in an American café has led to the cause receiving more money than expected. The tip jar in the Pour House Café, Bloomington, was thought to contain \$165 for a Salvation Army project when it was stolen. When the local paper reported it, one customer brought in his own savings jar full of coins, another wrote a cheque for a replacement \$165, and another gave \$300 - the manager says the theft was a blessing in disguise.

A curious twist on the external furniture problem has faced the Adventure café, in Bath. The coffee house has a licence for street furniture, but its seating area has suffered a trespasser - BT, which has installed a combined phone box cashpoint in front of the café, blocking the access to seats. In a nice change from the usual situation, the council has reportedly now written to BT telling it to move the box, or apply for retrospective planning permission.

Little Chef brings the flat white to the A-roads

The Little Chef chain has continued its image-changing work by installing traditional espresso machines in all of its 90 sites, sending hundreds of its staff to Lavazza for barista training, and saying that it will bring great coffee to the one part of Britain where it is still missing - the A-road motorists' cafes. Surprisingly, Little Chef will introduce the flat white in a setting which many would assume to be the province of push-button coffee machines.

The move is being led by Little Chef's chairman Graham Sims, who was the man who introduced the Wild Bean Café concept to BP roadside sites.

"Too many people are turning to fully-automated because they won't invest in doing coffee properly," he told us. "This is the opportunity for us to do it properly at the roadside. I don't see anyone else who can offer it."

A major advantage for Lavazza, it appears, was the brand's recent work in training staff across the entire JD Wetherspoon pub chain, which had provided experience in launching coffee across a multi-site business. In that project, Lavazza trained virtually everybody, including the main board, with the exception of the chief executive - at Little Chef, even the top man is now a trained barista.

A remarkable addition to the menu is the flat white.

"For credibility, we couldn't 'not do' the flat white," says Graham Sims. "So we already have one 'flat white person' ready at each site, and OK, at the beginning some of our staff may not get it perfect, but we're on a journey. We know we can already do the core coffee menu well, and our attitude towards our coffee is feeling good!"



Milk jug makes it big in US

There has been an interesting development with Milk to Perfection, the specialist frothing jug which features an upright 'pole' in the centre to guide the milk into the right kind of vortex for frothing. The product is now being sold through Espresso Supply of Seattle as distributor for America and Canada, as a result of which the entire Nordstrom department store chain is using the jug in its coffee bars. It is also known that one of the world's giant coffee chains is trialing the product.

The development of the jug, due before the end of the year, will be a digital thermometer which has an in-built alarm to alert the user to the milk reaching the desired pre-set temperature. "I believe up north we like our coffee hotter than in the south!" founder Graeme Stewart told us.

His company was recently a finalist in a 'best export idea' contest in Gateshead.



There were several imaginative moves by the beverage trade during the recent Olympics.

The advertising industry was generally in praise of quick work by Yorkshire Tea, at the point where that county seemed to be winning just about everything - the brand responded within 24 hours with an advertisement themed around its Gold blend.

Farther south, the Tea Box, of Richmond came up with a limited-edition item for its menu - The Torch, a tea cocktail.

Customers were served a shot of Sambuca, set alight for them to blow out, chased with a double shot of pinhead gunpowder green tea.

"If you love Moroccan Mint tea and a tippie, this is the drink for you!" the café's Jemma Swallow told us. "The star-anise, liquorice and spicy flavours of the Sambuca combine with the smooth, warm, strong green tea to provide the perfect Olympic sensation."

The Torch was priced at £5.50.



**YORKSHIRE
GOLD
AFTER GOLD
AFTER GOLD
AFTER GOLD
AFTER GOLD**



Penelope beats the dead protesters

The actress Penelope Keith, remembered for her posh roles in *The Good Life* and *To The Manor Born*, has won a seven-year campaign to begin work on opening a tea-room on the Black Isle, after a saga which contained some aspects as bizarre as any comedy script.

Ms Keith and her husband Rodney Timson already run a café in the village of Rosemarkie, but when they bought an unused site in the nearby village of Avoch, there were protests from residents. The actress was granted planning permission for a tearoom, although she had to replace her original designs with a more traditional building to fit in with the surroundings of the village. Rather in keeping with the plot of *The Good Life*, the new building is expected to make extensive use of 'green' materials and technologies, and have a very low carbon footprint.

The odd aspect of the story is that a 240-name petition against the café was investigated by police after it was discovered that a number of names on it were those of people long dead. Some of the 'real' signatures then turned out to be by others who thought they were signing a petition to keep the local post office open.

Grumpy Mule aims at the baristocrats

Another 'bridge between several coffee scenes' is expected to be created when the noted competition barista Howard Barwick joins Grumpy Mule, the slightly-unorthodox brand identity of Bolling Coffee in Yorkshire. Managing director Ian Balmforth has said that Howard Barwick will perform a role that is 'more than a trainer' in taking Grumpy Mule deeper into the coffee house scene than it has so far reached.

Bolling has a long-established market in more conventional retail routes - it is a major supplier to Fortnum and Mason - but the Cup of Excellence and similar premium micro-lot coffees of Grumpy Mule are sold more through delis and online than in coffee shops.

"He has a responsibility to introduce certain coffees into the marketplace and will be our top man in ensuring that our customers are serving the best coffees in the world," Ian Balmforth told us. "Certain of our customers need to be much better because now, they are competing against the very best in coffee... and Howard can do this for them because he's not just 'a trainer who can do a bit of latte art'.

"We are not a 'tattooed and pierced' company, but we are already a bridge between several coffee scenes, and Howard will help us introduced Grumpy Mule to the 'baristocracy' - as the trainer Paul Meikle-Janney has described it!"

Smiths Coffee, the long-established roasters of Hemel Hempstead, have brought out a range of retail flavoured coffees, said to be based on nature-identical flavours and not so sweet as some of the others on the market. The product is branded Smiths Flavoured Coffee, and can be packed as beans or ground, or supplied in bulk for own-packing by a retailer.



The Korean Consumer Agency is the latest one to start an investigation into drinks served by coffee house chains. The aim was to find out whether customers were getting full measure for the size of the drink being sold and the size of mug being used - and the finding was that major coffee chains are selling smaller amounts of liquid than they set as their standard amount.

The agency investigated nine coffee chains, including Starbucks and the American-owned Coffee Bean & Tea Leaf, by evaluating 30 cups of Americanos and caramel macchiatos, the most popular beverages, from each store. On average, an Americano sold at the nine coffee chains was 60 gm short of the quantity being sold; all 30 cups of Starbucks' 'tall' Americano fell short of the standard 12oz mug, said the agency, by an average of 46gm (they have combined metric and Imperial measures throughout). At one local chain, where a regular-size Americano should be 354 gm, the worst amount measured was 256gm.

In an interesting response, Starbucks Korea was quoted as saying that "we indicate the size of cups, not the amount of coffee," adding that "amounts of beverages can be different, since they are handmade by baristas."

This is the second such product we have shown in two months - this is the IngenuTEA teapot from Adagio Teas. As with the one we showed last month, this is a teapot with a valve in the base, which is activated by the action of putting the pot on the mug - there is a mesh filter at the base of the pot. The pot comes with a base stand which supports the pot with the valve in the closed position while the tea is brewing. (One product reviewer has noted that the valve is quite sensitive - users should refrain from the quite natural urge to support the bottom of the pot with the hand, because that will spring the release). It fits cups up to 9.5cm in diameter, is made of food-grade plastic and is dishwasher safe. British prices start from around £16.



A lesson on local knowledge has arisen from the recent series of police raids on cafes in Pakistan during Ramadan. Eating or drinking in public is forbidden in daylight hours, but café owners were said to be amazed when police entered cafes and told locals to leave, although non-Islamic visitors were allowed to stay. The most telling point of the story is the reported admission by a manager of the Gloria Jeans chain that he had never even checked up on the implications of local laws and customs. Later, he displayed a sign saying: 'open to the communities not observing the fast of Ramadan'.

Dogs will now be able to join their owners in some Australian cafes, after the country's Food Standards Code was changed. The ruling is still slightly hazy, in that it is supposed to apply to outdoor eating areas, but the main point of it is that the country's health regulators have acknowledged that dogs pose a 'negligible' health hazard in foodservice areas. One of Australia's main financial newspapers responded with a delightfully catty response, comparing the suggested more dangerous risks from lycra-clad cyclists ("cyclist cafes are a form of apartheid enforced by a wall of spokes"), mothers and babies ("like cyclists, they arrive in gangs"), and remote workers with laptops. Another press comment was: "let the dogs in, shoot the kids..."

One of this month's newest café owners is a school-leaver - Hannah Coleman of Brampton, Cumbria, has

taken over what used to be the local La Cucina café, and converted it into an English tea room called The Enchanted Teapot. She told the local paper: "I chose not to go to university, primarily because I wasn't ready and I didn't see the point."

The Serendipity tea rooms in Sunderland has suffered a break-in by thieves who smashed their way in through the ceiling - only some cash and an i-Pod were stolen, but the debris and dust caused a great deal of stock to be thrown away. The business was opened at the end of March, and has already survived a flood.

An age-old problem has recently cropped up again, with reports that a café in Bournemouth has refused to accept Scottish banknotes from holidaymakers - the member of staff involved apparently told customers that the refusal was on the advice of their accountant, although the customer complained that coffee-houses elsewhere in England accepted them without problem. An interesting comment from the Committee of Scottish Bankers is: "the term 'legal tender' does not in itself govern the acceptability of banknotes in transactions. Their acceptability as a means of payment is essentially a matter of agreement between the parties involved."

Whitwick Community Coffee Shop in Whitwick, near Coalville, is to receive a £10,000 lottery grant to run an apprenticeship scheme for unemployed young people.



Specialist Green Coffee Merchants

Sourcing directly from the farmers

DR WAKEFIELD & Company Limited

trade@drwakefield.com

www.drwakefield.com



There turns out to be some trade interest in the disastrous FireControl project, in which all fire services in Britain were to be controlled from just nine regional offices, but which was then abandoned at a cost of over four hundred million pounds. Baroness Hanham, who holds the interesting responsibilities of 'productivity, procurement and value for money', has given Parliament a statement on how the government proposes to dispose of the four remaining empty regional buildings, and was able to assure the Commons that "buyers of the control rooms will benefit from the deluxe, polished chrome Brasilia espresso machines that were purchased for each of the nine centres at £6,000 each, by the last administration."

Caffe Nero has been refused planning permission for its site in Marlborough High Street. The chain opened in a former clothes shop before its change-of-use application had been allowed, and although planning officers recommended approval of a retrospective application, arguing that since it opened large numbers of people had been using it, the county committee then ruled that the figures on the number of customers, provided by Caffe Nero, could not be substantiated, and that the coffee shop was against the objectives of the Marlborough Area Plan.

An interesting comment has come from Andrew and David Rigby, who have created Rigby's coffee shop on the site of two old greenhouses at Pimbo Garden Centre in Upholland

near Wigan. "Catering is the fastest growing part of our garden centre sector," they said. "Any garden centre without catering is going to struggle - now even on poor days, we have customers on site, and we have clientele who come for the coffee shop, with no intention of looking at our plants."

Croatian designer Ena Priselec has won the Central European Initiative prize in the tenth international design contest at Trieste Contemporanea with a project to refashion a coffee grinder. Entrants were asked to identify a functional object from the recent past and come up with an idea for its redefinition or reuse - oddly, the winner chose an electric coffee grinder and proposed to revert it to manual grinding 'in the name of quality and simplicity'.

Starbucks in America has created a contest in which ten of its stores compete against one another to see who can cut electricity use the most in 30 days. The competition is part of a joint project with the local public utilities, to find out what can influence energy-conscious behaviour and habits. Each store will have a tablet display behind the counter that shows its electricity use of the store through the day, updated every five minutes. Data on gas and water consumption will also be collected. The prize will be some sort of a party for the winning Starbucks shop. An interesting and slightly cynical question raised in the States was - who is going to measure all the energy used by customers with their laptops?

Costa puts flavours into forecourts

The Motor Fuel Group has picked Costa Express to supply its 48 petrol forecourts with coffee services - the work will be completed next spring. The machine involved is a bean-to-cup with the facility for extra flavouring shots.

"These machines are not coin-operated," Costa Express' Scott Martin told us. "A customer dispenses a drink using the touch screen then takes it and pays at the till.

"The Costa Express machines from inception (that is, post-acquisition of Coffee Nation) offer flavour syrups which are dosed into the drink along with the espresso and milk. This is technology developed by Coffee Nation and is quite unique. This allows us to sell specialities such as vanilla lattes and caramel cappuccino to a mass audience. Interestingly, take-up is quite high as customers can experiment using the unique touch screen."

The motoring press has quoted an MFG director with the curiously supportive line that: "As we grow, the Costa brand will grow with us." The Costa brand does of course have twenty times as many outlets - and in the last 18 months Costa Express has installed 1200 machines.

Bring on the workhorses, says Jaguar

Last month's reference to the revival of interest in 'workhorse' espresso machines, as opposed to the highly-designed 'flashy' variety, has now been supported by Jaguar, the company which distributes a quite vast amount of machine spares to the espresso trade. Jaguar also distributes the Iberlat machine, which has always fallen into the category of 'workhorse' rather than 'fashionable'.

"Feedback from our distributors would indicate that far from being just a 'trend', as the UK espresso machine market matures, people are actively seeking machines that offer performance, reliability and durability," the company told us. "We have seen a definite distinction between customer requirements - but the common denominator is the fact that regardless of their spend, operators are looking for reliability."

Recent updates to the range have improved appearance, but still put performance first, says Jaguar.

"The Iberlat machines have been undergoing a facelift, and the investment has certainly paid off. Now, powerful performance and functionality have been combined with good looks! This year has seen the Iberlat Expression launched with 2 boilers (one for the group heads and one for



the hot water and steam) and the range now also includes an economy machine, the Junior, which fits the notion of the 'workhorse' as a solid and reliable espresso machine with a 10.5 litre boiler and two steam arms but with a budget price tag... and obviously with less styling.

"The L'Anna machine is just about to undergo its own facelift, but is already known as a workhorse - pound for pound, they are solid and reliable espresso machines which in turn produce excellent quality drinks."

An American inventor has devised a new kind of drinking straw, which has a higher heat tolerance, and is intended for those who have difficulty using a conventional mug. The idea came from someone working with patients suffering from Parkinson's disease, and who came up with the idea of a straw which would not melt in a hot beverage. One aspect to the design is that the oval shape straw matches the opening in a to-go coffee lid, and doubles as a spill stopper. Other consumers, says the inventor, may choose the product to avoid lipstick smudges. Samples have not yet reached the UK.



KIMBO



HELPING YOUR COFFEE SHOP BECOME A TRUE WINNER...

Kimbo, the imaginative Italian coffee brand, believes in mutual support between cafe owner and supplier. That's why we support the BSA's annual cafe awards - did you know that every single entrant visited by the judges gets individual feedback on what the assessors thought of them?

This can be really helpful information... last year a judge told one entrant to revise their pricing, upward! We care about cafe development, at every stage, and we have great ideas which we help put into place, for our mutual benefit.

Give us a call and arrange to stop by for coffee. You will be surprised at what we can do to support your coffee service. Kimbo is very good at this!

www.kimbo.co.uk

0208 743 8959



Boughton's Coffee House

is published by Ian Boughton and Trudi Roark from

11 Lansdowne Road, Falmouth,
Cornwall TR11 4BE
Tel: 01326 311339
Mob: 07702 348866
ianb@coffee-house.org.uk



MIX

Paper from responsible sources

FSC® C008152

The news website is
www.coffee-house.org.uk
The newsfeed is
boughtonscoffeehouse.wordpress.com

Anti-chain protests show the limitations of government 'localism' ideas

There have been bitter complaints following the decision of the South Hams District Council to approve the opening of a Costa in Totnes, Devon, even though (as we reported recently) many thousands of people signed a petition against it, 250 written objections were submitted, and the town's independent traders even ran a coffee festival to highlight the situation. As a protest march was held to a planning meeting, cars sounded their horns in support. A specialist planning publication has now suggested that although the government's Localism bill promised 'new rights and powers for communities and individuals, and reform to make the planning system more democratic and more effective', this was in practice 'never going to happen'.

The wider implications of the decision were raised by *Planning* magazine, which said that the ruling 'says a lot about how hollow the aspirations of the government's localism agenda have proven to be'.

The magazine, looking at the case from the side of planning authorities, remarks that the local case officer who had to make the decision was 'unfortunate' in being called upon to handle a case in which objections related more to the identity of the applicant than the proposed use of the premises.

The officer in question had reported: "Many of the objections relate to the fact that Costa is the applicant...but such an objection is not a material planning consideration. It is the use of a site which is the consideration. The premises have been vacant since February 2010, and make no contribution to the viability of the shopping area. It is beneficial to have an empty unit put to use rather than remain empty... for these reasons the application is recommended for approval."



The Totnes anti-Costa campaign poster

The anti-Costa campaign have said that this is wrong, and that there were three independent applicants willing to take on the lease.

The comment from *Planning* goes on to say: "In this case, the hype surrounding the Localism Act raised the unrealistic expectation that the new planning framework would actually allow the council to block the proposal according to the wishes of local people. This was never going to be the case."

The campaigners have quoted a statement by the prime minister: "For our high streets to thrive, they must offer something new and different. But

for this to happen it is local people who must take control, developing the vision for the future of their high streets and putting their energy and enthusiasm into making it a reality."

The campaigners commented: "Today, David Cameron's words mean nothing." And *Planning* added: "Once again, Localism's hype fails to match reality."

Meanwhile in Suffolk, Costa's second attempt to open in Southwold drew 300 objections, less than a month after the first application was turned down. Posters have been put up around the town calling for it to again be thrown out under planning policy which should 'protect existing retail, leisure and office facilities'.

In Purley, independent traders have accused the council of 'betraying' them by allowing Costa to open. One coffee house owner said that his trade dropped by two-thirds when the chain opened, and accused the council of no longer considering the balance of trade in the high street.

York's buskers beat cafe chairs plan

An unusual row over street café furniture has broken out in York, where *Chocolate: York's Sweet Story* had proposed extending its seating into King's Square, which is known as an area for street performers.

Street artists who used the area for a long time say that the extension would effectively leave no room for an audience, thus ruining the area's reputation as a well-known area for buskers, acrobats and the like, and that some of the world's best street performers come to work in the square.

In reply, the café owner said it sought advice from the local council and devised its application 'to best accommodate other users'. Even the TV personality Roy Hudd has spoken out on behalf of the entertainers, saying it is 'disgraceful' that street performers would lose space for the benefit of a café.

The row drew a vast amount of local media coverage, and the it was later widely reported that the café had withdrawn its application.

Councillors in Kettering have voted to set up a less-bureaucratic process for outdoor café seating.

The Seats on Streets project intends to avoid the current situation in which operators have to apply to both town and county council. One councillor said: "this is a victory for common sense."



The strong, silent type

- 30% quieter*
- Built to last

Build Quality

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

Ergonomics

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

Models



Traditional grinders in a variety of different configurations



Grind on demand

Sole UK importer



THE COFFEE MACHINE COMPANY

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

The barista trainer Robert Henry of Another Cup, who also advises on the design and opening of coffee houses, has been working with Channel 4 on a lifestyle programme, with a book due out in August or September. "It isn't to Michelin standard!" he told us cheerfully, "it's about gaining a wider exposure. I'm on a mission to bring coffee to the public, but not in the geeky way - I'm conducting food fairs later this year, where I'll host roadshows for the masses, making coffee fun again, because I think we've forgotten the main reason for enjoying a cup, and that's to meet and drink with friends. Too many of us in darkened rooms, trying to figure out particular single origins ain't healthy!"

Small Batch, the café and roastery in Sussex, has launched its own Coffee Club subscription service - members receive a 250gm bag every two weeks, some of which will be 'exclusive previews' of forthcoming roasts, Cup of Excellence winners and coffee from single-estate microlots. Small Batch are seeking to encourage mail-order club members to interact with the roastery by dropping in and discussing the products. Small Batch will be launching its first dedicated combined coffee shop and training centre in Seven Dials, Brighton this September. The building has an old bank vault which will be the espresso-training lab and there will be seating for 50 in the café. Small Batch currently has three sites and two coffee carts located in Hove and at Brighton Station.

A retrospective application by Coffee #1 in Tewkesbury has been approved, although the council expressed annoyance at the café being opened before the authority had considered its applications for a change of use and for shopfront alterations. There were three objections, but planning officers said that the transition from retail outlet to coffee shop is acceptable. The council's development control manager had formerly said: "the applicants have chosen to carry out work and open the shop prior to receiving planning permission, which they have done at their own risk." Two smaller cafes objected, and one told the local paper: "It seems that if any of the big national companies come in, they can pretty much do what they want. The council should have the guts to make decisions for the benefit of the town."

There has been another astonishing Cup of Excellence coffee auction price - a small coffee farmer from Veracruz, Artemia Zapata Tejada, achieved a bid of \$50.21 per pound, or a total of \$89,662.01, during the first auction to be held for Mexico's finest coffees. The farmer said after the auction that he wants to be an inspiration to others of what honest hard work based on quality can produce. The farmer had dried this particular coffee on his roof.

Vietnam, the world's biggest producer of robusta coffee, and second-biggest coffee producer overall after Brazil, now plans to more than double output of arabica, to maybe 96,000 tonnes by 2020. The country could replace robusta with arabica in some areas that have suitable conditions, the Reuters news agency was told, possibly unofficially.

La Cimbali's proposed museum of coffee machines, an idea which we reported last year, is now going to be ready for opening in October, to mark the brand's centenary. The Mumac museum will cover 1,500 sq.m. in part of the company's factory in Italy. It will be 'the world's richest and best-preserved private collection' of 200 coffee machines, original bars from different periods, and 15,000 archive documents.

Peet's Coffee, the American roasting company which inspired the rise of such chains as Starbucks, has been sold to a private German holding company for nearly \$1 billion. The buyer, JAB, who paid \$977.6 million, also holds a share in D.E Master Blenders 1753, which used to be Douwe Egberts.

The international press have had a field day with the news that a café has opened in New York selling tap water at \$2.50 per bottle. Many have been quick to call it a scam, but those in the trade will know that it is an instore purification plant, which certainly works on tap water, but produces a result which has gone through seven stages of cleaning. Quite typically for New York, one body of opinion says the local water is naturally palatable, and others say it is disgusting; one body of opinion says the Molecule café's purified water is worth the money, and others say it is 'dead water' because all the minerals have been removed.

A schoolgirl has won a competition to name a new coffee shop in Boscombe; Danni Cotterill suggested the name Cool Beans for the café, which opened in July. Her prize was a free milkshake every day, the chance to devise her own shake recipe, and £50 in cash.

Whittard has signed a two-year partnership agreement with the Royal Albert Hall, to create an exclusive range of branded tea bags, biscuits and leaf tea pouches with silver plated infusers to be stocked in the Hall's retail shop, bars and café.

Eden Springs, the workplace drinks provider, has acquired the Garraways coffee business. It is Eden's second coffee acquisition in under a year, following the purchase of Shakespeare Coffee, and is said to be 'a clear intention to dominate the burgeoning workplace beverage market'. Garraways is based in Bolton, Lancashire and has a large public and private sector client base including HM Prisons, the Ministry of Defence, the BBC, and the AA.

Coffee is promoted for hangovers...

The appearance of a new coffee from Weanie Beans has restarted the age-old discussion about whether or not coffee is good for hangovers. Weanie Beans sells from coffee stalls at markets, but also has a trade business, supplying various delis and foodstores. Its latest products are the Hangover Coffee and the matching Festival Coffee Kit, which is a combination of the Hangover coffee and an Aeropress.

The Hangover morning-after coffee is a blend of Guatemalan arabica and Ugandan robusta, described as 'packed with flavour and caffeine', and priced at around £5.00 for 250gm. It is, says the brand, 'a unique blend that has a higher caffeine content than most and helps people to ease those turbulent morning hangovers'.



Together with the fact that caffeine is a stimulant, it will kick start your day, and combined with drinking lots of water, it will help alleviate some of the pain associated with too much alcohol consumption, and even more so when combined with aspirin or ibuprofen.

"We're not claiming this coffee to be a hangover 'miracle cure' - we're saying it will get you going faster after a heavy night.

"Of course, the right thing to do is not to drink too much in the first place!"

It may not be entirely coincidence that Weanie Beans has been picked as official coffee supplier to the Whisky Exchange Show, which runs over two days in London in October.

Does coffee help a hangover? There have been various 'studies' which argue the matter both ways.

"Caffeine is a diuretic and therefore dehydrates you - which isn't great when you've got a stinking hangover," remarks the brand's founder Adeline Vining. "However, caffeine is also proven to help alleviate headaches.

... and for worse

The matter of 'strength' with regard to coffee has cropped up again, not least with one new arrival claiming to be 'the strongest coffee in the world'.

The term 'strength', when applied to coffee, has caused much argument as a term which the supermarkets demand to see on retail packs, and yet one which is defined by no set scale. Cafedirect, which claims to be the fastest-growing roast-and-ground brand in the UK, has said that it will be launching its new Full Roast coffee in supermarkets, with a 'strength 4' rating. "With the market flooded with 'strength 3' coffees, fuller-strength coffees are showing the most growth, with 'four' showing over three times the growth of 'three'," said the company.



'use coffee beans with close to 200 times the amount of caffeine as a typical coffee-shop coffee, roasted to medium-dark for a strong, robust flavour, for extreme potency'.

The roaster behind it has said that having long tried to explain to customers the difference between 'strength', 'dark roast' and caffeine content, they decided to create a bold-flavoured, dark-roasted and high-caffeine blend for those customers who specifically demand 'a strong coffee'. The roaster now says: "this is not your regular morning coffee, you will not find this coffee at your cissy Starbucks. This is Extreme coffee, not for the weak'.

There is, however, probably no scale high enough to encompass a coffee recently launched in America. This is Death Wish coffee, which claims to

It sells for \$20 per pound, or three dollars for a two-ounce sample. They do not yet ship outside the USA.

The first production-model car with its own built-in espresso machine will be the new Fiat 500L - it goes on sale in October, and features a version of the Lavazza A Modo Mio capsule system, sited in a holder between the seats. A couple of years ago, Audi tested a car with a WMF machine in it, but did not go into production with it.



Rather unusually, a one-man mobile coffee cart has produced his own-brand coffee. Chris Crichton, who works the Green Coffee Machine in Cheltenham, has created a triple-certified blend, of beans from Honduras, Peru, Uganda, Ethiopia and Indonesia, described as 'a rich, nutty coffee with notes of burnt toffee and liquorice'. It is roasted by Lincoln and York. When we asked whether a cart allows room for promotion of an own-label, Chris told us: "it should work, as I have room for some coffee bags on display and mention it to customers as they are buying coffee. I can also offer to grind coffee for them. How I go about promoting it further afield will be another challenge!"





Esquires coffee houses have helped in the revival of a traditional midlands treat - the Coventry Godcake. This is a kind of triangular pastry case filled with sweet mincemeat, and there are two explanations for the name - one is that the shape refers to the holy trinity, and the other is that godparents would make the item to mark the appearance of a new child. Whichever is true, the item has now been put on sale at the Esquires branch in Coventry Transport Museum, as a project between baker Leigh Waite and the café manager Steven Prime, pictured on the left, who is also currently shortlisted for a British Franchise Association award.

Regency to distribute Ghirardelli and 'good chocolate practice'

Regency Coffee of Manchester has said that it will mark its take-over of the distribution of Ghirardelli chocolate products by encouraging good practice in the use of chocolate among the café trade, for reasons of both economy and effectiveness. A typical practice the company proposes to advocate is that of 'saucing up' - the preparation of the day's chocolate supply, in liquid form, before the opening of business.

"It's surprising that a lot of coffee shops do not do this, although it's good practice," says Regency's Jarrod Normie. "The big businesses do, but not every coffee-house, even though the cost-savings are significant.

"Ghirardelli recommend that a café prepares their Sweet Ground chocolate powder, with a certain amount of water to create a sauce, and then decant into a pump. The result is a big time saving during the day and a cost saving - Ghirardelli say that you can save 44 per cent on the cost of using a bottled chocolate sauce during the day."

Ghirardelli is a long-established San Francisco company, and its Sweet Ground chocolate powder, which is available in several flavours, is already in stock with its new distributor, as are the brand's sauces.

"The Sweet Ground product is a sweet chocolate for a discerning palate," Jarrod Normie tells us. "Is there a taste for this kind of chocolate in Britain? Absolutely! The brand is already known to the UK trade, and our job is to get it re-established. It is a very useful brand for the café trade."

Usables GmbH of Düsseldorf claims to have invented fruit teas which extract perfectly in cold water, even tap water. There are two blends, cherry and cranberry and apple with vitamin C, which take eight minutes to steep. This is the company which invented 'cool tea figures', promotional characters which fix to the lip of the cup.



Marley Coffee, the brand founded by Bob Marley's son Rohan, has joined forces with charities Crisis and Switchback to help unemployed young people back into work or training. There will be support for local community programmes and hands-on training and paid work opportunities as Marley Coffee takes its coffee cart to events this summer. One of the events featuring the coffee has been the re-opening of Marley Way in Brixton.



Here's a curiosity which made an appearance at Caffe Culture this year, and of which we now have samples. Orzo, which is Italian for barley, is a caffeine-free roasted grain beverage made from ground barley. The company Orzo Coffee of Southampton is now offering it not just as a filter-type drink, but also for espresso, in pods of the ESE style.

In America, Starbucks has introduced EarthSleeve, a grip-wrap for takeaway coffee cups which uses 34 per cent less raw fibre and 25 per cent more post-consumer fibre, and is compostable. In the kind of over-the-top PR so loved in the States, it is claimed that this 'correlates to a saving of nearly 100,000 trees'. This figure appears to be arrived at by the calculation that Starbucks used half of the three billion sleeves produced in America last year.

In the Manchester Food and Drink Festival Awards, the shortlist for 'best coffee bar or tea shop' includes Coffee Fix of Gatley, North Tea Power and its near neighbour Home Sweet Home, The Art of Tea in Didsbury, Macaroon by Alison Seagrave in Rochdale, and the Cornerhouse, Manchester. Last year's winner was The Chocolate Café in Ramsbottom.

A council food safety officer came face to face with a live rat when he inspected the kitchen of a café in Cornwall. The café's proprietor was fined £700 with £2,000 costs.

Equal Exchange has introduced a new Grown By Women Farmers collection, of a quality developed with the commercial barista in mind. The brand says it has taken a lot of work to bring together the produce of small farmers from Peru, Ethiopia, Uganda, Sumatra and India, but they have now achieved a range of six roasts, in one-kilo packs. "You are making a big difference to the most marginalised farmers in rural communities,

the women," says the brand. "We want to show that mainstream Fairtrade has far to go and challenge it to raise the bar - Equal Exchange will 'walk the walk' and buy the best quality the women farmers can grow. We see the development of traceable supplies from women farmers as a logical development of Fairtrade."

The Canadian military has invited applications for a coffee corporal. The successful applicant, who must already be at least a corporal, is to 'efficiently control the inventory and services of the coffee machines' and oversee setting up the commanding officer's coffee mornings and similar events. It is reported that a corporal in the Canadian forces makes over \$53,000 a year. Rather appropriately, the motto of the Canadian Forces Leadership and Recruit School is 'Learn to Serve'.

North Yorkshire County Council will provide £47,000 to help pay for Creative Coffee, a drinks and snacks business in the Scarborough, Whitby and Sandsend area which will offer employment opportunities for people with a learning disability, within a social enterprise that will provide business experience and customer care training.

An American private equity firm, Kohlberg Kravis Roberts & Co, has announced plans to buy the German coffee machine maker WMF. KKR will acquire 52 per cent of WMF's ordinary shares and launch a public offer for the remaining ordinary stock.

QUALITY REFURBISHED MACHINES

10% OFF FOR BOUGHTON'S COFFEE HOUSE READERS
PLEASE QUOTE B0H12
OFFER ENDS 31/10/12

AFFORDABLE WEST COUNTRY ESPRESSO MACHINES

Perhaps you are looking to change your espresso machine or simply find that you are out-growing your present model. Why not consider a quality refurbished CMA machine, expertly prepared and supplied with a warranty. At around a third the price of new this may not be as expensive as you thought with machines starting from just £950.00.

With a fully equipped demo room, you are welcome to visit and try out a machine, sampling our tantalizing range of hand roasted coffees under instruction from our in house barista.

Marley Coffee & Co.
COFFEE ROASTERS

CALL US FREE ON 0800 138816
9.00AM - 5.30PM MON - FRI
E: sales@lovecoffeemachines.co.uk
www.lovecoffeemachines.co.uk

If there is one thing we are not short of in this industry, it is barista trainers. Indeed, this magazine has occasionally got into trouble for daring to suggest that when many coffee salesmen are made redundant, the first thing they do is open up as barista trainers, charging far more than they earned before... irrespective of whether they are worth it or not.

There have been various attempts to establish a register of barista trainers, and the concept of 'qualified' barista trainers is one which still arouses argument. A rather new angle on the subject has come from Christine Cottrell, who is the author of the Barista Bible and the Perfect Espresso training system.

She is Australian, which has come to confer credibility in the coffee world - but she operates from Brisbane, which is not generally listed among the country's coffee capitals.

"Melbourne is where it all started, in the 1950s-60s. Lygon Street, which is now a trendy area, really is the history of Australian coffee - this is where the post-war Italian migrants arrived, bringing the first stovetops and espresso machines.

"It's a fabulous old place very similar to Vienna, and much of it has not changed since the 1950s... formica and lino, like a lot of the old East London 'caffs'.

"Melbourne also has a colder climate, so coffee was a logical warm-up, and it's very Italian in that they pop in for a quick coffee and out again. You also see a lot of roaster-cafes, similar to what we have seen appearing in London.

"Sydney is a bit different - not as 'cosy' as Melbourne, though Sydney people would disagree. Here in Brisbane, the scene is a little behind Melbourne, not very much behind Sydney, and developing fast... I have eight roaster-cafes within a kilometre or two of where I work."

It is no accident that coffee has become a big part of the Australian culture, says Christine.

"In the 1980s they took the Australian college curriculum and divided it in half. Part of it developed into a very strong technical curriculum including what is now well regarded worldwide as the Australian hospitality training scheme, and there have been two espresso courses in that for a long time... rather like the British City and Guilds, but we have a lot more of it.

"This means that you get more Australian 14-16-year-olds studying coffee. A statistic which really shocks the world is that 90 per cent of schools here have an espresso machine in their skills training rooms, and many of them have simulated cafes.

"The funny thing about this is that the staff room usually has instant coffee, so a lot of these training rooms make a fortune by charging the teachers three dollars for a coffee!

Controlling the kangaroo-brains



"This also means I now sell my training resources to teachers who may well be showing 12-year-olds how to make espresso. And that's why the cafe culture is so established here at a younger age.

"And that's why we established the Become a Barista competition for high schools, a model which can be used elsewhere. Teachers in other areas of Australia are already interested.

"This all comes about because of the strong hospitality ethos in our schools. It's the same with cookery - the chef arm of the culinary federation has cre-



based on sound educational theory, thus creating a blueprint for other trainers to follow.

"I started the Coffee Education Network and linked up with an Italian family who started cafes in Brisbane. Absolutely no-one was doing coffee training at that time... just think of how much coffee was in east London ten years ago, and you'll get the idea. There was me, this Italian family, and

“ From an educator's point of view, you have to find the balance between the passion and the skills. ”
- Christine Cottrell

ated a cooking competition which has become international, and now they have wanted a barista aspect to accompany it, and again, this could go international with the right partner."

Christine Cottrell's business angle is different from most barista trainers. Her vision is of creating barista training

the odd course by Lavazza, and we were well ahead of our time.

"Now, when other courses came along, I realised that one was saying this, and one was saying that, and I began saying: 'look, we should all be working from the same page'. That's when I realised the dilemma - coffee technicians may be passionate and

know coffee well... but they do not know teaching.

"So, I decided to put my teacher hat back on, and research the entire coffee story from the educational point of view. I suppose I had 'a little book' in mind - certainly, I had a little spiral-bound plastic book which I sold to some other trainers, but I had no business plan, until someone said I could be a 'publisher' and suddenly it all grew like Topsy."

Here, she agrees, is a puzzle which confronts many café owners and general caterers. How does one evaluate a good barista trainer before committing yourself to hiring him?

"From an educator's point of view, you have to find the balance between the passion and the skills. It is the teaching of training skills which has been neglected - the typical coffee trainer is a passionate geek who gets up and says the first thing that appears in his head.

"They may be passionate, but they are random and unstructured - as we say, they're 'kangaroo brains', jumping all over the place. This is why many coffee suppliers and roasters have tried to write their own training programme and end up thinking it's not worth it... it's because they don't have the educationalist structure.

"Trainers have now said that my system gives structure to their knowledge. We are bringing in lesson plans about what a trainer has to say and do."

There are some surprisingly basic errors, she says - again, because most barista trainers are coffee experts, not trained teachers.

"Most 'untrained trainers' will think that coffee training is about saying what you know to the next person. But in education, we say that listeners only remember five per cent of what they are told - so the barista trainer who comes and says 'right, mate, do this, do this and do that', risks the barista only remembering five per cent of it. This is a known educational dilemma.

"Now, baristas are people who like to do things with their hands, and many people who work with their hands are visual learners.

"This is why I say that you must never go near a training class without 'taking things', and that's not difficult to do - it's easy to hassle a roaster to give you varieties of light and dark roasted beans, or to hassle an engineer to give you old grinder burrs.

"You can show these things, to illustrate the 'why' of what you are training. To say 'you do it because I say so' isn't enough. To show them the 'why' of what you are teaching is a very powerful tool.

"Writing it down always helps, and that's why I have a Workbook, but it's planned to maybe just require a word here, a diagram there. For some people who work with their hands, questions which require sentences in writing can be bad training... a sentence

with a word missed out, which they have to fill in, can be very good training.

"Another thing that barista trainers know about, from catering, but don't apply, is the concept of 'mise en place' (the set-up and preparation that a chef expects to see done before service starts). A good barista lays things out, but a barista trainer very rarely has a formal opening and conclusion to their training... so we've written it for them."

The trainer's conclusion, Christine points out, is not the end for the café owner. There is the importance of follow-up.

"What's the difference between an ordinary barista and a champ? It's practice. One-off training is probably not good enough without follow-up in various forms, because if they don't apply what they learn, they'll forget it. A lot of continuing training always helps a café."

Whether or not the trainers have a strategy behind what they do, surely the café owner, the employer of both the trainers and the trainees, should have his own strategy set out before hiring a trainer... he should know what he wants to achieve for himself and his staff. How many café owners actually do know that? To what degree do café

the track with this thinking in Australia."

Here again comes that reference to Australia, which is now always seen in Europe as a world leader in coffee. We hear a lot about what the Brits have picked up from the Aussies - what have they picked up from us?

"Yes, we always crow a lot about the fact that we brought the new wave of coffee to the UK... but what is being dished up in the cup is now very much the same.

"One big difference now is ambience - your buildings are far older than ours, and in London, you have a far greater potential to make the most of your ambience. You have history that we don't, and you use it well.

"I also believe the speed with which the British took up espresso and ran with it is a lot faster than has happened in many countries. And another interesting difference between us is that Australians don't generally like to be known for 'geekiness', but the British don't mind being seen that way! So I think we may have picked up something from the UK on the extent to which you can now take coffee."

There is a very old saying which says: 'those who can, do... those who can't, teach'. Why isn't Christine Cottrell running a coffee shop?

Quickfire invents the single-cup ceramic printing service



Bryer's uses single-print mugs as table identifiers

Readers of this magazine will know that there is nothing we enjoy more than creative design work on a cup. The surprising cup news this month is of a service by Quickfire, the decorator of personalised ceramic cups, which can now offer 'individual' cups. Virtually all cup decoration is based on the old 'topaz' principle ('transfer once, print a zillion'). The new Quickfire one allows for every cup in a batch to be different... typically, a café can have mugs numbered to identify orders.

It is, says Quickfire's Simon Martin, the result of bringing printwork in-house.

"Since we started in 2001 we have been sub-contracting the screen-printing of customer logos - then we received the prints, and applied them to the cups in-house before firing them in our kilns. So we only had control over two-thirds of the production process.

"I was trying to set up a screen print shop myself, but I hadn't solved the problem of the necessary talent. Screen printing ceramic logos is a really complex job - each colour is printed separately, so aligning each colour is very skilled, especially when the logos are so small.

"Incredibly, just as I was starting to think I would never be able to find a screen printer who could do the job, a CV landed in my in-box from someone working for a mug printer in Poland - he turned out to be a genius screen printer!"

This brought in the facility to create every cup differently.

"Bringing the work in-house allows us to print small jobs more flexibly, and we can now make just one item. This gives the trade customer the opportunity to vary the design from cup to cup, in the way Bryers did with the table-tidies (pictured). We have several customers who now order mugs with employee's names on, and we ourselves all have mugs with instructions

on how to make our preferred cuppa!

"On a more practical note for cafes, we now have customers who use several different designs across the range. We don't do decorated teapots very often and, when we do, they tend to be an extension of the cup branding - one who took a more highly decorated teapot is J. Atkinson & Co in Lancaster.

"All this doesn't cause us a problem any more, and is just another way we can offer a unique service."

Quickfire is also developing its glassware work.

"We have a heavy-base espresso shot glass in the range which we usually dec-

orate with an etch-effect design that makes the glass look as though it has been engraved. We can accumulate jobs very quickly and print them all together, which enables us to reduce the normal logo origination charge and offer bespoke glasses without a big initial investment. We can also measure the volume of the glasses very accurately using a baby medicine syringe and offer customers a calibrated glass for measuring espresso portions."

Bringing the skills in-house does, says Simon Martin, affect the 'feel' of a company.

"We now really feel like a 'proper' manufacturing company. It has enabled us to employ more people, to produce work that we were buying in, and it has given everyone who works here a lift."



Simon Martin

"It is the teaching of training skills which has been neglected - the typical coffee trainer is a passionate geek who gets up and says the first thing that appears in his head."

- Christine Cottrell

owners share with staff their ambitions, aims, hopes for the business?

"Generally, not at all. The café-owners can often be the hardest sector for the trainer, because they generally haven't thought staff training through. We got an amazing response at Caffe Culture when we started talking about this.

"Here we are talking 'mission statements'. This is a natural offshoot of your training effort - some things to be trained are set in stone, but some things are your café's own 'enterprise standards', and if you don't know what your own 'enterprise standards' are, then heaven help you! This challenges a café owner to think 'what are my enterprise standards with regard to milk, or cleaning, or anything else... and how do I share them with my staff?'"

Is it a good idea to reward staff for being trained?

"I do a lot of work with a coffee franchise, and the reward they see in all this is in putting staff on a 'career path'. The role of barista was never seen as something with a career attached to it, but now this is changing, if very slowly... we're certainly getting well down

She takes the question with a delighted laugh.

"I'm an educationalist - I spent 26 years teaching, and when I left it ten years ago, I worked in a gorgeous little café, attached to an upmarket gift shop.

"At the beginning, I enjoyed dusting Waterford crystal very well, while making coffee very badly! Later, working behind an espresso machine turned out to be bliss compared to working in education.

"So I have had the experience... but I had to go back to the skills of teaching to create what I'm doing now."



A typical collection of Christine Cottrell's training materials

Several people have recently said that the distinctions have become rather blurred between frappes, smoothies, and various other curious drinks which use a blender. One British chain even markets a 'frappe milkshake', and there is a continuing debate about whether a frappe should have a coffee ingredient or not... and we have seen various different consistencies of finished product, too, ranging from smoothie-like to granita-like.

What constitutes the 'frappe' for commercial purposes, within the British café scene?

The frappe may historically have its roots in Greece, and there it still does have a coffee content, but in recent years it has become as American as the major café chain which invented the frappuccino, and with many diverse formulations.

Twenty one years ago, Big Train of California began selling 'speciality beverage mix products' to the American coffee house trade. Today it has sixty per cent of the American blended iced coffee market alone, sells 200 powdered and liquid mixes around the world, and is indeed available in the UK through a distributor.

What does this giant company think makes up a frappe?

"This is an interesting question and one we wrestle with, too," responds Robyn Hawkins, the brand's chief executive officer. "We have been selling blended drinks since the beginning and we have labelled them this way - our iced drinks that contain coffee are called Blended Ice Coffees and we have 27 products; those that do not contain coffee are called Blended Crèmes and we have 28 products. Our blended fruit and ice drinks are Smoothies and our blended ice café style protein drinks are called Frappes.

"We use the word 'frappe' when we refer to a generic category of any blended ice drink."

So how should a frappe turn out?

"There is no standard terminology around the world for any of these drinks and what is expected varies by country. In the USA, where we are a market leader in the coffee-house segment, a good blended drink (fruit, coffee or non-coffee) should be drinkable, icy but smooth with no icy chunks, and not watery. A straw should stand up in the drink, but it should not be so thick that you cannot sip it easily through the straw."

Should it necessarily contain coffee?

"We make mixes that contain soluble Colombian Arabica coffee, and we make non-coffee mixes for coffee houses that prefer to use their own espresso in a frappe."

The essential thing, says Big Train, is that when a coffee house uses a premix or frappe base, then the product should be easy to make, and satisfying when completed.

Frappe mix powders should be the barista's secret ingredient, says the

Selling frappes to Alaska



Frappe mix powders should be the barista's secret ingredient, says Big Train

company, and the Big Train growth has come entirely from easy-to-make frappes, requiring ice and water (although baristas commonly substitute water with milk, soy or hazelnut milk, or may prefer to add their house espresso to a standard base).

Whatever they do, says Robyn, it should be quick and easy.

"While at Heathrow airport last month I ordered a frappe at the coffee house there," she recalls. "It required many steps by the barista and many additions were eyeballed! The resulting drink was watery, tasted of stale coffee and was undrinkable. I tried the same when returning to the airport a week later, and it was made different... but it was still undrinkable!"

The conclusion, says Big Train, is that the café owner must find a reliable base mix and stick to it, judging how many variations can be achieved without difficulty from any one base.

"Most of our blended ice coffee and blended cream products taste great as hot beverages too - for example, our 20 Below white chocolate blended crème is a rich and refreshing blended drink, but it also makes a good steaming hot white chocolate cocoa.

"So coffee houses need only have one mix to make several products; we also have seasonal blended beverages, and for holidays we can pull out unique ways to change up the existing drinks further. It's easy to produce a raspberry vanilla bean smoothie at Valentine's Day, or a Shamrock Mint Mocha for St. Patrick's day."

That's a very American reference - nobody creates St. Patrick's celebrations like the Americans do, and Big Train is an unmistakably American

product. Not only does the logo show a typical old steam train with cowcatcher, but the company's training videos will typically show giant toppings of whipped cream and cream cheese, which certainly is a very American style! And the idea of a root beer frappe, one of the newest flavours, might be a very alien concept indeed for the UK.

How does the British coffee-house owner creatively and most effectively 'translate' the Big Train concept to the British market? Has Robyn Hawkins anglicised her point of sale for our market - or is she consciously encouraging that British caterers concentrate on the 'American-ness' of the Big Train identity?

"We definitely have an American style! Many of our flavours are born from great American desserts, but over ten years ago we began to develop flavours for specific country profiles. In some countries, honeydew, mango, taro or hazelnut may be the number two or three flavours. This is why we currently have over 75 flavours...everything from caramel latte to watermelon!

"Some countries like more, or less, sweet frappes. Each country takes our standard powder and modifies the quantity used... in countries where milk is not plentiful, the creamers in our mix will make a rich drink even when made with water."

Part of Big Train's American-ness is the firm argument that it is its own manufacturer. In the frappe mix sector, as in many others in the coffee-house market, it is often difficult to establish just who makes something, and whether different brands actually start out under the same roof.

"This one is easy for me to answer! We take great pride that we make all of our powdered products ourselves at our southern California manufacturing plant. We use US raw materials where available, and the two exceptions are cocoa and Colombian arabica coffee ... because we don't grow them here! We do not make any private label products for any European companies."

It also makes some unexpected versions of the frappe. One which won a lot of attention and sent business in a new direction was the Coffee Protein Mix Fit Frappe - it was launched at a world fitness convention, includes protein, fibre, is gluten-free, measures 130 calories, and while mainly dairy-free, reports 'a tiny bit of lactose as a result of the calcium caseinate, a milk derivative'. The fitness trade, to whom it was launched, suggested that it did not have 'that typical protein after-taste', and could usefully replace morning coffee for fitness enthusiasts.

(Big Train puts a percentage of sales to an inner-city sports programme).

A particular thing to note, says Big Train, is the concept of the frappe as an all-year-round drink. All the big chains bring their frappe A-boards out when the sun shines, but the fact is that business goes on all year.

"It certainly used to be that blended drinks had a 'season' and we at Big Train would gear up stock for the hot summer months. As the frappe market matures, we find that our customers want blended beverages year-round, and now we see only a small dip in sales through the winter.

"In the US, it is now reported that 42 per cent of total annual sales in the coffee-house segment is attributable to blended iced beverages.

"And it's funny, but we really do sell lots of frappe mixes in Alaska in the winter...go figure!"



The frappe bike has now been invented - and Coffee Latino is already exporting them. "We have seen a large increase in frozen yogurt shops, so as a mobile company, we have added mobile frozen yogurt vending units to our range, and we sent three of our first frozen yogurt bikes to the Olympics," the company's Barbara Croce told us. "Export has been huge for us this year, and our second bike went off to Colombia within six weeks of the first one, so it must have proved an instant success." The company has also been involved with a school business frozen-drink project called Big Licks, recently recognised in northern business awards.

How does the café trade make the best from frappes? It is not an easy question, largely because there are so many variations of what the word means.

The word *frappé* in French means chilled, as with ice cubes in a shaker. The 'café frappé' comes from the 1890s, and apparently was a kind of coffee granita, while the same term was used elsewhere in the 1930s as a straight iced coffee.

The source of the modern usage seems to be Greece, in 1957 - the popular story is that Nestlé was exhibiting a children's chocolate drink which involved a kind of cocktail shaker. One of the team was looking for a way to have his usual instant coffee during his break but he could not find any hot water, so he mixed the coffee with cold water and ice cubes in a shaker, and invented the modern frappe.

As 'the national coffee of Greece', it can be made with coffee, sugar and a little water stirred into a foam, to which is added cold water and ice cubes and, commonly, evaporated milk.

How it transformed into myriad drinks with strange names, some involving coffee and some not, is not something to go into here, but the fact is that one way or another, the frappe sells - so how does the café owner make the most of it?

The one thing the trade is agreed upon is that the most useful product is some kind of base to work from, and a typical, but very new one is the DaVinci Vanilla Prebase mix from Kerry - it's a sister product to the flavoured syrup range.

"The Vanilla Creme frappe base contains no coffee," says Grace Keenan, the brand manager. "When developing our frappe base, we decided to manufacture a base mix without coffee, as it allows outlets to offer bespoke frappes with their coffee and their signature taste."

"Many of our customers serve non-espreso-based frappes, and through our seasonal beverage calendar our development barista has created a number of both espreso and non-espreso frappe recipes to satisfy the coffee or non-coffee drinker. There is a growing trend in the industry for coffee houses to develop their non-coffee menus, and non-coffee frappes are just an extension of this."

"The DaVinci vanilla creme frappe comes in a one-litre aseptic liquid format, and is simply made by pouring over a cup of ice and blending. Operators can change the flavour profile of the frappe by adding either syrups or sauces, or adding a shot of espreso."

It is quite true, say coffee houses and suppliers alike, that buying any old frappe base is a bad idea. Typically, Alistair Blake recently posted a Tweet saying: 'after nine months of testing more than 30 frappe powders we have our new range - a massive step forward'.



Zuma frappes

Choosing the workable base

We asked how he had come to test so many.

"There were a number of factors. Ingredients were a key factor - many of the US and European frappe powders contain hydrogenated vegetable oil, which is something we try and avoid."

"We were also looking for products which could be used for various applications including milkshakes. I wasn't happy with the way our previous range worked for milkshakes, especially the chocolate. And another factor was product separation once made - many of the samples we tried, and also our previous range, quickly separate. That means if the drink is left for a few minutes the colour of the drink falls to the bottom of the cup, leaving a milky ice layer at the top."

"Also, as Starbucks' frappuccino is the market leader, we were looking for something which was similar in taste."

The one he chose was the new Monin coffee frappe.

"We knew Monin were working on a frappe powder last year, and they have done a great job, nothing comes close to the taste and mouthfeel."

With the new Monin product, the 'brand ambassador', barista James Coston, has suggested that the vanilla, chocolate, coffee and non-dairy bases do lend themselves to signature use.

The Frappé de Monin chocolate works hot, with flavoured syrup (hazelnut, gingerbread) and Monin purees such as red berry and banana. For a blended frappe with ice, the Monin coffee base can be used with perhaps chocolate, crème brûlée, caramel, or vanilla syrups, or maybe dark or white chocolate sauce.

More ambitiously, the Frappe de

Monin makes a frozen mojito, with non-dairy frappe base, mint syrup, and rum. The brand's passionfruit, black-berry or cucumber syrups all work with it, as do strawberry, raspberry or kiwi purees. A frozen daiquiri is similar.

A typical 'neutral' frappe base is the Kool Kup, sold by Cream Supplies.

"It's a great idea as you use it as a thickener and then add whatever flavour you like, be it just a syrup or espreso or fruit juice or puree etc," remarks the company's Jon Money. "It

sells OK, but nothing like the Zuma flavoured ones sell. Which has always surprised me - I guess cafes are conservative and don't want the bother of making up a flavour each time which can vary depending on the staff making it... personally, I think that it means you can offer bespoke flavours that could be used

to capture the imagination of your customers, in the same way that Shakeaway have - just look at their menu. My guess is they use something like this as the base for their 'brain freeze shakes', etc."

One very new frappe powder has actually won a prize - it's the new Zuma yogurt one from Beyond the Bean, which took a 'best new product' award at this year's SCAE show.

"The big difference between a quality frappe and a cheap one is the number of ingredients," remarks the brand's Paul Maxwell.

"If you look at the cheaper brands, many of which are from the US, the number of ingredients are incredibly high, and with many unpronounceable additives and fillers." (The list he provides shows some products with over two dozen ingredients - Zuma has six).

"With Zuma, we have always been about quality ingredients without fillers

and additives. I can exclusively reveal to you that we are changing our best selling vanilla frappe to make it even richer and more luxurious than before! The new vanilla bean frappe tastes even better and gives a creamy, rich taste that works well by itself or with added chocolate, a shot of espreso or even a fruit smoothie mix."

"Zuma Frappes are low in fat, contain no GMOs (can the same be said of any US import which uses non-organic corn syrup solids?), are free from trans/hydrogenated fat and approved by the Vegetarian Society."

Fair enough - but what should a frappe do for the café operator?

"We have always stated that the difference for us is that a frappe is creamy while a smoothie is fruity. With frappes, three of our lines are coffee-free (vanilla bean, chocolate and yogurt) which allows operators to offer drinks that are caffeine-free but with the option of adding a shot or two of their own espreso."

"A quality frappe powder allows coffee shop owners to create signature and seasonal drinks as well as offering standard options. It should combine with quality fruit smoothie bases such as Sweetbird or fresh fruit to compile a selection of frozen beverages with the minimum of fuss."

Several suppliers to the trade turn out to be vegans, and one pointed out to us recently: "I'm not going to be able to say anything much positive about frappes, which are essentially flavoured milk powder!"

"We have been working to develop a dairy-free option recently," says Zuma. "Many of the US 'dairy-free' options aren't dairy-free as they contain milk derived ingredients and proteins, but ensuring it's 'clean' and free from some of the more questionable fillers and additives is a priority for us as well."

Several suppliers believe in the concept of the 'signature frappe', and say that a good base will take other ingredients quite usefully. There have been suggestions of chilli syrup, or matcha, or angostura, or ginger, or even ginseng. This makes for a more 'healthy' option than some frappes which have recently been investigated.

It is by no means a new idea, but Fox News of the USA recently went to investigate the healthiness of frappes, partly because of the proposed ban on 'sugary' drinks in New York. The city's health officials are investigating 'ambiguous beverages', said the news channel. Typically, a Starbucks frappuccino can qualify as a milkshake, which will not be affected by the ban.

Of course, the American taste for whipped cream and flavoured syrups does swing the findings a bit, but the news channel did highlight the Starbucks strawberries and crème frappuccino as being particularly high in calories and fat, but not so high as McDonalds chocolate chip mocha frappé (530 calories, 24 grams of fat).



The new Monin frappe

The tricky question of how – and indeed, if – the café trade caters for the vast number of people with an intolerance to gluten has again been brought into the spotlight. The Coeliac UK organisation has now come up with new services and accreditation in an attempt to encourage the catering industry to make the most of a growing gluten-free business.

Coeliac disease is an auto-immune disease caused by intolerance to gluten which is found in wheat, barley and rye. There is no cure or medication and the only treatment is a strict gluten-free diet for life. Diagnosis rates are rising, and their market is already reckoned to be worth over £100 million. Research by Coeliac UK, covering 3,000 sufferers, has shown that not only would they go out to cafes and restaurants more often if they could be sure of a safe gluten-free option, but, almost incredibly, a quarter of respondents said they have travelled for an hour or more to find a caterer providing gluten-free produce.

The importance of this to sufferers was illustrated by one who wrote: 'I was close to tears, when I found out my local M&S had stopped stocking gluten free sandwiches - a trend I seem to have noticed is worryingly increasing'.

What is the situation in the coffee-house trade?

Sarah Sleet, the chief executive of Coeliac UK, believes that the café trade is a vital player in serving those she works for.

"We see a great desire for more options in coffee houses and tea rooms, the kind of places where people want to pop in and out. At the moment, provision of gluten-free products is patchy - much of the time, you can find a gluten-free brownie, but no savoury option."

It is not, she said, awkward or impractical to put this right.

"The bakery products are the ones that café owners will look to first. However, this may often be the only option, and what the coeliac customer may really want is a savoury option. Think further, and be brave on this!

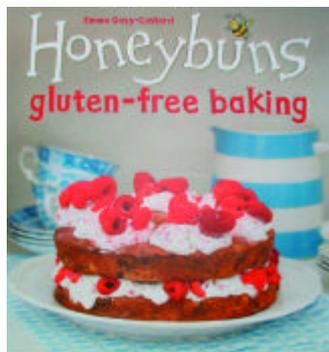
"The hazards are generally in unwrapped foods. The classic mistake is of gluten-free cakes laid out beside others, and the same tongs being used, because this very simple act can transfer enough gluten to cause a problem. You might not automatically think of this, but it is easy to rectify.

"Another classic danger is non-gluten-free items stored above the gluten-free ones, and dropping crumbs on them. Again, easy to put right."

Coeliac UK did a survey last year over eleven catering sites, to see how well various businesses from cafes to pubs handled the question. It proved, says Sarah Sleet, that with just a little thought, the gluten-free option could be accommodated on a menu, and that staff could be made sufficiently knowl-

A market going begging?

The 'gluten-free' market is growing rapidly - the main specialist body says catering for them is a serious business issue for cafe owners.



The Honeybuns book - a useful guide for cafe owners

edgeable to answer the most general questions.

"They knew we were coming, but not what we would ask. Then, in the middle of a busy day, we would turn up and ask questions of the staff!

"Then we looked at work in the kitchen, and took samples away for testing. Even we were surprised that of all the samples we took away, only one exceeded the threshold, and that by only a little. We proved that gluten-free can be easily accommodated."

A setback is the availability of products from trade suppliers - although, says Coeliac UK, they are not always to blame.

"Suppliers tell us they are very conscious of the subject, and that their biggest driver is not the recent legislation (which dictates what foods can be described as 'gluten-free') but the

"But there is a demand, and the way to meet it is to make it very clear that you have gluten-free options, and keep doing so for long enough for it to be recognised."

The question of a big enough gluten-free menu, and the general incidence of 'just one brownie', is an interesting one. Sufferers are just like any other customer, in that sometimes they want something substantial.

The sandwich question is now easier to overcome - the amount of gluten-free bread on the market has grown rapidly, although it is said that in some cases, the quality is not there.

Rather entertainingly, the Patisserie Valerie chain announced last month that it would be 'going gluten-free' - and the product in question was indeed a brownie!

But, says operations director Jon Hassall, this is a first step.

"We will follow this up with more items, both sweet and savoury, after we have watched the initial customer demand and awareness. We know that to do it properly you need dedicated production areas, packaging, and systems, so we have invested time and money to achieve this, hence why we will be able to do more if needed.

"Our first product is wrapped to ensure it is isolated from non-GF products, and our packaging, menus and label say it is gluten-free - but an industry standard GF logo would be a good thing."

higher footfall. Also, if you bake in-store, you're probably going to have a contamination problem - although pre-sealed bake-off items is probably going to solve it. This really is a market worth promoting to."

Probably the most creative piece of assistance for the coffee-house is the arrival of the new book by Emma Goss-Custard of Honeybuns, the trade cake supplier which works from a farm, where it has its own testing café.

It knows its stuff and keeps it simple - as Emma says, Honeybuns is of the 'pop it in a single bowl and mix' school of baking.

She was first inspired by her grandmother's recipes, which were influenced by Italian bakery, and thus featured polenta, ground almonds, ground hazelnuts, but were very light on wheat flour - it clicked very early on that with careful modification, the wheat flour and gluten which was 'hidden' in other ingredients could be avoided.

Honeybuns' branded product going to the catering trade is generally individually wrapped - some wholesalers do still receive traybakes, but these are being phased out because of the problem of cross-contamination once opened.

Out of curiosity, we enquired of the Beverage Standards Association whether they had noticed any incidence of increasing gluten-free menu items in the judging of their current café awards. The reply came back: "we have observed that many entrants are conscious of customers' requirements including gluten-free and vegetarian products and that they are taking time to prepare or buy in products that meet this."

Fine, says Sarah Sleet at Coeliac UK - but never underestimate the value of shouting about the facility.

"This is a business issue. Our view is that it's a market going begging, and a new market, not someone else's market, for things they might otherwise not buy at all. The critical issue is to have anything which is very clear, showing which items are gluten-free.

"The customer does not want to perform an investigation every time, and they want to feel they are speaking to staff who understand the subject.

"Too often, front-of-house staff don't have a clue what's in the food, don't care, and don't know who to ask. Put this right, and your customers will have confidence in you."



“

We see a great desire for more gluten-free options in coffee houses

”

– Sarah Sleet

demand... and here we find a very big problem in poor marketing.

"A venue will say: 'what have you got that's gluten-free?', and the supplier will launch something. But the venue will not make much of it, not build it up at all, so they do not sell many, and so they do not order it again. Then the suppliers complain to us that there's no demand for gluten-free products!

"Time and again, we find this. If a café makes only one gluten-free brownie available, then the customer comes to expect that venue's gluten-free offer to be poor, and doesn't bother asking again.

Beyond the Bean is the wholesaler which has most enthusiastically campaigned for such products, and insists that demand can be seen. Notably, its Byron Bay cookie has a gluten-free option (and the packaging carries a note: 'ensure that this is kept in a gluten-free environment, and use special tongs'.)

"Our sales of gluten-free products have dramatically increased," says Beyond the Bean. "With regard to savoury products, there is certainly a demand, but the problem is the greater risk of wastage. That's why there are less products, except in some cafes in London, where they can count on a



SPECTRA: BRINGING INDIVIDUALITY TO THE NEXT LEVEL – DAY IN & DAY OUT

Taste is unique to all of us. Even more so when talking about coffee. It lies within the capabilities of a great machine to evoke the sheer endless product variety it upholds. Combine this unimaginable level of enjoyment, paired with versatility that could previously only be dreamt of, in one great looking piece of art. May your wishes become reality – with Spectra. Astonish your guests with this flexible and sleek looking machine.

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

Telephone +44 1923 635700
Fax +44 1923 635701
www.frankecoffe systems.co.uk



One of the most remarkable features of this year's Great Taste Awards has been the breadth of the winners. As usual, some of the bigger suppliers to the café trade won multi-star awards, all of which can be usefully promoted in menus and on win-dows... but so did some very surprising other names and products. In two cases, coffee houses won awards of their own - and most astonishingly, an all-robusta coffee won a two-star award. And another coffee blend was created on a home roaster.

In coffee, five three-star gold prizes were awarded - Grumpy Mule got one, as did Robert Roberts, Union Hand-Roasted, Whittard and World Coffee. Among the well-known coffee suppliers to the trade, Grumpy Mule scored ten prizes in total, Java Republic eleven, and Union Hand-Roasted have seven.

In tea, Twinings scored thirteen and Teapigs twelve, although Teapigs did score one very notable three-star award. Flora Teas of London and Glasgow got eleven, Daily Grind and Imporiant both took six, and Suki five.

Some suppliers appeared in both the tea and coffee lists - Bewleys took nine overall, Whittard twelve, Clipper ten. Bewleys of Dublin and Bailies of Belfast both achieved the very notable feat of winning for tea, coffee and hot chocolate entries.

In the coffee sector, there were appearances in the star winners' lists by the Dorset Coffee Co, the Wicked Coffee Co, Sea Island, Kiss, the Coffee Factory, Reads, and Kopi. And World

The Great Tastes of 2012

The trade has intriguing winners to pick from in this year's awards



Coffee of Haywards Heath took only one award - but it was a three-star, for a coffee described as 'a blend of Sumatra Lintong, Costa Rica Tarrazu and Ethiopia Yergacheffe for espresso & espresso based drinks'.

Rwanda bourbon coffee did exceptionally well - one three-star coffee award went to some entered by Grumpy Mule, which is produced by the Bollings roastery of Yorkshire, and another three-star went to Union Hand-Roasted, which has long been a champion of Rwandan coffee. "We think it just improves year on year," remarked Union's Alan Miller. "The winner of our Best Newcomer award at the barista championships, James Bailey, will be visiting Rwanda and meeting those involved with the co-operative on his prize trip early next year."

Among the various stars in coffee were some curiosities.

Kopi took their first star with a Cuban coffee. "We're basically a coffee club," explained Philip Wilkinson. "Every month we create one amazing single-origin coffee from around the world, freshly roast it, write a lovely booklet to go alongside it about the tasting notes and provenance, then post it in a small packet through the letterbox. Every month is a different coffee - so the Cuban was just one coffee from one month."

An extremely unusual coffee was the Bellissimo, one of two 2-star winners from The Italian Connection. This winner is an all-robusta espresso.

"It puts a little bit of a light on the whole 'Arabica good, Robusta bad' mentality that seems to pervade our industry," remarks the company's Paul McDougall. "Many in the industry brand me as old school for this, but I believe Robusta beans play an equally important role to Arabica beans for quality espresso. We have a very interesting Vietnamese robusta that we have been drinking and selling for a couple of months now that is fruity, caramelly and bright.

"We have been supplying 100 per cent robusta as part of our product lineup for over ten years now. Whenever I go in to do a tasting with a potential new customer we do it blind and the all-robustas occasionally win.

"We currently have two 'blends'. One is a blend of different origin robustas and the other is all Vietnamese but is a blend of light, medium and dark roasts. This gives it a greater complexity than a uniform roast.

"Call me old fashioned... but what tastes good, tastes good!"

Read's two-star winning entry, roasted on a farm near Sherborne, is described as 'smooth espresso roasted and blended by hand combining the body of Sumatra with the chocolate notes of Brazil Bourbon and added sweetness from Nicaraguan and Guatemalan beans'.

"Our Sumatra Bourbon espresso added a two star this year to last year's one star, and a Taste of the West bronze award, so it's now a triple award winning espresso!" remarked Giles Dick-Read. "Not bad for coffee roasted only a few metres from the cows that produce organic milk for an excellent cappuccino!"

Littles, whose roastery is at the end of a runway at Exeter airport, and who have a very interesting history in flavoured soluble coffee, won a star with a slow-roasted Costa Rican Tarrazu.

World Coffee's three-star winner was a blend devised for a neighbouring deli-café, Field & Forrest. "It's their house blend, named 'no.43' for their address," Jackie McGahan told us.

"They asked us to create a house blend that would appeal to his customers, but distinguish him from other high street coffees. After much experimentation, we came up with this distinctive blend of 3 Arabicas from Sumatra, Costa Rica and Ethiopia."

A notable espresso winner was Talia, entered as The Office Café Co - this is actually Greencup, the company which promotes the idea of collecting coffee grounds from corporate customers and re-processing them into a fertiliser that keeps away slugs and snails, and is now working on a project to turn used coffee grounds into electricity by using one of the first ever micro-anaerobic digestion systems.

Sea Island, the 'exotic coffee' specialist, took a star with their Jamaica Blue Mountain, and the Wicked Coffee Company, which has recently scored remarkable contract success with universities, won a star with its new Diavolo espresso.

Possibly the most unexpected entry in the list was Caffè Society of Leeds, which we tend to report more as a machine company than a coffee supplier - but they took a two-star award for an espresso described as 'having smokey, spicy, nutty notes from the Colombia and Java and a smooth mild finish from the Honduras'.

In its commercial form, this is roasted by Masteroast - but the blend itself was created by Caffè Society on a home roaster! The Java ingredient is interesting, Jason Mooring told us: "in a region known for political conflict, the co-op has continued to produce, process, and export high quality Sumatran coffee. It has maintained relative peace and unity among an ethnically diverse membership comprised of Gayo, Javanese, Acehnese, Padang, and Batak peoples. Twenty percent of the co-op's members are women."

One coffee actually managed to win two different prizes this year - Java Republic did a lot of work with Haitian farmers after the earthquake there, and this year they won a star both for the Haitian Espresso and the Zombi espresso... which come from the same beans. One is a foodservice product, one is a retail pack.

And, as always, there were some interesting comments from the judges. One coffee, entered by won of the most successful brands this year, achieved the comment of 'notes of silage'. We will not identify the brand!

Two more stars for a trade supplier who really understands Italian espresso...



...and Aussie flat whites, too!

Our coffees have won Great Taste awards every year since we first entered -

2009 : Moak Dolce Vita 2*

2010 : Ettico Classico 2*

2011 : Arabicafe Domus 1*

and Ettico Piacentina 1*

and Ettico rich dense hot chocolate 1*

2012 : Cafe Belliniano 2*

and Arabicafe Mediteraneo Bio organic 2*

How do we support coffee-house owners? We supply great coffee, and we supply and maintain the best machines. We have two Italian trained baristas and only if our coffee gets past them can we sell it here. One of our founders is an Aussie, and the true one-shot flat white has been the standard morning drink in this office for the best part of ten years... we can show how it is really made! And we can show how to do fancy latte art too! Give us a call...



info@theitalianconnection.co.uk
0800 019 4848



One of the newest coffee-house franchises in the trade has come up with an intriguing image – it puts itself forward as 'the antidote to over-formulaic pre-packaged coffee-shops'.

It is Caffe Latte, which already has sites in the north west, Essex, Kent, Swansea and London. The franchise is the idea of Francesca Manuel, who prepared for the business with her own café in Cheshire.

"My main career path was in the Foreign and Commonwealth Office in the diplomatic corps, so I have travelled and lived overseas. My experience of coffee houses came from my extensive expat life, because many meetings were held in coffee shops... good coffee became a large part of the culture. Much of the way I have designed the coffee shops here has come from this overseas experience. I wanted to appeal to the European palate as well as that of the UK.

"My own café is the one in Handforth - I worked on the idea for two years before opening the doors. That was a 'Café in a Box' installation from Caffe Society, but I have designed all the

The antidote to the formulaic cafes?

others myself. The franchises all came out of the Handforth idea, and now I use that café for my training and development.

"My plan was to create a business which became strong enough to then pass to others with the offer of the support and knowledge I have. I strongly believe that we all work closely together as a team, yet that we allow franchisees to have a level of flexibility especially by putting their personality into their coffee shop."

The franchise offer promotes Caffe Latte the intriguing phrase: 'not only are we famous for our warm relaxed atmosphere, we maintain industry-beating profits into the bargain. Our model means we can afford to offer individual service and hand-prepared food and still be profitable'.

How?



Cafe Latte

"We allow our franchisees to buy directly from suppliers - the only central buying is anything to do with coffee making and branded supplies. I work closely with the suppliers to keep the prices lower than if someone was setting up independently and I do pass these prices on to my franchisees.

"We help local businesses by sourcing a commercial butcher, or local cheeses, butters etc., to the franchisees and again we work with these suppliers by keeping the prices down. I haven't posted the prices on our website as the prices fluctuate slightly depending upon the area the coffee shop is in.

"We prepare the food, paninis, toasties, sandwiches in front of our customers, to their requirements. It takes as little as one minute to prepare

and cook a toastie, for example - and it also reduces waste. We know how to rotate the food for both optimum freshness and to keep cash flow down."

Notably, Caffe Latte has recently moved to the new La Cimbali M39 espresso machines.

"I have the Brasilia Opus in my own coffee shop, and that I do love. I was going to be having the Brasilia Sublima in all my franchises, until Brasilia got in trouble in Italy, and I didn't want to put that unwanted pressure on my franchisees.

"La Cimbali impressed me, as much to do with the service engineers and the service contract as the machines - call-out times are a very important factor to take on board. I have had my own problems in the past when my machine has broken down over the weekend with no engineers on call, and it is fundamental when franchising a business that franchisees are looked after well."

Caffe Latte is one of the very few cafe businesses we have found that proposes to support the Macmillan 'biggest coffee morning' appeal in September.

"We are supporting the Macmillan coffee morning in my coffee shop," says Francesca. "We like to become a part of the community, and although we haven't done this before, many customers have asked us to become a part of it.

"We like to listen to our customers' opinions... without them, we have no coffee shop."

Attibassi opens its first British coffee-house

Another Italian coffee brand has launched a British café under its own name - Attibassi has opened up in Chichester under Marc Perry, the British distributor of the coffee.

As is recently fashionable in the some parts of the café trade, Marc is a competition cyclist, and it was when he stopped racing that he took up the importing of Italian coffee.

Attibassi is a coffee from Bologna, is a company very nearly a hundred years old, and the British café is its first such venture in the world. The idea is, Marc readily acknowledges, a promotional one.

"My company Fiandre has been the importer for almost two years now and our online retail sales have been a lot stronger than our commercial sales - competing against the big Italian companies is difficult due to the large financial contributions they can make with equipment.

"I wanted to move into supplying the coffee directly to the end user and we decided the best way to market the brand was to deliver it straight to the end user in a traditional espresso bar format. The flagship is in Chichester and we hope to have more in the future."

To emphasise the heritage, the café has been designed by an Italian architect, and attempts to look as authentically Italian as possible. There is a two-group Faema E61 machine with a Fracino lever machine as back-up, the cakes and gelato are from Bindi of Milan, and the orange juice is squeezed in front of the customer from



solid fruit, in a Zumo.

"Italian style is very simple and understated, but light and refreshing, I find the coffee shop chains' decor very dark, and I wanted something brighter, and something that can be reproduced when we move on the format.

"I brought Zumo in to add a more continental feel as I haven't found many bars in the UK using them, but they are all over Europe. The results are a lot better than carton juices and this, as well as being able to see the juice being made, does mean you can charge slightly more for a glass. It was quite difficult to find a supplier of the right oranges but I think it is worth the extra cost - I don't believe you should make decisions based on only how much you can make and how easy it is to make it."

Bravely, Attibassi has set up right next to some significant names - not the obvious coffee chains, but Carluccio's and Brasserie Blanc! Not a problem, says Marc Perry - he is not proposing to compete with great chefs, but very happy to be part of the trade that such names bring to the area.

Bundle Offer

Set of 24 with your logo for only

*£80.00 ex VAT

delivery included

American Diner Mug



A design classic, perfect for serving filter coffee

This durable, chunky diner mug will look fabulous with your logo!

Contact us today to place your order!

0114 248 9416

sales@quickfiretableware.co.uk

• Offer applies if we have printed your logo in the past on ceramic. If we have not printed your logo before there will be a small additional origination charge - but just e-mail your logo to us and we will email back a graphic design and a quote within 24 hours. Delivery is included to UK mainland addresses (not inc. Scottish Highlands). Delivery to other locations will be quoted.

Quickfire Tableware Ltd

Coffeecups

Nescafe has proposed a 'world class' manufacturing facility for freeze-dried instant coffee in Hatton, Derbyshire. It is suggested that this will mean the closure of its plant in Middlesex. All the company's coffee production would be located on one site.

A new café in Brentwood has been opened on the slightly curious grounds that they didn't know of anyone else in the UK roasting beans onsite. The AJs coffee house, run by father and son Adrian and Steven Newbury, was inspired by meeting an American on holiday, who told them that cafes roasting onsite was the business of the future. They already have plans for a chain.

In what is becoming a familiar strategy, Caffè Ritazza has started a crowdsourcing contest to find a name for a new latte drink flavoured with orange peel. The winner gets a free coffee every day for a year.

There is an intriguing aspect to the new second branch of a community

cafe which aims to help job-seekers in Gloucester. The On Toast business, at Gloucester Docks, is opening a new cafe in the Gateway Trust, in Matson Avenue. The novel aspect to it is that the name describes exactly what it does - we learn that it sells all manner of foodstuffs on toast, including a Mars bar. One of the main roles of the cafe will be to help people back into work by training them to a stage where they can move on to full-time positions. The local residents' group has supported the idea.

Having got used to the idea of some upmarket coffee houses not offering sugar, we now learn of one in the States which is reported to have banned the use of paper cups. The interesting aspect to this, reports an American paper, is not so much that coffee tastes better out of a ceramic cup, but that by actively discouraging a takeaway business means that customers are more likely to sit down and have a conversation - essentially, taking things back to the original coffee house concept!

The latest extremely bizarre café complaint concerns a woman in south Wales, who called the police after a waitress allegedly referred to the customer's body odour. The customer then complained that the police didn't take the complaint seriously. The café owner claimed that the insult was 'just friendly banter'. Police said that they were called to a report of anti-social behaviour and gave the waitress 'suitable advice'.

The shareholders of Kraft have approved its new name, which was 'outsourced' to staff competition. From 1,700 entries, the successful name was Mondelez, which is a mix of Spanish words for 'world' and 'delicious'. Of all the worldwide media cracks that resulted, the most attention-getting was the suggestion that the word sounded like a crude Russian colloquial sexual term. Rather admirably, a Kraft spokesman took the criticism in his stride and responded that "the name has to be mispronounced to get that unfortunate meaning." Even so, Kraft did refer it to their Russian unit for a double-check! It is reported that discarded suggestions included Tfark (which is Kraft spelled backwards) and Arrtx - the employee who suggested that provided no explanation on what it means.

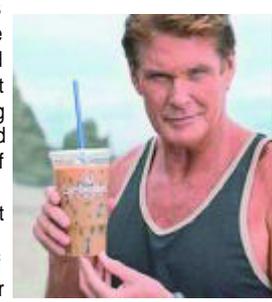
A coffee shop chain in Massachusetts has reacted very creatively to what could have been a marketing disaster. The Cumberland Farms created hundreds of life-size cut-out displays of actor David Hasselhoff promoting its iced coffee... and so far, over five hundred of them have been stolen. After a series of theft reports to police, the company has instructed its store managers not to report any thefts, but has invited those who removed the displays to send a picture of themselves with the stolen cut-out. The actor himself has remarked that if his fans are going to steal his likeness, that they might at least think about buying the product as well.



Kaldi



Coffee-house Capers, the most entertaining book ever written about the coffee-house trade is now on sale – it supports two charities, at only £8.99. Order from trudi@coffee-house.org.uk



Our first ever *gluten-free* café cookie

Thanks to everyone who asked us for a gluten-free café cookie, we are pleased to reveal our new **Gluten-Free Domino Cookie** which is packed with premium European milk and white chocolate chunks in a crumbly golden cookie.

The world-famous Byron Bay Cookie Company have been baking gluten-free cookies for over 20 years. We use as many locally sourced ingredients as possible (within 50 miles of our UK bakehouse) including butter and free-range eggs.

Sold in packs of 6 café cookies, with approximately 6 months shelf life. Jars and tongs sold separately. Branded and non-branded swing tags available.



For more information please visit www.byronbaycookies.co.uk