

Boughton's

COFFEE HOUSE



Scoop Malone, the cafe trade's ace reporter, brings you another fine magazine!

April 2013

Make the most of Independents' Day, retail guru tells cafe trade

The independent coffee-house operators on our high streets will have an opportunity to assert their importance to their communities this summer, when a nationwide campaign will seek to promote the unique value of locally-run businesses to our towns. The traditional American holiday of 4th July will be hi-jacked by the British retail trade, and re-titled as Independents' Day, a celebration and promotion of the value of private high-street trading, and this year two separate campaigning bodies will come together to create a more powerful event.

Independents' Day was created by the National Skills Academy for Retail, is now in its third year, and this year ties up with Independent Retailer Month, which runs throughout July. The joint effort will be supported by 'the retail champion', Clare Rayner, who is founder of the Support for Independent Retail campaign. She is an international broadcaster on retail issues.

Coffee-houses and tea-rooms are a vital factor in high street independence, the retail guru herself, Clare Rayner, told *Coffee House*. There is, she says, a distinct community argument for supporting the local independent retailer.

"The Centre for Local Economic Strategies says that for each pound spent with an independent local trader, 60-70p recirculates into the local economy. For a chain, the figure is 5p! So, your pound is ten times more valuable to your local area when spent with an independent trader.

"I'm all in favour of independents, though not at the expense of a proper balanced mix on the high street. The business community needs the chains' ability to market a retail area in a way that independents cannot.

"However, previously there has been nobody saying 'use these independent shops, or you lose them'."

The Independents' Day campaign has the support of eleven trade associations. No trade body relevant to coffee is yet taking part, although we understand that the Beverage Standards Association will seek to be involved.

The National Skills Academy for Retail tells us that some coffee-houses played an active part in their event last year.



Retail guru Clare Rayner says the independent coffee trade must capitalise on the event



"As local Independents' Day activities tend to be community-focused, we have found that cafes tend to often provide a focal point," they said.

Among their participants last year was the Marmalade and Tea coffee house of Borrowash, Derby, which is notable for its home-made cupcake business – not surprisingly, it created celebratory themed cupcakes to encourage customers to support local retailers. A simpler but more typical project was in Midhurst, where

Garton's coffee house offered half-price drinks all day on 4th July.

Over the next three months, independent retailers will be invited to download the campaign posters, organise celebratory events in their stores, and to join forces with other retailers and town centre teams for organised co-operative promotion of local independent business.

This year, with such a great part of the coffee-house trade arguing the value of its independence, the campaign organisers are looking to the beverage trade to be a major part of the awareness period.

Clare Rayner is particularly keen to see coffee-houses involved.

"Foodservice is my family background, and I think coffee-houses must be involved, and I think operators can do a lot to get something out of this – the importance of Independents' Day for the coffee house operator will be in the way you use it to understand your area, and how you shout in a way that resonates with your target audience."

Still room for more chain cafes?

Growth in the coffee-shop sector has slowed, but the sector has expressed confidence for the future, and it is widely reckoned that there is still plenty of room for growth for the branded chains. The findings came from Jeffrey Young of Allegra at his most recent coffee trade summit, at which he suggested that the number of coffee shops in the UK is now just under 16,000.

It is always difficult to classify businesses, but Allegra reckons that 5,663 of these are independents, 5,225 are branches of chains, and the rest are 'non-specialists' in coffee. The growth of the sector, in terms of store numbers, was 3.8 per cent last year, which is the lowest for the past twelve years. Chains have gone up five per cent in store numbers, also the lowest figure in recent years.

The big three have a 78 per cent market share in the chain sector, and 77 per cent of those questioned in a trade survey said that they still see a lot of room for growth by the major chains.

IN THIS ISSUE...



25-28 APRIL 2013

Roasting and brewing at the London festival

- begins page 8

Soft drinks for summer

- page 7

Stories behind the crisps

- page 6

New cafes underground and on the river

- pages 14-15

CAPITAL

capitalcoffee.co.uk 020 8540 5000

Distributor discounts available on leading brands
Traditional espresso, bean to cup, grinders

SAB

ANFIM

rex.royal

ROCKET

NELSON

Heavy-duty crockery, glass and dishwashing machines



0800 592833

A new tea-room in Keighley, Yorkshire, has taken a 1940s theme. The venue, punningly titled For Teas, is run by Chay and Janet Croden. The café is furnished in wartime style, the owners wear pinafores and headscarves, there is Union Jack bunting, and apparently the option to use an outside loo! It was opened by the local mayor, with re-enactment 'soldiers' in uniforms of the time.

Another vintage tea room has opened up, in Sonning Common, Berkshire – this is the Bay Trees, and in addition to using antique china, tablecloths and napkins, it has newspapers from the early 20th century for customers to read. The business is run by Beverly Dobson, who also owns the nearby Daisy's coffee shop. Intriguingly, the new business has no external signage, because she wants to keep the venue relatively 'secret'.

A Costa branch in Southampton was robbed of £750, by a robber who jumped the counter and threatened staff with a knife. According to the local press, detectives want to hear from anyone who saw the robber leaving Costa and fleeing, while carrying distinctive cash bags...

In a typical sign of the times, a new coffee shop in Exeter replaces a hardware store which has shut after forty years' trading. The former Bizzy Bee do-it-yourself store will be taken on by Neil and Sarah Bunting, natives of the area who have been in America for the past fifteen years, and are looking to re-create the 'great coffee experience' they discovered there.

The Kenneally family of Wakefield have acquired and renovated the

Aroma coffee bar in Skegness, which they recalled from holidays in the area, and have said that they intend to promote late opening, not just for poetry and music nights, but as a specific alternative to the pubs.

In rather a culture shock for middle America, Disneyland is to stop the practice of free refills of coffee. The free refill is a staple part of American catering culture, and can be found everywhere, even in remote bus stations - but the café on 'Main Street, USA', a major feature of Disneyland, will stop the freebies after 58 years. Last year, Disney turned over the first of its American café sites to Starbucks.

Marks & Spencer is the latest big caterer to trial an 'app' that will let customers pay for drinks through their i-phones – it involves scanning a code with the phone's camera.

TUCO, which is both the university caterers' purchasing consortium and a training group, has now held its first barista contest. Twenty contenders from 16 universities entered, and the title went to Valeria Mazza, whose signature drink was a Pistachio Ice-Cream Americano.

Caber Coffee has won a £200,000 contract from Serco NorthLink Ferries to provide coffee and machines for vessels which connect Aberdeen and the Northern Isles.

Monin, the flavoured syrup brand, has brought out a recipe book to celebrate its centenary. There are, believe it or not, 139 pages of recipes from bartenders all around the world, at around six recipes a page.

Glosta fights against Costa

Another imaginative anti-Costa campaign has begun - this is Glosta, an awareness campaign in support of local business started by Ian Spencer of the Oasis cafe in Gloucester, as his response to the news that Costa is opening another branch in the city.

He told the local radio station: "Seeing a headline saying that there was a ninth Costa opening that made me finally snap and think I really must do something about this, to let smaller independents say 'look, we're here and we're cheaper and better'." In an admirable show of solidarity, his local competitors have praised him for the project. A local councillor commented: 'better Glosta Coffee than Costa City'. The chain itself fell back on one of the standard lines which its spokespeople always give out, whatever the circumstances, saying: "we do not think that anyone should see Costa as a threat to independent businesses. Our offering is very different to local independent coffee shops and we believe that people can and will use both, depending on their needs."

Meanwhile, the local paper in Gloucester reported that five coffee shops in one street recently went up for sale - it was also reported that most of the owners say they are leaving for personal reasons, not a lack of trade, but it did inspire the press to campaign that the council should do more to ensure that independents can survive in the city.



Here is the latest in the concept of portable espresso machines - it's the Nomad, created by an American company called UniTerra. This is an entirely hand-operated item, requiring no power or batteries, except that it does need to be filled with hot water. The designer put it on the Kickstart crowdfunding website, seeking \$100,000 in backing, and passed that with three days to go, from 564 backers. The coffee goes into a portafilter-style basket, but in a horizontal dosing drawer; the pump is a kind of see-saw action using the thumbs.

The idea came from two engineers, who have also incorporated a 'true crema valve' which is said to compensate for different degrees of coarseness of the coffee grounds used. Asked if the basket were big enough at 14gm, the inventor has responded: "We are looking at making one a little deeper - it is difficult to go to a larger diameter basket and still keep the Nomad at portable dimensions. It is not just the extra size to accept the larger diameter but would require added strength to handle the increased pressure at 10 bars."



The Neapolitan culture of coffee - now available here in the UK!



- Espresso blends, ground, pods & capsules
- Espresso equipment - sale / free on loan
- Barista training
- Free coffee audits
- Free point of sale items
- Free crockery

KIMBO
ESPRESSO ITALIANO

www.kimbo.co.uk 020 8743 8959



Readers will know how much we love the imaginative use of takeaway coffee cups, and how we despair at those who don't use the medium to its full potential. We enjoyed this, from the Hancher auditorium at the University of Iowa. The college pays for the printing of sleeves used by a local coffee house, and overprints them with details of forthcoming shows. The sleeves are often the first promotion of a show, and the theatre says "it certainly starts sales going - we see an uptake as soon as these hit."



This was our favourite of this year's April fools, from Kofi Coffee. The spoof story was that they had so many big-name brands fighting to get their logos on Kofi's packs, the brand no longer actually had to charge for the coffee...!

Honeybuns goes fully gluten-free

The big springtime move from Honeybuns, the idiosyncratic little farm-based bakery from Dorset, which supplies cakes and cookies to the cafe sector, is that the arrival of their new flapjacks makes their range completely gluten-free.

The brand's top lady, Emma Goss-Custard, says that it has long been her ambition to make the entire Honeybuns range gluten-free, but for practical reasons their plain and cranberry and pecan flapjacks had held up this move for some time. The problems have now been overcome.

Emma has written a book on gluten-free baking which is remarkably helpful for cafe owners who make their own cakes.

Grumpy Mule goes to an Irish owner

Bewley's of Dublin, the most influential coffee company in the Irish trade, has won what is believed to have been a competitive battle to acquire Bolling Coffee of Yorkshire, creator of the high-profile Grumpy Mule retail brand.

It has been known for some time that Bolling was 'available', and that several big names had their eye on it – in the end, however, the owner chose a buyer on the basis of ethical-sourcing considerations.

"We have had a lot of interest," Bolling's managing director Ian Balmforth told *Coffee House*. "We accepted the offer from Bewley's because they are honest, seriously good coffee people with integrity, and are absolutely right for the future of Bolling."

Both companies have a high reputation in the direct-sourcing of coffee, which involves a true 'relationship' between roaster and farmer, and Ian Balmforth has recently been quite outspoken on the way that certain big brands have adopted the notion of 'direct trade' as a kind of marketing buzzword.

"Bewley's direct sourcing is an example of best-practice in the industry, and they think that we also work on it in the right way. At the Allegra conference last week I said from the stage that I was bloody well fed up with some of the nonsense that some other brands talk about 'direct sourcing'... and I got a round of applause for it!

"We have talked for a long time about going 'beyond Fairtrade' and 'beyond Rainforest', and the way Bewley's works and the way we work joins up a lot of very good dots in good direct-sourcing practice. We all see sustainable, traceable, ethical sourcing as the future of the industry."

Bollings will now come under the direct control of Brendan McDonnell of Bewley's as managing director. Ian Balmforth will remain in a commercial director role, allowing time for personal commitments outside the company.

Social media fails when faced with corporate crisis

There is a curious link in the newest corporate acquisition in the European coffee market.

DE Master Blenders, which is the new name for the company behind Douwe Egberts, is to be bought by the investment company JAB for a figure variously reported as seven million or ten million euros.

JAB owns several big names in consumer goods, such as Jimmy Choo shoes. It also owns Caribou Coffee in America, and that company is currently being reported to be going through some very hard times - in early April, it announced the closure of eighty sites.

In a very American viewpoint, one financial reporter started their report with the comment: 'it isn't easy managing a corporate Facebook page when your company is closing stores'.

The revelation that corporates pay consultants to manage their sites will upset many small companies in the UK who believe social media to be folksy and personal. It has however in the US begun a debate as to how a company in trouble should handle its social media - one typical comment was that Caribou's Facebook page had adopted an 'in denial' attitude, deleted angry posts by customers, and hopefully had put up posts asking 'what do you write on your cup?' and advertisements for a new breakfast bagel.

If you're going to be involved in social media at all, said critics, you have to be ready to know how to use it in a crisis situation.

Filter coffee takes a massive step into the pub market

The JD Wetherspoon pub chain has made the catering trade's biggest move yet in the advance of filter coffee. It has put into practice a huge project which involves nine hundred pubs using Lavazza coffee through a brewing and grinding system devised by Bunn, the American specialists in filter brewing equipment.

The coffee trade has long held that filter coffee, as opposed to espresso-based drinks, are a vastly under-used resource in the hospitality trade – the process allows for a greater variety of the world's best coffees, is a relatively uncomplicated method, and can offer remarkable speed of service in a busy site.

"I don't think such a project over such a big estate has ever been attempted before," says Barry Kither, sales and marketing director at Lavazza UK. "For Bunn, it's a phenomenal coup – the installation of a lifetime!

"For the coffee trade, the important thing is that Wetherspoons have done it the hard way - they've gone about this the proper way, putting two Bunn units, a brewer and a grinder, in each site. For the coffee trade, it will be utterly amazing that such a big company has made a decision at senior level that 'we will do filter coffee properly'. The point of Wetherspoon's choice is that they haven't gone for the 'easy' way, they've gone for the 'right' way, which keeps brewed coffee in good condition."

The Bunn brewing machines use a smart-grinding system, by which the grinder communicates with the brewing machine, automatically adjusting its grind when necessary. The brewed coffee is delivered into a vacuum holding flask, which will keep a good coffee in perfectly acceptable condition for a couple of hours.

A curiosity of the Wetherspoon move is its choice



The Bunn brewer and flask which will be used across the Wetherspoon chain

of coffee. Lavazza is already the supplier of the pub chain's espresso coffee, and the new filter machines will use the brand's Tierra Rainforest Alliance coffee... which was originally conceived for use as an espresso, not a filter coffee.

"It turns out that this comes through wonderfully as a filter coffee, through the Bunn system," remarks Kither in some surprise. "Many espresso coffees don't work well as filter, and I had not previously brewed Tierra as a filter coffee myself - but it works very well.

"Whether it will steal any of our espresso business in Wetherspoons, I don't know, but we're all budgeting for a general increase in coffee sales across the estate. We think filter coffee in pubs is going to be huge business."

What does DR stand for?

Trust through heritage, a pioneering spirit and quality beyond just taste.

Your trusted, global, green coffee merchants.

For more than 42 years, we've been trading, innovating and succeeding in the coffee industry, aspiring to be the global 'one-stop' Coffee Merchant. Critical to us is bringing grower and roaster together, with a special focus on provenance, traceability, standards and quality.

Oh – and by the way – the DR are also the initials of our founder and inspiration.

For more information, call us on +44 (0)20 7202 2620 or visit our website, www.drwakefield.com



DRWakefield

Staff at Caffe Nero in Melton Mowbray have put on a charity event which involves rowing the channel crossing and back... on dry land. They are raising funds for Breast Cancer Care in support of a regular customer who is a sufferer, and the channel crossing involved bringing in a number of rowing machines!

Some unexpected local publicity came through a maintenance job for Munro's coffee shop in Chippenham recently. A craftsman from a local builder needed to carry out work on cracks high in a wall, which would normally have involved scaffolding - he didn't want to go to the trouble, so he turned to a useful talent which saved the day... stilt-walking. It lifted him up to a comfortable effective working height of well over nine feet, and drew a vast amount of attention from passers-by. Oddly, the builder had never tried it before - but he said that he got the hang of it within a day, and now thinks the talent will come in useful for work on delicate walls and old buildings.

Another combination of cycle and coffee shop has opened - this is the Coffee Corner, part of Hargroves Cycles in Totton, Hampshire.

Costa has taken up football sponsorship - it is supporting Carlton Town, who play in the Evo-Stik Northern Premier League.

The manager of a Costa coffee shop in Cambridge, who stole more than £3,700 from the company safe, has told magistrates that he 'snapped' over long working hours, was fed up working sixty or more hours a week, and took the money to fly to Tenerife to relax. He was arrested at the airport on his return. The magistrates were sufficiently sympathetic to simply rule that he repay the money, but handed him even more work - 250 hours' community service. A spokesman for Costa was quoted as saying that they take employee welfare seriously, but that the store manager set his own hours and should have been supported by his team.

Bewley's of Dublin, the influential Irish coffee roaster, has had its relationship with a country of origin recognised in an unusual way - master roaster and procurement director Paul O'Toole has been appointed Nicaragua's honorary consul to Ireland, in recognition of Bewley's long standing commitment to the sustainability of coffee producing communities in Nicaragua.

The luxury chocolatier Hotel Chocolat has won a Speciality Retailer of the Year title at the Oracle Retail Week Awards. The company's sites are notable for their combination of gift chocolate and drinking chocolate offers, and the judges commented on the 'roast and conch' theme being successful in involving customers in the 'theatre' of chocolate.

Almondly, the maker of the Swedish cake which has been presented at the Caffe Culture show on several

occasions, has reminded the coffee-house trade that National Coeliac Awareness Week will run from 13-19 May. The subject is now so serious that eleven per cent of the population buys gluten-free products, and the market recently grew by 18 per cent in a single year. Notably, points out Almondly, three-quarters of consumers in a survey said that caterers in general do not do enough for customers who are sensitive to wheat and other grains.

Starbucks has bought its first coffee farm, on 600 acres in Costa Rica. The idea is to turn the site into a global agronomy research and development centre. One of the early projects, it is reported, will be to research the roya fungus, known as the 'leaf rust'. The new Starbucks farm will continue to grow beans, now for sale by the brand.

Melksham is to host its first chain coffee shop - Costa, working through its south-western franchise, has permission to convert neighbouring vacant stores into one café.

Readers will remember we reported last month that the Jaguar espresso machines and spares company has effectively sponsored a hundred entries into the Beverage Standards Association's annual café awards scheme - we now hear that Kimbo has subsidised a further 25 entries.

The Delicious café of Scunthorpe has won a gold prize for 'best tea-room' in the Select Lincolnshire Food and Drink Awards. Business partners Richie Stamp and Gillian Turner have only recently invested £6,000 in a new kitchen.

Many café owners would be extremely upset at graffiti on their walls - but Annette's Diner, in Cheltenham, has actually hired a young spray-can artist to decorate its inner walls. The teenager, who is studying art for his GCSE, observed that it is very rare to get the chance to create graffiti legally and be praised for it. Café owner Annette Hamblin is also involved in another unusual project - her café is next to a motorbike shop, and in a joint deal, every customer who buys a new bike qualifies for a free meal in the diner!

Darren Stevens of the Arabica coffee house in Rushden has approached his MP to support a campaign which would see retail business rates linked to profits, which he believes would be more fair on independent traders. He is now urging independent shop owners to sign an e-petition, launched by a pub owner, asking the Government to discuss business rates in Parliament. The petition can be found at www.epetitions.direct.gov.uk/petitions/40643.

Craft roaster abandons Fairtrade in favour of direct-sourcing

Origin, the craft coffee roaster in Cornwall, has made the slightly-unusual move of announcing, in detail, that it has decided to cease using Fairtrade-certified coffee. The roaster has been working with Fairtrade coffee since it began, but has now decided to shift entirely to a 'direct-sourcing' and seasonal model.

"From here on in, we are making the promise to source our coffee direct from farms across the world," said the company. "Over the past few years, we have spent a lot of time travelling the globe in an effort to develop our relationships in producing countries... as a company, we want to be able to name the farmers we work with, know their policies for their workers, and be confident in the coffee quality they produce while upholding good work practices.

"Ending Fairtrade doesn't mean we're backtracking on our promise to trade fairly and to pay our farmers a great price for their coffee. We won't work with farms that aren't paying their workers a fair wage and aren't providing good, clean and safe working environments. We won't take advantage of smaller farms by paying an unfair price for beans, and we won't buy coffee that falls below our high standards.

"Our direct way of buying is much more linear - it involves the coffee producer and exporter, then us, and then you. Among other things, Fairtrade limits our ability to do this by stipulating that we only work with co-operative producers.

"We have also made the commitment to freshness. Our coffee blends will, from here on in, be changed twice a year to reflect the changing coffee seasons."

Coffee Real, the independent roaster from Horsham, has created a fundraising blend to help protect wildlife in Africa through the Born Free Foundation. The Born Free blend will be available to trade and foodservice customers, and fifteen per cent of revenue will go to the cause.

The star guest at the launch was the most appropriate one - Virginia McKenna, founder and trustee of the Born Free Foundation, and the actress who played in the 1966 film which told the true story of Joy Adamson's efforts to return Elsa the lioness to the wild in Kenya.

Today, the charity works to protect threatened species, and the new blend uses coffees sourced from countries where the foundation works, in India, Kenya, Ethiopia and Tanzania.

More hot-milk technology

There is still more technology arriving in the world of milk steaming - an Australian company is about to launch a milk-steaming jug with an integral thermometer, an idea which was mooted a year ago by a British-based company.

The Latte Pro features an integrated thermometer on both sides of the jug, and is said to be durable, dishwasher-safe and suitable for commercial café use. The manufacturer has said in formal terms that the jug 'provides a more responsive and accurate solution for heating milk', and will provide important support for cafés who rely on part-time or inexperienced staff - informally, the company has told us that 'it is very difficult to get the milk temperature wrong unless the operator is completely careless or very stupid'!



Machine maker Dalla Corte has introduced its MCS (standing for 'milk control system!') which it claims will create 'a perfect and uniform milk foam for cappuccinos, lattes and other milk-based beverages'. As we understand it, the foam density and cut-off temperature are programmable. Dalla Corte says that it has achieved 'barista-standard' steaming because its machine injects steam only, as opposed to a mixture of air and steam, and because of the position of the holes on the jet, it creates the turbulence and centrifugal motion in the jug to the same standard as a human barista would do.



www.fsc.org

MIX

Paper from responsible sources

FSC® C008152

Boughton's Coffee House

HAS MOVED !!!!!

Ian Boughton and Trudi Roark are now at
The Old Farmyard, Mill Road, Dilham, North Walsham,
Norfolk, NR28 9PU

01692 535660 07702 348866

ianb@coffee-house.org.uk

The news website is www.coffee-house.org.uk

The newsfeed is boughtonscoffeehouse.wordpress.com

PID Coffee with Control



World-class Engineering

Benefiting from Fracino's extensive research and development programme, world-class engineering skills and state-of-the-art production methods, P.I.D is a genuine marriage between style and control. The P.I.D is a seriously stylish machine available with 2 or 3 groups, hot water outlets fitted with anti-splash nozzles and steam tubes for frothing milk.

It boasts all the power, technical qualities and reliability synonymous with Fracino products, in a stunning new look to create the ultimate bar furniture. The P.I.D features an illuminated gloss white back panel and gloss white steel side panels. An exquisite, uniquely styled steam, water and filter holder handles. The touch pads and display are illuminated with blue led lights enhancing the look of the front panel and balancing the illumination of the back panel which can be branded to individual requirements.

Control Features

The Fracino PID offers an array of control and diagnostic features, allowing the user to adjust and fine tune various features on the machine to create the perfect espresso time after time. Most of the features are controlled by a simple and easy to use LCD display mounted on the front panel.

Each group has an independent boiler for optimum temperature control - settable between 80-115°C - for example the user can set one group to 90°C and another to 95°C whilst still maintaining the standard boiler for water and steam.



"Frankly the finest for cappuccino"



eef FUTURE MANUFACTURING AWARDS 2012

National Winner of Winners

Fracino 18-22 Birch Road East, Birmingham, B6 7DB, UK Website / www.fracino.com Email / sales@fracino.com Tel / +44 (0)121 328 5757 Fax / +44 (0)121 327 3333

Davenport's Tea Room in Northwich, a themed tea-room based on Alice in Wonderland, has won the UK's 'best afternoon tea place' title.

A cafe owner in Wadhurst, Sussex, has made the unusual move of asking customers how he can use his coffee shop for the best of the community. Paul Davis of the DonJon Rouge cafe at Wadhurst station says he is open to anything from music to community group use.

It is going to be National Doughnut Week from 11-18 May. We have mentioned this before, but the relevant suppliers are now beginning to produce their special offers - typically, CSM is suggesting that cafes could do well by offering their Read-Bake reduced fat doughnuts, and are making free posters available. The brand says that it has 'achieved the impossible', in that 71 per cent of tasters said the reduced-fat doughnut tasted better than a conventional iced ring doughnut.

With a lot of discussion still continuing about the value of laptop space in coffee-houses, it is reported that certain American coffee houses have now introduced 'laptop-free' zones. The puzzle, it has been pointed out, is that coffee shops do want the computer-working customers at most times of the day - but they don't want them clogging up cafes at busy periods. Now, according to the transatlantic press, the Coffee Bar in San Francisco now reserves a number of tables with cards saying 'laptop-free', during peak lunch service. Another California coffee bar does the same, with an added aspect - the tables set apart for non-workers are separated by a low fence, and are near the windows, and are regarded as some of the best tables in the cafe.

The Jittermugs coffee shop in Faversham had a media visit recently, when impressionist Alistair McGowan and a camera crew walked in to film

something for the BBC's One Show. The subject was the evolution of the local accent - the BBC had seen the cafe somewhere and called asking to use the premises, and McGowan invited the staff to come and see him at a local show soon.

Mo Ghernaout and Danielle Yates have opened the new Mojo's coffee house in the departure lounge at Blackpool airport - the airport is predicting 20,000 additional passengers this year because of new flights to holiday destinations.

M'Gonigle's Cafe in Middlesbrough, which supports staff with learning disabilities, has adopted the unusual approach of inviting customers to name their own price and pay whatever they think the produce and service is worth. The cafe is named after the doctor who became known as the 'Housewives' Champion' for first highlighting the link between unemployment or low wages and an unbalanced diet.

The latest rock-themed coffee from America is in homage to the 60s band the Grateful Dead, and has been created by one of the band's former tour managers.

A pop-up coffee shop from the contract caterer SSP will be on tour throughout the country, raising funds for the children's charity When You Wish Upon A Star. It involves a Piaggio Ape mobile coffee cart supplied by Big Coffee, and will be serving Lavazza drinks. The money raised will be used to fly sick children from Manchester to Lapland to meet Father Christmas in December. (When You Wish Upon A Star is a charity founded to grant the wishes of children suffering from life-threatening illnesses - the Lapland trip is an annual project).

Time to recognise a coffee crisis, says Falcon

It is time for the entire trade to think seriously about the situation of the coffee farmers, says one of the directors of the newest green-bean importers in the sector.

Enthusiasm and activity at the sharp end of the trade is welcome, but must not obscure problems at the sourcing end, Falcon's Mike Riley told *Coffee House*.

"We're barely a year old, and we've had a great time - we set up with a blank canvas to source new coffee, and we're now selling to roasters up and down the country, with some real success.

"There's a lot of micro-roasters popping up, and as one said in *Coffee House* - it's the year of the roaster!

"I have been overwhelmed by the enthusiasm and knowledge of the micro-roasters and the collaborative approach they nearly all seem to take... it is incredibly different to the larger 'manufacturing' environment elsewhere."

However, even as a newcomer in the green-coffee supply side, Falcon has said that it wants to do more to raise awareness of the situation of farmers.

"We decided that if we wanted to join in this business, we had to offer something different, and a rule is that we never offer the same coffee as other importers.

"But what is really important for the trade to realise is that this is a very tough time for farmers. This is really important... we worry about coffee farmers and want to conduct our business in a way that always considers them.

"The market is reaching low levels

so this is a great time to buy coffee as cheaply as possible and to increase margins. Sounds like happy days... unless you're a coffee farmer. These are seriously low levels for coffee farmers since, for many, it means they will be selling their coffee below the cost of production.

"During my recent trip to Mexico, El Salvador and Costa Rica I asked the various farmers we work with to tell me their cost of production. The answer I was given was around 150-180 cents per pound, which means breakeven is absolutely border-line for many farmers.

"The recent outbreak of leaf rust, combined with falling yields, will drive their production costs up a further 20-40 per cent.

"These are uncertain, unhappy days."

It is, says Riley, time for the entire chain to recognise this.

"Our aim is to create positive social impact through all of our business. We want the trade to engage with us to discuss the issues and how they relate to the coffees we are putting into the trade.

"We believe that there should be no losers in the coffee chain... and especially not the farmers and their staff.

"Without them, there is no future in coffee."

(Meanwhile at Falcon, the newest mean is Lynsey Harley - she is the UK Co-ordinator for the Speciality Coffee Association of Europe.)

Mr. Les Tate

This is a wonderful picture, isn't it? This is a man from the days of coffee roasting before computers got involved - the late Les Tate, who died early this year.

Les Mills, the founder of Masteroast, tells us that Mr Tate was the absolute guru of the British-built Whitmee roasting machines, and spent from the 1960s to the 1990s travelling the craft roasteries of Britain keeping the machines going - many of them had been built before the war, and as several craft roasters can attest, some are still commercially roasting coffee to this day.

"Whitmee, like so many long established British enterprises of the time, rather lost its way and ceased trading during the late 1960s," writes Les Mills. "Les Tate obtained the designs and blueprints of all the Whitmee products and began a career as a self-employed service engineer, eventually building his own roasters and grinders under the Trentate brand.

"He serviced Whitmees in such diverse places as two floors underground at London's St. Pancras Station and at The Grosvenor Hotel - this was a time when organisations such as British Rail and the Savoy Group took their coffee offerings seriously enough to do their own roasting!"

Mr Tate was involved at the very start of what is now the enormous Masteroast business - he installed the company's first two Whitmees over thirty years ago in what was little more than a shed.



Leaf rust losses may increase

The impact of leaf rust on coffee in Central America will be even greater in the 2013-14 crop season, the International Coffee Organisation has predicted. An assessment by a regional body formed by the coffee authorities of seven countries in central America and Jamaica has suggested that 53 per cent of their total area of coffee production has been affected, causing a minimum loss of 2.3 million bags in the current year. The financial cost is estimated at \$548.2 million, but there are reports of 441,000 directly-related job losses. In El Salvador, preliminary information suggests that the 2013/14 crop could be the lowest recorded in 33 years.

The ICO says: "in Central America, there has been much speculation as to whether the leaf rust is related to a mutation in the strain of the disease that could have made it more aggressive. While it is too soon for conclusive findings, it is worth mentioning that the same debate took place when Colombia experienced its own coffee leaf rust crisis in 2008. Infestation levels exceeded 50 per cent of the area planted by 2010, and production had declined by almost 40 per cent - tests proved that spores collected in the Colombian outbreak were no different to ones observed in previous episodes of the plague.

It was therefore concluded that the virulent spread of coffee leaf rust at the time was due to very particular conditions in both the environmental and the agronomic fields, not to the development of a new, more ferocious strain. The conditions were high rainfall, reduced sunlight due to cloudy skies and a narrower range between maximum and minimum daily temperatures, insufficient use of fertilizers due to their high cost, and decreased capacity to absorb nutrients from water-saturated soils.

It is very likely that we are facing a similar scenario in Central America at the moment, where the perfect conditions for a large-scale outbreak of the disease seem to have occurred."

With impressive unanimity of opinion, all the soft drinks makers seem to be agreed that freshness of flavours, in both fruit drinks and iced teas, will be the dominant business feature of the summer.

Syrup brand Monin has launched an unexpected new flavour - rosemary. This is a bright green syrup which, the company tells us, combines well with fruit flavours, such as apricot, orange and tomato, for light drinks, mocktails and smoothies.

The timing was good, because it coincided with the publication of research by Newcastle University which said that rosemary assists a hazy memory. Tests on people in a room scented with rosemary showed that they became appreciably better at remembering tasks to be done, birthday dates, and so on.

An even more curious Monin arrival is the cherry plum syrup. This is described as refreshingly sweet, and with a 'beautiful golden hue' that will serve well in the appearance of soft drinks. Monin suggests that it will make a good house summer drink as a smoothie, or with sparkling water, but that unexpectedly it also works well in an iced latte or a chilled espresso.

Another odd new flavour is cucumber, in ready-to-drink format from Ocado. The Qcumber product blends it with sparkling spring water. (At Caffe Culture some years ago, Monin launched a cucumber syrup which worked well as an iced tea).

Elsewhere in flavoured syrups, Da Vinci has been encouraging the use of the simplest kind of flavoured drink, the syrup with sparkling water (sometimes called an Italian soda), or flavoured iced teas. According to Da Vinci, the food gurus say that this year's popular soft-drink flavours will be raspberry, peach, chocolate and strawberry.

Beyond the Bean has launched its new seasonal *Drinking Thinking* brochure, and goes along with these



Sweetbird's summer drinks brochure is now out

Soft flavours for this summer's drinks



The Grapefruit Gunner - a house drink with a purpose

predictions, certainly in the use of peach and raspberry for iced tea. Each litre bottle of syrup base for iced tea make thirty-three 12oz drinks, says the brand - that is impressively economical compared to the selling price.

The 'mocktail' has become familiar in the licensed trade, and several suppliers say the concept really should be adopted by coffee houses.

At Frobishers, marketing director Steve Carter notes that the two biggest soft drinks are always said to be orange and apple, but that there are now many examples of clever oper-

ators turning everyday fruit juices into something more.

The brand's favourite example is by a golf club in Dorset, which created the 19th-hole drink for thirsty golfers - the 'Grapefruit Gunner', which is made with Frobishers' grapefruit juice with lime, soda and Angostura bitters. It sells well at £2.80.

This, says Frobishers, makes an important point - a soft drink that fits the situation and is easy to make can become immensely profitable.

Make them soft but not sugary...

Promoting a house soft drink may be a great marketing exercise for a coffee house, but customers will not thank you if the result harms their teeth.

So say Ollie and Darsh, a Liverpool-based dental company specialising in dental implant treatments.

It is, says the company, well worth telling your customers that you have thought about the content of your soft drinks - because there are some very unexpected hazards.

Orange juice is reputedly 'healthy', says the company - except the ones that contain as much sugar as three doughnuts. A 'freshly-squeezed orange juice' served by one major sandwich chain was found to contain the same amount of sugar as 13 Hobnob biscuits.

Fizzy drinks are not automatically bad, because some smoothies and shakes contain far more sugar - one top-brand smoothie turns out to have the same sugar content as three and a half Krispy Kreme doughnuts. Cordial is generally held up as 'healthy', but one has been found to contain the same sugar as a can of Coke.

Delightfully for the coffee-house trade, the research work did highlight one drink which can be promoted as tasty and with no sugar at all... it was filter coffee!

Coconut - the big drink of summer?

Coconut, it is said by some suppliers, is the fastest-growing category in soft drinks. It is difficult to classify, because it is not a fruit juice, not a water, nor a milk.

"The liquid inside is not coconut 'milk' - that's made from the white," we were told by Jonathan Newman, founder of CHI. "Our drink is coconut 'water', and you can mix it, make smoothies with it, and a whole list of other drinks."

However, he warns, choose carefully as coconuts vary in quality like any other ingredient - his product claims the lowest natural sugar content, a quarter of certain other products.

At last year's Lunch show, Vita Coco won a new product prize. The company's 'head of impulse', Chris Wallace, says the value of coconut is in hydration, for which it is more effective than bananas or sports drinks. (Its award winner was Coco Café, which is coconut with espresso - 'hydration and a kick at the same time'.)



UNRIVALLED ★★★★ IN ★★★★★ FLAVOUR

DaVinci GOURMET ENTER the THEATRE OF GREAT TASTES

www.davinci-gourmet.com or call +44 (0) 1784430777

At this year's London Coffee Festival, Andronicas will again be encouraging café operators and end-users alike to think again about the practicality of roasting onsite. It is a subject which has come up regularly over the years, and although the sight of full-size roasting machines inside certain top-name coffee houses has now become familiar, the same on the everyday high street has not yet been shown to be practical.

But it can be, says Andrew Knight, the founder of Andronicas – what he calls 'the adventure' of roasting your own coffee is practical.

Andronicas is an intriguing company. This is the company which launched a roast-to-order service in Harrods, with prices that defy belief. Half a kilo of Hawaiian Kona at £60 – a bargain compared to Jamaica Blue Mountain and Ethiopian Wild Forest at over £100, while the half-kilo price for Kopi Luwak is something we find hard to write for trembling fingers.

This is also the company which, in November, sold to United Coffee in a deal which left him much freedom:

"We have a relationship in which they can sell to my existing customers, but to my new customers I can sell what I want. I am still Andronicas – I sold them the plant, but kept the factory, which I rent to them. I'm buying my own green coffee, and I can sell that to whoever I want!

"Really, it leaves me free to concentrate on what I enjoy best – marketing and sourcing coffee. Sourcing coffee



is what I most enjoy. This is the most fun."

Ideally, he says, he wants to do that with full freedom of information and 'transparency'. In the modern coffee business, says Andrew Knight, there is a need for open-ness of information, if quality really is to win out. In practice, the full information is not always given, and trade buyers are being led up the garden path.

"Many catering managers are buying what they are told by their suppliers. These buyers are competent, experienced people, and they all say 'I buy quality coffee' – but in reality, they're clueless about it."

Typically, he says, this was shown when prices rose sharply, and certain

brands quietly 'adapted' their blends with cheaper coffee.

"There is absolutely no doubt that when coffee prices rose, many brands adapted their blends – well, they had to, but the problem is, they weren't open about it. It is quite reasonable to appreciate that many brands just couldn't afford to see their cost prices increase... but they should have been honest about it!"

Given open information, he says, the catering buyer will see how buying great coffee remains practical.

"Great coffee in the cup starts with great green coffee. I'm not talking about the exotics and rare coffees, but just 'great coffees', and the price difference between 'good' and 'great' coffee is not really that much. It's not at all

nies – I have seen roasted beans so over-quenched that they ended up soaking, drenched. I have seen coffee sold as all-Arabica, when you can see quite clearly that you've picked up a handful of robusta!"

There is also wilful exaggeration.

"They all say they're roasting only the very best coffee – but if you look at how little Cup of Excellence coffee exists, and how little of it comes to the UK, then you'll see that roasters can't all be roasting the best coffee, because there isn't that much fabulous coffee coming in.

"It's remarkable how some roasters seem to buy in one bag of fabulous coffee for credibility and somehow turn it into fifty bags of 'fabulous' coffee going out...!"

“What we are all fundamentally trying to get to is the situation where the consumer pays a bit more for the drink, and is happy to do so because of the quality, and where the caterer is happy to pay a fair price to get to that position”

frightening, and the industry really has to do a much better job of showing catering industry clients that they do not have to pay that much more for great coffee.

"What we are all fundamentally trying to get to is the situation where the consumer pays a bit more for the drink, and is happy to do so because of the quality, and the caterer is happy to pay a fair price to get to the position of charging a high price to a satisfied customer."

To achieve this, he argues, the coffee supplier must be more knowledgeable, and more open, than they are.

"This is important. You have got to know your facts, and be ready to give out the facts.

"I have been to a great many coffee factories, and I have heard a lot of rubbish spoken, by a lot of high-profile businessmen. I have seen amazingly bad practice by very big coffee compa-

The quest for honesty, says Knight, can lead to fascinating business strategies, such as roaster-retailing and wider choice of 'ethical' marks. The very idea of roasting where everybody can see it clearly leads to equal openness of selling conversation and information.

The concept of roasting inside the coffee-house, for the average operator, has been discussed for years, but Andronicas now believes the 'adventure' is practical.

Quizzed about his qualifications for this, he replies calmly that he has been roasting in the retail environment for almost thirty years.

"I went to catering college in 1968... because I wanted to."

That was unusual, he explains: "it transpired that everyone else at the college, bar none, had not chosen to be there... they had all been put there because they weren't good enough for

MMAZZER
MAZZER®

The world leading brand Mazzer is synonymous with coffee bean grinding as it has been manufacturing for more than 70 years and distributes into 90 countries and has become the choice and preference by the vast majority of the speciality coffee community and for good reason. Mazzers proven reliability with every single unit build being factory tested with coffee guarantees the consistency and accuracy that achieves the highest quality grind with minimum heat and static build up protecting the essential and volatile coffee aromas.

mulmar
foodservice solutions
www.mulmar.com

Do not hesitate, call for further trade information and pricing 0845 6885282

anything else!

"I worked in a local hotel as well, and so even at 16 I could afford a three-wheeled car, but I wanted better – what would get me a better car? Being a salesman!

"So I joined Coleman, the mustard people, and at 19 I had both my City and Guilds in catering and the Mr Mustard territory of Essex.

"I got into coffee when I joined General Foods, who sold Maxwell House, and who wanted to see if they could sell real coffee, not instant, into the UK. Would there be a market?

"I was 22, getting a feel for coffee, when I met a demonstrator for Rombouts. She was pretty hot, and the product was great – it was the china cup with the disposable filter on top. But it was a very specialist product, and they were only selling it to people like hairdressers. She introduced me to the senior man, and so I started selling Rombouts.

"In those days, selling to the trade was different – you could just walk into places, and they'd see you. On my fourth day I walked into Selfridges and presented it.

"Selfridges wanted to move the price point of coffee up to a whole new level – from two-and-six in old money to five shillings. They were also breaking a lot of cups, and the buyer was brave enough to see the Rombouts product as a double solution. It became massive for them... twenty cases a week, and Rombouts thought I was The Man!

"I introduced it to two of the early motorway service areas, and they did the same, using it to raise the price-point of coffee. Then John Lewis and House of Fraser did the same – put their prices up, not just by a few pennies, but dramatically higher.

"We had taken a speciality product and made it mainstream!"

This is not too far different from the contemporary coffee scene, he acknowledges – while one sector is trying to simply cut costs by any means possible, another part of the trade is trying to make coffee appreciably better, at an appreciably higher price.

"The lesson from Rombouts was that 'value for money' is relative to what you're offering – if you're offering a clearly better product, people will pay more for it.

"The British problem in business is in trying to drive everything down to the lowest common denominator, instead of trying to make it better. Why do we not have a motor industry any more? Because we thought the future was in making them cheaper, if worse!"

Andrew Knight's enthusiasm for roaster-retailing, theatre and aroma, was first tested when he ran a big food hall at a London department store.

"This food hall was such a distraction from what Rombouts wanted to do that they said 'oh, just shut it!' So we went to a meeting with the retailer to say that we wanted to withdraw, and found

out that they thought it was working well – so I said 'I'll set up a company to run it for you', and this was the beginning of Andronicas.

"Now, Selfridges were doing a promotion of French food, and had built a little corner bar which just oozed the feel of France, and I thought 'I can copy that!' We created a little tasting area using a domestic espresso machine and a Melitta filter system.

"Usually, the window of our store was filled with furniture, but an imaginative manager gave me that space. By now, I was buying a little green coffee to roast it myself, to have control of the product. So we put a little three-kilo roaster in the window, and a vent for the aroma, and suddenly people outside could see it and smell it!"



Thirty years later, it is largely similar to what he will be promoting at the London Coffee festival – the Novoroaster system, which takes up very little retail space and which is, he argues, a practical direction for any café owner to take on.

This is not just about 'theatre'. Being able to control your own coffee allows the 'open-ness' of your businesses to rise to a different level, says Knight.

His own enthusiasm for this has taken him to a new argument in ethical sourcing – bird-friendly shade-grown coffee, endorsed by the Smithsonian Institute of America.

"I was never a fan of Fairtrade – a lot of that is lowest-common-denominator, because of the co-operative situation of the farmers. So the marketing of it can be interesting, but the taste disappointing!

"I'm not entirely happy with the Rainforest Alliance, and although I do like the ambitions of the Cup of Excellence, it has turned into a marketing tool... it's fine coffee, and maybe it should be twice the price of normal coffee, but it has gone to a level which I see no reason to pay."

(Is that not an odd statement from someone who has sold at sky-high prices through Harrods, we enquire cheekily? "You can only sell at a high price so long as the customer is happy with it," returns Andrew equably. "We were selling very rare coffees to customers who were fabulously wealthy, and who wanted to be seen to be buying the rarest – we had customers who had weekly orders for Kopi Luwak. But they were very satisfied customers!")

The bird-friendly coffee, he says, suits his requirements.

"The Smithsonian has an audit trail and a traceability which might be lack-

ing with some others. The benefit to the farmer is in the diversification of the landscape, giving a more natural microclimate and a better product.

"It is similar to Rainforest in the argument that by working better, the product quality goes up, and therefore the price and revenue goes up... in my experience in producing countries, they say there's no question that Fairtrade is a benefit to the community, but no-one has yet convinced me that Fairtrade gives any motivation to make a better product.

"I believe serious buyers do want a certification - and this is the one I like."

At the London Coffee Festival, Andronicas will be putting the sourcing argument together with the argument for roasting onsite.

“It's remarkable how some roasters seem to buy in one bag of fabulous coffee for credibility and somehow turn it into fifty bags of 'fabulous' coffee going out... !”

"The overall argument is this – if you want complete control, then source well, roast it yourself, and sell honestly and openly."

Is retailer-roasting practical for the average coffee-house?

"This is the machine we used in Harrods, and we say that if you do four kilos a day, then it pays for itself.



25-28 APRIL 2013

"Is roasting a skill? Yes, it is, but some people talk coffee roasting into being more complicated than it is. The reality is that roasting is little different from scrambling an egg, in assessing the right quantities of heat and air... and getting that wrong is as easy to understand as burning toast!

"Now, you can create a roast profile and then link that profile to a computer, which will repeat it.

"But the point at the show is not to talk about the science of it. It's to talk about freshness of coffee and openness in business. What we want is for operators to go away and think about the possibilities."

Is this hopeful theory? No, says Andrew Knight, the machine is already being used in British retail, if in a slightly surprising way.

"Hotel Chocolat now have five of these machines, just adapted to a slightly lower temperature, for their chocolate. This is an extremely good reference for us, and a fine place for other retailers to go and see it – and it's interesting that a chocolate retailer saw the potential of this before the coffee people did!"

Step back in time at
L'Accademia di Cimbali

LA CIBALI
is proud to sponsor
The London Coffee Festival
25-28 APRIL

t: 0208 2387 100
info@cimbali.co.uk
www.cimbali.co.uk

Celebrating 100 years
of coffee passion

At last year's London Coffee Festival, if there was one area in particular which was crowded several people deep, it was the True Artisan Cafe, which was jointly hosted by Mulmar and La Marzocco, and had sets of baristas from many top London cafes working shifts. It was so popular that this year there will be baristas from 32 cafes!

There will be new equipment to look for at the show - look for a brand-new prototype espresso machine from ECM, being shown by Capital Coffee. It is multi-boiler, with PID, variable pump pressure and a shot timer.

The big story at La Cimbali is the opening of Mumac, its museum of espresso history in Italy. A couple of working items will be in London - a 1930s machine which is a true antique, the 1950s machine which was on show last year, and an E61. To fit with a look back at the espresso of the early London coffee bars, La Cimbali has commissioned a new blend - it is not intended to be the same as a coffee of the 50s, but has a profile which will replicate what happened to coffee when the first hydraulic espresso machines came in the 60s.

"It became a flick of a switch, and a 'start' and a 'finish' to the shot, which you didn't get with a lever machine," remarks the brand's Matt Tuffee. "The lever machine takes pressure from very low to very high, and you can go too high... so the cup from the 1950s is very different from the cup in the 1960s, as a result." The special blend

Bright ideas at the London coffee fest



does, however, have a very 1960s name - Barbarella, after the Jane Fonda film.

At the Coffee Machine Company, the invitation is to come and get your hands dirty, trying the machines. "We will be both as hi-tech as you want, and as low-tech as you want - we'll have the Classe 9 Excelsior temperature-profile machine and we'll have a lever machine. And we'll have the full range of Ceado grinders. Bring your own coffee and try them all - this is a very simple stand, nothing flashy, because we're saying 'come on in and get your hands dirty, and try everything!'"

Peter Kilpatrick of Knocktop will be seen for the first time by many in the trade - he'll be showing his range of tampers, demonstrating also a selection of handles in various woods and anodized aluminium.

This is a craftsman from Edinburgh with a fine sense of humour - the stainless steel piston is made in Scotland by machinists who normally produce precision parts for the scientific research industries and his beech is handturned 'by bearded men in sheds'. But, he points out, his precision is serious - if he says a tamper is 50mm, he means 50mm. Worth looking for is the



One would expect to see some interesting drinks at the show. Look for this - the Layer Cake Martini dessert coffee by Ed Buston of Clifton Coffee. While competing in the Brewer's Cup on Friday, Ed will attempt to see if you can improve a single origin coffee by using a blend of filtration types, and will attempt to brew nine separate coffees in eight minutes!

item which was his first product, the knock-box designed for home users. The home user needs one as much as the café barista, he points out, but a commercial one doesn't go down well in a domestic kitchen - Kilpatrick was the man who came up with an answer.

Kimbo will show how it has invented 'Britalia' - it will be showcasing its new Fairtrade/Rainforest dual-certificated Integrity blend, which is said to be extremely different from the 'very Italian' style of the brand, and probably nearer to the modern artisan London roasts.

The big, and rather unexpected, story from Lavazza recently was of how the brand, best known for its espresso, has become the supplier of a filter coffee to the JD Wetherspoon pub chain. It is in fact one of their existing coffees brewed for filter, but the unusual concept of 'Lavazza filter' will be available to taste at the London event. During the first two days, Lavazza will also be offering tastes of its coffee caviar, which is a molecular gastronomy trick.

Marco Beverage Systems will also have a new offering in filter coffee - this is the Bru, which we recently reported as the likely and far more acceptable successor to the 'jug on the bar' method historically used by pubs. In the same place, this could transform pub coffee.

At the Saigon Coffee Company, there will be an explanation of the difference between Vietnamese and espresso coffees, and demonstrations of how to make a traditional Vietnamese coffee using drip filters, and the options of iced coffee.

There will be a 'pop-up roastery' from

Union Hand-Roasted Coffee, showing exactly how craft roasting is done, and this will be matched by a brewing flavour station, showing how the V60, aeropress and siphon should be used. A light-hearted contest will be the Pro-Am Flavour Challenge - this is a version of the professional contest, in which tasters have to identify the odd one out of three coffees, working on taste alone.

The chocolate specialist Kokoa Collection will begin showcasing an idea of flavoured beverage menus; they may display the Pretty in Pink delicate hot chocolate drink again, but may add a shot of espresso to it this time.

Marimba, the chocolate company which has created its Chocolate Melt drink, will be making the first showing of a chilled version. The idea is to help café owners offer customers an easy cold chocolate option in milk, dark or white chocolate.

It is time to look forward in tea, says Teapigs.

"Four years ago, the flat white was the next big thing in coffee, and now it's on the menu of all quality cafes. Today, the new kid on the block is matcha - it's green tea leaves, ground to a fine powder. It has been drunk in Japan for centuries, and because you ingest the whole leaf, rather than throwing the spent leaves away, you consume every last bit of green tea goodness.

"We weren't sure how the UK would take to it, but it has been fantastic and is now one of our biggest sellers. Cafes should be serving it - this is the place to learn how."

Novus will be looking to show off other new ideas in tea. "We are launching a new envelope pyramid design, new loose leaf packaging and a complete face-lift."

Two new flavours will be spicy rooibos, which is a super-grade rooibos with orange, cinnamon, cardamom, cloves and Brazilian red pepper, and a white needle tea with pear and ginger.

Both new flavours are recipients of gold stars at the Great Taste awards.

There will be some interesting chai from Hello Good Sip. Look for the 'authentic and original' Mumbai Railway chai, and the limited edition Persian liquorice chai. There will also be matcha and rooibos lattes, and the brand's own version of the London Fog, based on an Earl Grey latte. This company also has the BYO, its own version of the re-usable takeaway coffee cup.

The London Coffee Festival is at the Old Truman Brewery, Brick Lane. The trade days are 25-26th.

THE COOL LOOKING BYO CUP THAT YOU CAN USE AGAIN AND AGAIN...

The BYO Cup is made from food-grade silicone, using the world's most abundant natural resource, silica. So the BYO Cup is not plastic, we don't use precious natural resources like petro-chemicals and it's entirely BPA free.



If you'd like your logo on a BYO Cup, just give us a call and we'll explain timing, costs and options. Minimum quantity 500.



tel: 203 283 4118 · www.byo-cup.com



RANCILIO

coffeeing the World



THE
**COFFEE
MACHINE**
COMPANY

Tel: 020 7237 6862
www.coffeemachinecompany.co.uk



C Ceado



EGRO
SWISS COFFEE TECHNOLOGY

In recent years, there has been a surge of interest in the concept of the 'artisan' crisp – this is the potato crisp which is generally thicker than normal, often ridged in shape, and with a stronger flavour than the big brands.

However, all crisps took a hammering in a recent story in the Mail, which condemned the entire product sector – one criticism was that eating a pack of crisps a day is the equivalent of adding five litres of cooking oil to the diet; the dental authorities say that crisps are 'one of the worst things for teeth', and the theme was that 'children's consumption of crisps has reached unsustainably dangerous levels'.

One of the very first artisan crisp makers is Pipers, which is closely related to the Lincoln and York roaster in Lincolnshire, and thus is a family member of the Peros business. The founder Alex Albone took the *Mail* story calmly.

"There wasn't a lot wrong with that story. This is all obvious stuff – a responsible attitude is to know what you should and should not eat, and we make no claim that our product is going to change your life, other than give you great enjoyment through the indulgence.

"We should, however, at the same time be educating kids about what food is all about. A lot of people out there do not know about food.

"If eating too many crisps is bad for you, so is eating a pound of butter or a pound of cheese, and the concept of a 'balanced diet' comes as a complete

Selling the story of the crisp

The potato crisp has recently come in for some adverse publicity - accept the product for what it is, but also that it can have a story to tell, says the man behind Pipers.

surprise to many of the populace."

One very positive aim of Pipers, however, is to put across an understanding of local produce - apart from the peppers grown in India, every ingredient in Pipers is British, and the brand quite deliberately names the producers, to encourage an understanding and appreciation of our native food sources.

"It was our ninth birthday on the 9th of April, and back then we had very few competitors... there are now 24 'artisan' crisp makers, some of which are really own-label operations whose crisps are made by other people.

"It was we who came up with the idea of provenance, beginning with our local Lincoln potato farmers. We discovered Anglesey Sea Salt, and the guy who makes Somerset cider brandy, and now we see other brands following us.

"Does this make people think about the origins of food? We always ask ourselves whether there is an interesting story behind our flavours.



Biggleswade chilli makes a great story - the man came over from Sicily in 1963 as an economic migrant, got a smallholding, and started growing cucumbers.

"His son started growing chillis only five years ago, and now has eight or nine acres of them in a state of the art facility - all computer-controlled, all the water recycled. This is a British food story."

The same applies to the newest, and perhaps most unusual crisp flavour, chorizo, from Kirkby Malham pigs.

"I had tried a ham flavour a few years ago, and just couldn't get it right,

because we use real flavours, not chemicals, and it can be difficult to get a flavour that holds and stays.

"I happened to see a programme about this pig farmer on TV, and thought 'here's an interesting idea' - chorizo is a strong flavour, but what a great idea to be able to use an English one, not an imported one.

"It has turned out to perform tremendously well. It does very well in pubs, though I still wonder how right it is for cafes."

The concept of spicy tomato is something which has been tried in drinks, most notably the Big Tom tomato juice from James White (it is not surprising to learn that the companies are acquainted). The Pipers crisp uses tomatoes said to come from a farm polinated by 50,000 local bumblebees.

"The greenhouse that these come from is next to a power site and a sugar beet factory, and they re-use a lot of waste power. Tomatoes are very reactive - raise the level of CO2 in a greenhouse and they grow like billy-o."

The name change, observes Alex, is another indication of a general public ignorance about food and what is in it.

"We used to call this the Norfolk Bloody Mary, and one of the chains copied the name and got into trouble for using it!

"We dropped the name because we wanted to bring all our product names back to a 'family' of exact village locations. We got no end of letters asking why we had dropped the product – but it's the same one.

"A tomato crisp without a spice would be nothing. With the spice, it creates a whole new flavour. Bloody Mary is probably a more appealing name, except that there's a whole pile of people out there who don't know what one is."

PIPERS CRISP CO
MADE BY FARMERS

Crisps as they should taste.

www.piperscrisps.com



Here's a curiosity now being offered to the cafe trade – it's a cake which is the wrong colour. It's called a Red Velvet Cake, from the Handmade Cake Company. They tell us it's an American idea, and that while any customer over there would recognise it, it creates lots of interest over here because nearly every cake over here is brown! It is available to the trade as an 8in cake to be cut into twelve portions.

This is Scoop Malone, the most active writer and reporter in the hot beverage trade. You can read his work in *Coffee House*, the trade's favourite news magazine, every month by mail for a subscription of just £25.

Details: www.coffee-house.org.uk

It is a curious thing, but for all the importance that paninis have achieved in the coffee house sector, very few makers of panini grills have stood up to say anything on behalf of their products – as a result, there is quite surprisingly little guidance around on what is, and what is not, a good panini grill. So how on earth does the café owner know he's picking the right one for the job?

According to an American expert, there are four key features - a 'floating hinge', an adjustable thermostat, the grill surface area, and the removable plates. What does a British supplier say?

"A panini grill has to accommodate breads with different thicknesses and textures, and this can be done by choosing a grill with an adjustable top," says Dushan Lukovic, executive chef at Foodservice Equipment Marketing. "The top of the grill should sit on top of the bread, and the way to achieve this is by adjustment. If you could not adjust the height, then the panini would be flat and thin as the weight of the grill would be resting on it.

"On the Sirman Paninonstick contact grills, the upper plates are self-balancing and automatically adjust to the height of the bread and stay in place."

The same goes for temperature - the days of whacking all paninis in at the same temperature and hoping for the best are gone, certainly in any café managed by someone with half a brain.

"The heat and time differs depending on the filling - the trick is to get the right setting for the right panini," agrees FEM. "Incorrectly, this will have an effect on the taste and presentation of the panini - a cheese filling melts too early, or the crust will burn. A national coffee chain in the UK has now set procedures for staff to follow depending on the type of panini, and this really is a must-do. Taking the time for two or three tests should be enough."

There is an art in selecting the size of grill - knowing how many paninis you can do at once is, experienced hands say, as much a queue-busting skill as knowing what order to produce espresso drinks in.

"For 200 customers per day," says FEM, "go for a double grill with a cooking surface of 500mm x 255mm. The Sirman's Paninonstick models also feature a 'super coating' of non-stick ceramic material that is very easy to clean after cooking - it's extremely tough and long-lasting, and won't chip or peel. It uses approximately 35 per cent less energy than a conventional panini grill."



A way to serve a lot of bread-based snacks in a short space of time is to be clever with your choice of bread, suggests Richard Jansen, managing director at Pan'Artisan.

Paninis - don't just whack them in and hope for the best!



Saga's new cooking paper in use

"Eating out, customers will opt for items on a menu that they are unable to make for themselves at home - this is good news for café operators, as bread is a relatively low-cost item that easily adds value to a take-out menu, and Italian breads in particular present well as alternative sandwich carriers, hot or cold.

"Our research shows more frequent menus using ciabatta and focaccia as sandwich carriers, and these are commanding a premium price.

The tasca is an innovative alterna-



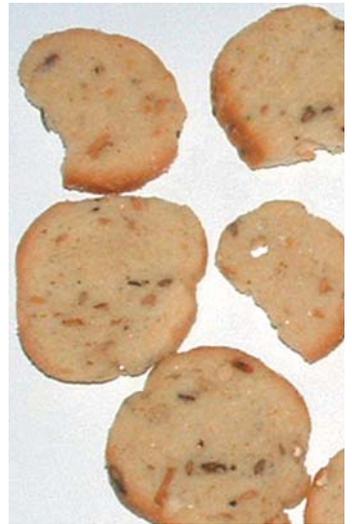
The tasca - an alternative bread for a panini-like product

tive to panini, and great for serving high volume in a short space of time, because it is fully baked, unlike the panini, which is only part-baked. For this reason tascas can be heated on a panini grill in just 90 seconds, vastly reducing queue time. The shorter toasting time delivers a 'softer eat', and you can offer several varieties - red onion, Caesar, multigrain, or plain, 'baby tasca' for the lighter lunch."

Whatever you do with your fillings, says Richard Jansen, don't skimp on the bread quality - it's the easiest way to ruin your potential profitability.

Saga has just launched a new and more helpful version of cooking paper for paninis and similar grilled products - this is the One-Up Express (shown in our main picture). The main feature of

it is that it can be used throughout, from preparation, storage, cooking and heating through to being perfectly presentable to the customer. It protects the equipment from direct contact with food, while still allowing grill strips to remain visible, and minimises food odours. There is a compact dispenser allowing for a particularly easy withdrawal of paper. The fabric is approved for kosher and halal, is biodegradable and compostable, and originates from sustainable forests. Details: 01234 364411.



This is a curious product which has been brought out to compete with the potato crisp - it's Hoots, made by the Wise Owl Snack Co.

They come in the same kind of pack as conventional crisps, but aren't from a fried potato base. They're baked multigrains, a mix of wholegrains, seeds and fibre. According to the maker, they contain 35 per cent less fat than the conventional potato crisp product.

The flavours are also of the kind you would expect to see from crisps - salt and vinegar, cheese and onion, pickled onion, smoky bacon, and salt and pepper.

Another curiosity, says the company, is that the product is zero-rated for VAT, whereas (they tell us) crisps attract the normal tax rate.

Perfect Espresso
Espresso Perfetto

CAFFE CULTURE 2013 OFFER

The **International** 2nd edition has arrived!

BARISTA BIBLE

The newly released 2nd edition includes

- ✓ more international focus and references
- ✓ the latest coffee trends and developments
- ✓ double the information on roasting
- ✓ extraction measurement tools and techniques explained
- ✓ lots more photos and illustrations.

£48 (includes a Barista Workbook for the first 16 customers)

BARISTA WORKBOOK

A collection of espresso knowledge and skills

Richard Norman at Mad About Coffee, our UK distributor, will be kindly donating a percentage of the Barista Bible sales from Caffe Culture 2013 to charity.

Richard's first 16 customers at Caffe Culture will

- receive a complimentary Barista Workbook
- receive their Barista Bible signed by the author, Christine Cottrell

For information about the Perfect Espresso products, visit Richard at Caffe Culture Stand A19.

Mad About Coffee Ltd.

T: (+44) 7970 291448
info@madaboutcoffee.eu

To order, call **+44 7970 291 448**
Or email sales@madaboutcoffee.eu
Go to www.madaboutcoffee.eu for detailed product information.

NOW AVAILABLE IN THE UK

Contact Richard and discuss his competitive purchasing terms for onselling the Perfect Espresso books and training resources to your customers

Coffee Education Network • PO Box 195, Wilton 4051, Australia • Ph +61 407 021 220 or +61 7 3352 7302
Fax +61 7 3352 7364 • Email sales@perfectespresso.com.au • www.perfectespresso.com.au

A café refurbishment is always a chance to change things round for the better – but what do you do when your customers don't want you to change?

This was the puzzle recently faced by the Eddy family, who run De Wynns coffee house in Falmouth, Cornwall - this is an extremely old business, in a very old building, and the coffee room had always been full of old artefacts. As a result, the curious brief given to local interior designer Stephen Murray of Rivamiura was to refresh it, without doing anything new.

"When people heard we were being refurbished, they were having heart attacks in here," reports Liz Eddy. "They said 'don't change it!'"

The first item to be attacked was the most striking feature of De Wynns, its big bow-fronted window with small panes (in the old days, one top pane was intentionally left out, so that the smell of roasting coffee could waft down the street).

However, this window was always cluttered – there was an old grinder on display, and quite bizarrely, a truly ancient storage chest of drawers labelled with the dozen or so roasted coffees always available. Occasionally passers-by would see the rear of a waitress picking out coffee, but it was not possible to see into the café, nor for customers to see out to the high street.

"The lovely old window always reminds me of the back of a galleon, with the captain's table inside," remarks Stephen the designer. "The

Change it... but don't change it!



De Wynns' old roasted coffee drawers used to block the 'galleon' windows – now they are a central internal feature.



brief was to use this area better in terms of bums on seats, and I did worry that customers wouldn't want to sit in a window – but they love it!

"The upside turned out to be seeing more clearly both in and out - there's a

lovely big old arcade building over the road, and before, customers sitting in the café couldn't see that at all."

The storage chest was shifted inside to the centre of the room, and instead of blocking the window, became a central feature.

Interestingly, the designer refused to match all the old wood with a similar theme in paint, but went for contrasts.

"My fight is always against beige and brown in a coffee house! If you leave everything beige and brown... you don't see anything at all. If you have the courage to use a contrast against old wood, you appreciate the wood all the more."

But what general theme would work inside?

"The big fear in changing the décor was in changing the ambience, which had to stay. 'Design' should be that when you walk in, the building doesn't scream at you: 'I've been interior-designed!'"

"The theme was to be 'trade', because Falmouth was always a trading route for tea and coffee. I found some wallpaper which illustrates it... I'd like to say it shows old Falmouth, but it's really old Constantinople."

Having de-cluttered the window area, another intriguing puzzle, which many have faced, was the decision of where to put the espresso machine – back or front? The De Wynns preparation area has always been in a back corner, by a very old wooden dumb-waiter which is a conversation piece in itself.

(Another museum piece there is the old Hobart grinder, for which the Eddys

have failed to find any spare parts for years – it will die some day, they say, but until then it grinds cafetiere coffee better than anything else they have found.)

"Given a blank canvas, I would put the barista near the door," remarks Stephen. "But a favourite part of a café is often the kitchen, because the customers like to see hustle and bustle."

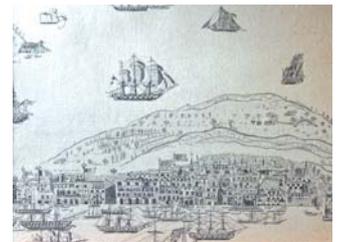
"You have to value this – if you're expecting someone to pay a premium price for your coffee, you can't expect them to be satisfied if they see you just pushing a button, in silence."

And so there is now a double focus – at the front, the customers can see the life of a busy provincial main shopping street, and at the back, they see the activity of the staff.

"We did have to persuade the girls which way we wanted them to face from the kitchen," remarks owner Keith Eddy.

"We were less concerned about the customers seeing the girls working than the girls being in a position to see the people. There's not a bell in the front door, and the very worst thing is for the staff not to notice someone coming in – then they'll look round, and there'll be six people standing there like sheep."

(Is there audible warning of someone coming in? "Yes," acknowledges Liz Eddy. "The door creaks...")



Maritime wallpaper (although to be exact, it's the wrong sea!)

A refurb is a chance to change procedure for the better, and De Wynns has cut out some old bad habits. "We were holding far too many roasted coffees," say the owners, before admitting to one further sin: "and up to recently, we were still doing things that horrify us today – we ground in the morning, for the whole day!"

But one menu item was certainly not changed - the Thunder and Lightning cream tea.

This is served with golden syrup instead of jam, and it turns out to be a genuine traditional west country variation, although some regional versions use honey instead of the syrup.

De Wynns customers have reportedly said, in pleased surprise: 'we used to be given that by our grandmothers!'

PIANOCOFFEE.COM
ORDER LAVAZZA COFFEE ONLINE
PAYPAL PROTECTED . FAST TRACKED DELIVERY

PIANOCOFFEE
PIANO
COFFEE
PIANOCOFFEE

GREAT SERVICE GREAT RANGE GREAT PRICES
WHY PAY MORE?



A matter of convenience

Readers will know that we regularly report on old toilet blocks which are being turned into cafes - so regularly so that we've felt bound to apologise for it.

But we can't resist this one - this is The Attendant coffee house, in Foley Street, London - it's a subterranean public loo, built around 1890 and unfortunately left unused for the last fifty years, until Pete Tomlinson and Ben Russell saw a 'For Rent' sign outside it, and had their big idea. Many of the original features remain in place - tiled walls, original flooring, and 1890s urinals which are now seats. The restoration took two years. Coffee is from Caravan, and milk comes from a small private farm in Somerset.

The underground bar can feel a little claustrophobic when full, but the atmosphere is pleasant, and there are neat design touches - the steep stairway features a rope handrail, at the top of the steps is a sign inviting customers to ring a bell to be served at street level.

A fascinating aspect is the sandwich menu, which involves a limited number of themed daily specials - Monday is 'Back to the Grind', Tuesday is 'Lean and Mean', Wednesday is 'Piggy in the Middle', and Thursday is 'Fire in the Hole'. The common theme would appear to be pigs...



Afternoon tease...



The sedate practice of afternoon tea has come in for a radical change in one establishment - the Volupte Lounge in London now offers Afternoon Tease, which combines the conventional elements of afternoon tea with a burlesque show. The concept, we're told, is "like tea at the Ritz, only more intimate, and instead of a pianist there are cabaret performers and beautiful burlesque artistes as well as the lovely and unique Time For Tease Gateaux Vivants - static nude tableaux that feature some strategically placed cake!" The item has been fully booked for some time, at around £49 a head.

HMS Belfast looks for business ashore

A new coffee bar in a wonderful location has opened - it is at HMS Belfast, the historic warship site permanently moored by Tower Bridge in London. The operation is run by the contract caterer Sodexo, working with United Coffee, and the site manager Will Sales believes he has achieved a superb trading site - it is at the shore end of the gangway which leads out to the ship, and is right on Jubilee Walk, the main path which runs beside the south side of the Thames, next to the Hays Galleria.

"We always had an old ticket office here, and when the time came for a refurbish, we took the opportunity to 'up' the coffee. It had to become 'great' coffee - we do a lot of office and business catering, and we can see how much higher customers' expectations have got.

We saw the opportunity for passing trade - if we 'opened up' the old ticket office, we would attract customers who would never have thought of coming in. So we now have a café with big open windows where you can see through to the ship, and a great view of Tower Bridge.

"There are a lot of office workers round here, and a lot of tourists. Our first two weeks were heavily tourist, but with the kids back to school, we'll be marketing and sampling direct to the offices. There isn't anyone to offend by doing that - there's no direct competition, and Caffe Nero is a bit of a walk away."

Machines, coffee and training are all from United Coffee. In the opening weeks, there were trials of Grand Cru,



One of the best tourist cafe sites in London?

a 60-40 blend of Colombian and Bolivian, followed by the Grand Café, a blend of Fairtrades of mixed origins.

"We have also started a barista school through United, and we send everyone there, our event managers as well... the only reason I haven't been myself is because I missed my slot, and I'm still kicking myself!

"The machine was the hottest debate of all. We had big arguments over the artisanal look of the traditional espresso machine, but we're so cramped with very serious restrictions on space, that we went for the Black and White semi-auto. Onboard, we have a two-group Simonelli, so we already knew we have consistency from our baristas, but the semi-auto is reassuring, and even if

the staff aren't controlling the grind, they're doing their own latte art." (The flat white also came with a polite request to know the customer's preferred milk).

The business already has expansion ideas - the old ticket office has a flat roof, and plans are under way for a summertime bar up there, with seats and a traditional machine.

The menu at HMS Belfast is all in naval terms - hot drinks come under 'brew', beers and wines are under 'grog', and food is headed 'chow'. "We do talk in naval terms, because there are a lot of old servicemen round here," notes Will. "We have galleys and messes... and I still get into trouble for calling it a 'boat!'"



As predicted recently, a new kind of pot for making Turkish coffee has been made available from Cream Supplies. An interesting aspect of these items is that while the traditional Turkish pot is made from brass or copper, the new ones are stainless steel - they are considerably more durable and are dishwasher-proof, not a requirement often come across in the traditional version.

In a reasonably-near geographical story, the University of Athens has now said that drinking the similar Greek coffee may lead to a longer life. Their research says that drinking coffee boiled in the Greek way produces 'significantly' better heart function. The survey involved a Greek island where the number of people living past 90 is ten times higher than in the rest of Europe, and where the coffee is commonly drunk. "Boiled Greek type of coffee, which is rich in polyphenols and antioxidants and contains only a moderate amount of caffeine, seems to gather benefits compared to other coffee beverages," said the lead researcher.

New and better ideas on the 'suspended' coffee practice

The coffee house trade has done well with clever variations on the recent craze for 'coffee in suspense', a charity phenomenon which has swept the internet world.

Readers will recall that we reported several months ago the practice originating from Italy, in which a customer can buy two coffees – one for himself, and one to be held 'in suspense' on a freebies board. Any needy person can be invited to choose from items on that board.

As the story became an online favourite, 'suspense' schemes began to appear worldwide within days of each other – projects began in Sheffield, Scotland, Coventry, and Australia, and even Starbucks jumped on the bandwagon..

However, there are criticisms. It has been pointed out that the purchase price paid by a generous donor does not go entirely to the needy recipient – most of the price of a coffee goes to a café's costs, and to their profit. Thus, a café offering the 'suspense' facility makes a profit from any donated coffee, and is not being entirely charitable.

Several operators spoke out on this. Kevin Kavanagh of Frescoes in Bedford told us that he saw the hazard immediately, but as he has a long track record in genuinely free giveaways at times such as Christmas, decided to continue with it anyway as a way of letting his

customers feel involved with a good cause.

A different solution was devised by Angus McKenzie, managing director of Kimbo. He thought up the text donation idea, by which the texting of the code 'CAFE13£2' to 70070 triggers a donation of £2 to Shelter from the Storm, the homeless project supported by many in the coffee trade. As the Shelter is a non-profit operation, all of that donation goes to free coffees.

Starbucks has also now promised to give its 'suspended' donations to a community charity, but a request for that to be the Shelter did not succeed.

Meanwhile, Andy Fernandez and Dean Bee of Gourmet Coffee in Exchange Flags, Liverpool, have also decided to adapt the idea.

"We loved the idea of suspended coffee, but thought it would impact only on a small percentage of people," they said. "So we have adapted it to make it work in Liverpool. We will collect the funds and donate everything to homeless shelters in the city. But in addition, every customer who buys a suspended coffee will also be entered into a free prize draw, with prizes donated from local businesses."

It was only a matter of time - the much-touted rise of the 'cat cafes', which the tabloid press has seized on enthusiastically, has finally drawn the attention of animal-welfare organisations. The original idea of cat cafes, originating in Japan and now seen all over the world, is that customers pay for the privilege of stroking a cat, to relax them. When plans were put forward for a cat café in Totnes, that revolutionary country town which saw off Costa so dramatically, the Cats Protection League voiced opposition, saying that a cat cafe might relax the patrons, but would be stressful for the cats. Curiously, the person proposing the café is a both a nurse and the former operator of an animal hospital.

Kaldi enjoyed the recent imaginative promotion from the Hula coffee house in Falmouth - they're right next to a travel agent, so they offered a Spanish lesson and a coffee for £5. We'll have no suggestions about French lessons, thanks.

The American chain In-N-Out Burger is reportedly experimenting with a 'frozen mocha' milkshake, which involves two parts chocolate shake, one part vanilla shake, and fresh coffee grounds, all blended together. This chain, in American-speak, has an 'infamous' secret menu, which on investigation does not actually involve anything more complex than a few customised additions, but, we did enjoy the reference to a 'wishburger'. This turns out to be



Kaldi

the veggieburger - the name comes from the reaction: 'I wish there was meat in this burger'.

British Airways has created a new tea blend, which it says has been 'specially designed to work at altitude'. The tea is a blend of Assam, Kenyan and Ceylon tea, devised with Twinings. The matter of altitude is a serious one - research says that sensitivity to taste is less at altitude (which may explain some inflight meals!) and that boiling point is considerably lower. Some years ago, Kaldi had a session with the BA history people, who explained that in the very early days of inflight catering, eighty-odd years ago, it was discovered that altitude cooking has a funny effect on eggs... they turn green. Apparently it had the same effect on the passengers.

Get set for summer with the new catalogue from Beyond the Bean, full of great drinks ideas, new products and a splash of sunshine. For your copy, contact your local distributor, call us on 0117 953 3522 or email sales@beyondthebean.com

LEMON LOVE

Beyond the Bean™