

# Boughton's COFFEE HOUSE



Scoop Malone, the cafe trade's ace reporter, gets ready to go to the Caffe Culture show!

May 2013

**caffè culture**

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It is time again for the biggest dedicated business-to-business show in the coffee trade... this year Caffe Culture includes the latest in far-out espresso machine design, the newest technology in tea, and even the first reggae-influenced coffee brand...



Preview begins on page 8

## Cafe culture – are we in another wave of consumer enthusiasm?

Reaction to last month's London Coffee Festival has sparked more debate over whether speciality coffee has yet reached the crest of its wave, or whether the public's enthusiasm still has some way to go – and if so, how the trade should be prepared to respond to even greater consumer interest in coffee. The public response to the event surprised even many of the exhibitors, hearing that the attendance was 16,209, of which 10,127 were consumers and 6,082 were trade visitors.

There has been much to learn about the value of interaction between trade and consumers, organiser Jeffrey Young told Coffee House. One clear observation from the trade was that many suppliers felt a sense of coming together with the public in a common enthusiasm for a 'movement'. It was also noted by many participants that a public show attracted a different kind of player from those who normally attend trade events – more operators and baristas from the newer 'waves' of the café sector.

Several exhibitors agreed that the trade has a taste for this contact.

"We were taken aback at how busy it was on all days," said exhibitor Nick Kilby of Teapigs. "There must have been a number of non-trade people even on the trade days, because we sold quite a bit of product on those days – from a numbers point of view it was a success."

At La Cimbali, Matt Tuffee reported that the public displayed a genuine interest in what was being shown.

"We had wanted to avoid a pointless queue of people wanting free coffee just because we were one of the first stands they came to! We managed it by engaging in conversation with every person who asked for coffee, by demonstrating what we were showing, and this got a really good response."

"For the trade to capitalise on this interest, I think we need to keep the momentum up with regard to quality, and we need to make it easy for the café trade to replicate what consumers see and taste at a show like this."

Allan Pirret of Novus saw a clear link between the festival and follow-up busi-



*"It seems that all we feel about the 'boutique' and 'third wave' coffee is slowly coming true. There are exciting times ahead!"*

- Jeremy Torz

ness: "A festival allows consumers the opportunity to taste and decide for themselves, which is difficult in a deli or supermarket. We see online sales rise dramatically after consumers have tasted the product and seek it out. So I can only surmise that awareness and desire generated at the show culminates in action."

At Union Hand-Roasted, which organised a continuously well-attended series of live coffee-roasting demonstrations, Jeremy Torz suggested that

the London festival allowed trade and public to get together in a way which embodied the spirit of the modern coffee culture.

"A significant fact for me was that the trade visitors seemed to be a different type to those we see at 'conventional' trade events, and reflected a true emergence of the coffee sub-culture. The public profile again probably represented the 'early adopters'.

"It seems that all we feel about the 'boutique' and 'third wave' coffee is slowly coming true, and that the tipping point we hoped for in creating a new sense about coffee, and new standards for coffee in the UK, now has a real chance of breaking through.

"Let's not forget that the big players look very closely at what happens around the edges, and react accordingly. There are exciting times ahead!"

### ... but beware of 'research'!

The latest shock-horror coffee story in the daily press appears to be perpetuating some familiar nonsense about the popularity of coffee, but it is not the trade which is at fault in exaggerating things.

According to a Scottish daily paper, 'more than eight in ten of the population drink coffee every day, consuming an average of 2.3 cups a day and spending an average of £2.88 per cup in a café or restaurant'. That unlikely figure, which relates unrealistically to the 'economically active' population, is reported as coming from a survey by the Consumer Intelligence research house.

We have learned that the researchers actually asked 2,000 adults about their preferences, which is a vastly different thing. However, researcher, David Black tells us that the figures might

helpfully suggest that 40 per cent of the adult population do drink coffee (either drink-in or takeaway) at coffee shops, cafes or restaurants... but certainly not every day. He also observed that one-fifth of respondents said they do not drink coffee at all!

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**CAPITAL**

Boxing champion Scott Gladwin has performed the opening of the delightfully named Ers 'N' Mine cafe, which is located in the even more delightfully-named Old Sod Lane, in Ovenden, near Halifax. Owner Anne Jackson has said that the opening is a turnaround, because the previous owners had been closed down by environmental health officers - she has gutted the place completely, and now specialises in home-made food.

Lavazza, which has quite a habit of experimenting with coffee and molecular gastronomy, served a new kind of dessert to 500 guests at the 'World's 50 Best Restaurant' awards. It was a tiramisu, consisting of vanilla mascarpone foam, with crumble of amaretto, hazelnuts and almonds, and egg yolk. The coffee ingredient was Lavazza Tierra, created as a gelato.

An interesting sign of the times comes from the Topeka Capital-Journal, which we think is in Kansas. It is nothing new to see a report of a class of students running an in-house coffee shop as a practical way of learning about business, but what was noticeable about this one was the opening sentence: 'around noon on Thursday, 17-year-old Darrin Dodge stood behind the counter at Common Grounds coffee shop, punching drink orders into a slick app on an iPad...' Just shows how the modern staff and consumer take technology for granted. Interestingly, the café profits have already paid for two student scholarships, and sales show accord with the modern trend for white chocolate hot drinks... but the gingerbread latte failed and was

de-listed.

The Soho Coffee Company is opening a café at Bradley Stoke leisure centre in Gloucestershire, working with the Circadian Trust. This is a charitable not-for-profit organisation which exists as a social enterprise to deliver community leisure centre activities in partnership with local authorities. (The name comes from the 24-hour cycle in the biochemical, physiological or behavioural processes of every living entity on earth.)

There have been complaints in Banbury over plans to move, or cover up, a mural at the railway station to make way for a coffee shop. The artwork marks the 150th anniversary of Brunel's broad gauge railway, but Chiltern Railways has said it wants the space for a Costa. The local civic society has said that the rail company has shown a disregard for local heritage.

Following the Specialty Coffee Association of America's show in Boston, the organisation has reported that a poll of members has shown the forthcoming trends in the industry to be: innovation in consumer experience, innovation in at-home brewing, equipment 'designed to facilitate barista involvement with the consumer', more efficient brewing tools, and a rise in 'app' services.

Eden Springs, the largest supplier of water coolers to business customers, is reported to have agreed to distribute the Italian coffee machine brand Capitani to workplace clients looking for 'the perfect coffee at the workplace'.

## Roaster repeats its cafe awards

Lincoln and York, the coffee roaster from Brigg, is to have a second running of its rather individual 'coffee shop of the year' award.

In this contest, cafes are nominated by the roaster's own trade distributors, and thus it is a condition of entry that all the drinks being judged feature coffee roasted by Lincoln and York (even if it reached the cafe operator under a distributor's badge!)

From 65 venues taking part, the title went to the Watermark Cafe in Scarborough, and three venues were named as runners-up - Henri, of Edinburgh, the Fresh Food Deli in Pocklington, East Yorkshire, and the Coffee Hub in Manchester.

There were some very interesting practical aspects to last year's contest, in that the judging concentrated purely on the quality of the coffee drinks being served, and not on issues such as ambience. Equally, while the winning shop received £3,000 worth of vouchers to spend with the trade distributor who nominated them, the finalists all won two places on the roaster's City & Guilds Level 2 Barista Course.



Three girls at one espresso machine - last year's winners, Watermark

It was, as roastery director James Sweeting has acknowledged, an extremely realistic attitude, which concentrated less on the glitz and glory aspect of competitions, and more on the practicalities of running a good café.

"It is a 'coffee' contest," he stressed to us. "And it was very good to see that those prizes of the C&G courses were all taken up." Closing date for nominations is 17th May, and results are expected in August.

## Another pub chain takes a cafe stake

We have another incidence of the pub trade taking a deeper interest in coffee - the Blackburn brewery Thwaites has invested in the Liz 'N' Lil's coffee house and tea-room, run by two sisters with experience in the pub trade, and sited in a former bar.

The new operators, Sonia and Sharon Harrison, have planned a business featuring antiques, and say a traditional tea-room venue will help bring a 'cafe culture' feel to the town.

Meanwhile, the CGA Strategy organisation, which publishes a report on food and drink in pubs, has suggested that the average 'food pub' is now succeeding in selling 235 coffees per week, except in London (which is considered a reflection of the greater local competition for the coffee trade).

The researchers have suggested that for pubs, coffee now follows the same 'ladder' as lager - where there are now standard, premium and 'world' lagers, so there is the opportunity for more specialist coffees.

In a reversal of an argument traditionally offered by the café world, CGA argues that 'the advantages are clearly there for coffee drinkers to choose pubs over coffee chains as the coun-

try's pubs and bars continue to change and adapt... hopefully the thought of a coffee break in familiar, relaxing surroundings will help continue to boost footfall into our pubs'. To do so, say the researchers, pubs must not be afraid to upsell, and must look at the small snacks, cakes or biscuits widely offered by the coffee specialists."

**James Gourmet Coffee is widely heard of but little known, but due to exciting expansion plans they are looking for a salesperson to join their team.**

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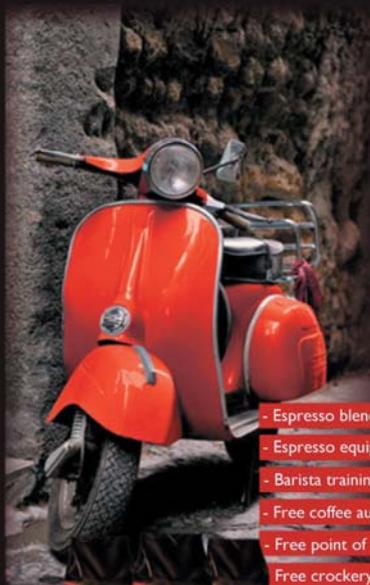
Experience in the coffee industry would be preferable but not essential as extensive training will be given.

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Another furniture designer is working on the concept of upholstering easy chairs with coffee sacks - Katy Fisher of Broadstairs says that it changes 'old and loved' chairs into 'new and inspiring' ones. Price may be £275 per chair.

It is a very big month for café guides – and the two best-known guides for London both have new editions out. One is the guide from Allegra, and the other is from Vespertine Press, the independent publisher from Brighton.

"The new guide is a beauty," Allegra's Jeffrey Young told us. "There are 130 of the best 'artisan independent coffee shops', 48 new venues, and a new coffee education section written by some leading experts in their field. We are getting some great feedback. It also has an App and a free interactive website."

The Vespertine book last year was a smaller one, in that it was literally pocket-sized, but featured some extremely good photography. "The format is virtually the same as last year, but with new cafes, a sleeker design and a fold-out map," publisher Alex James tells us. "The new book also echoes the previous edition in that it's entirely quality focussed – no Starbucks or disappointing recommendations in sight!"

The fascinating question is - who buys these guides, and do they sell in big numbers?

"The reaction to our first edition was phenomenal, both from the coffee lovers who bought it and the cafe owners and baristas who we featured," says Alex James. "There were a few minor issues, such as the usability of the maps, which we have improved for this new book."

"People seem to appreciate our approach and the fact that we only feature and list the best independent coffee shops, carts and roasters, which lends the recommendations a level of reliability."

Are these for the geek end of the market, or the non-expert end?

"We have attempted not to alienate anyone, including both the enthusiasts who want to know what machines baristas are using or how to brew the perfect Aeropress, to the new coffee drinkers. This time around we have chosen many new cafes that we know the enthusiasts will be excited to try, alongside several 'must-go' coffee shops that those new to speciality coffee may have yet to sample."

### Takeaway cups in your own tartan...

Vegware, the Scottish supplier of environmentally-friendly takeaway coffee cups and other tableware, has come out with the attention-getting statement that it is 'officially' the best small business in the UK. At the same time, it has won a Queen's Award for sustainable development.

The interesting 'best in the UK' claim comes from a Federation of Small Businesses contest - they have 200,000 members, of whom a thousand entered the federation's awards. Vegware won the Scottish round, and then the national final.

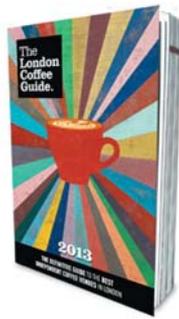


Vegware is one of only nine British businesses to win the Queen's Award relating to Sustainable Development.

It has also created its own tartan for a cup design – it was supposed to be for fun, but apparently café customers have said they want to use it.

"Our in-house designer Claudia took an existing tartan, traced the shape of the lines, and then coloured it with our Vegware colours," the company told us. "It was a mock-up to publicise our award wins, but so far we have had enquiries from at least six different customers who would like to use a tartan cup... so we are going to create a green tartan one to celebrate sustainability in Scotland."

## Two 'top coffee-house' guides come out – at the same time



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10 John Coffee Roasters have been an established name in New Zealand's specialty coffee for 25 years, not least in their home coffee town of Filming, New Plymouth. In London the company made its debut in March 2012 by opening a well-stocked roastery in a former shop on Old Street roundabout. In truth, it took the roasting side of the business a few months to find its feet. It came into its own when head roaster James Clout was on site to oversee the operation of the warehouse-style cafe on the ground floor. Unlike the coffee menu, attention, the food options at Ozone are also well worth a mention. The food is prepared in a kitchen that is visible through a glass partition, when you consider that this is a cafe in the heart of London, it's a pretty impressive feat. The menu is a mix of simple, delicious, and just a little bit fancy. It's a good coffee house.

The new guides and a spread from the Vespertine book

"The fact that the books are sold in both street book stores and hidden away, high-end cafes means that they get seen and read by a broad spectrum of people with an equally broad range of interest levels."

"We chose our articles to be both informative and fun to read and, again, accessible to both."

The history article explains how London was once home to a coffee house boom; the coffee carts article is a look behind the scenes of the ever-growing movement of carts in the capital, and the coffee roasting article gives a fascinating, practical insight into what goes into the cup. Our brewing guides have also been updated and redesigned in order to be more helpful and user friendly."

Realistically, do these guides sell in appreciable

numbers?

"We sold out of our print run before the books had become out of date, which is gratifying both in terms of the public's response to the book, and the fact that our suggestions remained relevant, despite the large amount of new cafes that opened during 2012. This time around we've been a bit bolder with our scope, which goes hand in hand with the number of new stockists and also those with stores around the UK."

Both guide publishers have extended their work into other locations - Allegra has published coffee guides to the Netherlands and New York, and Vespertine has one for Brighton, which will be updated this spring. For likely other localities, both publishers are, not surprisingly, keeping quiet.

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DR WAKEFIELD

The Millie and Me coffee shop in Brixham has discovered that the occasional use of a rare and exotic coffee can have a local impact - they recently served some St Helena coffee, sent to them by a friend who has taken a career break from Devon and Cornwall police to become a constable on the island (sounds like the plot of a TV drama, doesn't it?) Café owner Sophie Bower is quite aware that the coffee is unique, being an unusual type of Arabica, and apparently it went down a storm with the locals. Not surprising - a brief check on UK prices suggests that it costs £20 for 125gm from one supplier, and £150 for half a kilo from another.

The machine maker Dualit has won its case against Nespresso over patent infringement. These cases are quite common in Europe, but this one was heard in the patents division of the UK's High Court of Justice, where it was ruled that Dualit's Nespresso-compatible capsules do not infringe the European patent. Dualit is reported to have spent a million pounds on the ten-month case, but now says that it is already in talks with a major supermarket chain.

Whitbread is reportedly on the hunt for Costa sites in Paris - the news agency Reuters has seen an advertisement from property agents saying so. The agent and Whitbreads have refused to comment. Costa is at travel hubs in Spain, Portugal and at the Gare de Lyon rail station in Paris, apparently as a test exercise.

According to Brita, the water filter company, consumers really can taste

the difference between coffee made with filtered water, and that made with tap water. As might be expected, the brand reports that consumers prefer the filtered water, although to report it as a 'staggering' finding is probably taking PR-speak a bit far. The testing was done on a blind-taste basis using Lavazza coffee at an independent laboratory. Curiously, the participants were wired up to 'electrodermal activity' sensory tests, which measured their emotional responses to the different drinks. Brita reports that sixty per cent of consumers showed a greater emotional response to coffee made with filtered water.

Ronnefeldt, the German tea brand, has appointed nine candidates to the silver stage of its Tea Master training course. The result is significant in tea terms in that Ronnefeldt, which has big business in prestige hotels around the world, has only given out around 250 Master badges worldwide. The silver badge requires knowledge of the most important tea cultivation areas including their harvesting and processing methods, and various methods of preparation and presentation. The course involves a blind tea-tasting test and a two-hour written examination. To progress to the gold standard, candidates have to actually go to work at origin.

Another coffee scalding case has cropped up, this time from Australia - an Adelaide woman is suing McDonalds for multiple second-degree burns to her inner leg. She alleges that the spillage was due to an incorrectly-fitted lid.

## Newest flavoured syrups come from a hot chocolate company

**Marimba, which is promoting its recently-launched range of flake-format hot chocolate Melts, has now introduced a range of flavoured syrups to go with the chocolate drinks.**

The products will be available in the autumn, and will be chilli, orange, mint, salted caramel, hazelnut praline, and cherry. The range is to undergo testing in coffee bars during the summer... although founder David Wright says he is not aiming them at the coffee trade, but at café owners who are serious about hot chocolate.

The syrups are made by Samuelson's of Witney, a small company with experience in soft drinks.

"They are making their first venture into syrups with us. They were selected because of their commitment to natural products - the flavours and colours are all derived from natural sources."

Marimba says it makes no claims for vegetarian-friendliness, although the



syrups do qualify.

"So far, our customers are asking: 'why is it better in hot chocolate than the 'mass market' syrups?' A good number of our existing customers are now very enthusiastic about sampling the flavours on menus, which is very encouraging."

**A new viewpoint on the concept of coffee bars in educational establishments has come from Texas, where it is reported that a growing number of schools are now adding onsite coffee shops.**

According to the head of one school, these cafes are a parallel to the concept of the café as another kind of office. "It's a different way of looking at education," he said. "We're creating flexible spaces for them to learn in." Another school principal has said that as the traditional school meal has not been something that students valued, a coffee house atmosphere endorses healthier eating opportunities for kids as well as offering an alternative study space.

Although the obvious remarks have been made about a morning shot of espresso for every child, it is also reported that under Texas regulations, a 12-ounce cup of coffee is the maximum which can be served to students during school hours.

**Greggs is to open a national barista trading academy to concentrate on supporting its Moment coffee shop format, the property press has reported - and this in spite of a profits warning by the baker.**

The training centre is expected to be beside the next Moment site, which opens in the Mell Square centre, Solihull, this summer.

Meanwhile, the chain warned that full-year profits would be lower than expected because of weak sales in the first quarter. The chief executive said that lower customer footfall is a trend which shows little prospect of short-term improvement - there are, he said 'fewer customers out there'. Nevertheless, he said that Greggs will continue to open stores, and will refurbish 250 existing ones this year.

This is a product which made an appearance at the recent London Coffee Festival - it is the Foam Aroma takeaway cup lid. It was invented by an American, Craig Bailey, who was partly annoyed and partly curious that his sit-in coffee experience in coffee houses was so much better than his takeaway one. He concluded that a major factor in this was the conventional takeaway cup lid with a small hole. He experimented in his own kitchen, and concluded that a lid needed a better combination of contours and holes - it is, he says, more difficult to make a lid using the thermoforming process with holes on an angled surface, but this is the result.



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# UKBC – the wider value comes clear

Once again, the barista championships are over, and we now know that John Gordon will represent the UK at the world finals in Australia... an interesting situation in itself, as he will be going to his home country to compete on behalf of his adopted country! (And the other interesting aspect of his success is that he has become the second person to win the UK prize three times – Simon Robertson of Yorkshire did that in the early 2000s).

However, what have the championships done this year to inspire the entire trade, and indeed to inspire interest in the craft of making good coffee and serving it to the everyday customer?

The interesting views on the matter have come from this year's sponsors.

"This year has been a really interesting mix of entrants, and the really big change from last year has been the spread of talents coming through – that's what it's really all about," remarked Alan Miller of Union Hand-Roasted, the sponsor which gives its own special prize to the best entrant making their first appearance in competition.

"One guy from a contract caterer got through to the finals, ended up in sixth place in the UK, and that was really interesting – this is showing how other kinds of coffee outlet are now really wanting to take their coffee forward. The winner of our 'best new competitor' prize is another great story – Chee Wong develops mobile apps as his day job, and does shifts at Taylor Street Baristas for fun! He's going to be a great advocate for the barista trade."

"Yup, that's true," Nick Tolley of Taylor Street Baristas confirmed to us. "Chee's the chief technology officer, or chief development officer or some such lofty job title, for Hailo, and held a similarly senior role at Shazam. A very clever chap."

The winner of last year's 'best newcomer' title, James Bailey, has now been on the trip to origin which he won as his prize, and Union suggests that this, too, is something which will be used to inspire interest throughout the trade. "He got a great understanding about coffee, from seeing coffee right through from the tree to the cup. It was interesting that he deliberately didn't do any research before the trip, so as not to have any preconceptions! But we have now made a short film about his win and about the trip, and this is going to be very useful in showing workers throughout the trade what this is really all about."

The reference to a contract caterer barista turning up in the finals is a significant one. This is Don Altizo, who works at a corporate coffee bar in Canary Wharf, and who is on the staff of Baxter Storey, whose training manager Tim Sturk has fought a long battle to have coffee recognised as a major feature of contract catering business. The importance of Don's achievement, the first staff barista from a contract



Don Altizo of Baxter Storey – the first contract catering barista to score so high

caterer to rise so high in the national rankings, is significant in what it says about the spread of quality coffee throughout the consumer markets – and indeed in what it has done to make contract catering management take the drink seriously.

"Our aim from day one was to get an entrant in the top twenty, and inside Baxter Storey, this solidifies our whole position on coffee," Tim Sturk told Coffee House. "We've been planting these seeds for three years, and the directors called our entrant to congratulate him immediately."



"A spread of talents is coming through..."  
- Alan Miller

This year, those directors have begun making regular visits to the barista training room, where they are always invited to taste whatever is being brewed, and the top man Alistair Storey said to his trainer before the finals: 'what do we have to do to win this?' Just a few years ago, the MD of a contract caterer would have said 'what's a barista championship?'

"It's because of his interest that we now have a barista academy," Tim Sturk told Coffee House. "When he asked that, we replied - 'release people for training'. Our company has supported our entrants emotionally, and now we need them supported practically."

"Taking anyone out of a business for training costs money, but it is now fair to show every employer that training a



James Bailey, first winner of the 'best newcomer' prize in last year's contest, in Rwanda on his trip to origin.

barista is not a one-way transfer of their money. It's a two-way thing, as you can see by how much comes back into your business. Look how much more people will enjoy buying your coffee - at Canary Wharf, our customers started asking Don: 'is this your competition coffee?'

"Look what we've done - we've got customers talking about coffee!"



The 2013 champ is John Gordon, of Square Mile coffee roasters in London. As many contestants did this year, he worked on the 'sensory' aspect of coffee, but in a most unusual way - he used a smoking chamber filled with an aromatic that complemented his signature drink espresso.

Second place was taken by the reigning champ, Maxwell Colonna-Dashwood of Bath (his colleague Peter Grosvenor-Attridge had reached the semi-final beside him). Third place went to Estelle Bright of Caravan, whose espresso was judged best in the semi-final stage.

Signature drinks are always our favourite feature of this contest, and this year as always we saw some fascinating ones. Catherine O'Shea of Artisan Roast was one of many concentrating on a sensory aspect: she used jasmine-infused honey with Rwandan coffee, and even added a sprig of lavender.

(It is often found that one ingredient becomes popular in a season - many competitors this year used cascara, which as a mild laxative is not normally associated with coffee!)

Alex Sargeant of Strangers in Norwich used his Apple Mac signature macchiato, which veers into the world of molecular gastronomy, involving Nicaraguan coffee and Granny Smith apples, in foam form and a freeze-dried apple skin topping. Yann Chalmers of 3FE, Dublin, made a Werther's Originals foam to highlight the butterscotch flavours of the coffee, which was extremely imaginative.

Former UK champ Hugo Hercod of Relish in Wadebridge used cocoa: "I brewed a pot of very fragrant red fruit tea that I swirled in over-sized brandy glasses and emptied, leaving just the smell. I then melted Colombian cocoa with dark brown sugar, golden syrup and a little double cream in a bain-marie and added a spoonful to each

glass. Finally I twisted a strip of orange zest into each glass. The result was an aroma caricature of my coffee which I asked the judges to smell, identifying each note... I finished by pulling shots of espresso, pouring them into the glasses and asked the judges to smell, swirl, smell and swirl until the chocolate had mixed and finally taste."

This former champ did not make it into the top six, but contributed our favourite comment on his exit: "I ran over time, having made some rubbish cappuccinos and talked too much!"

Many entrants played tricks with taste, in a constructive sense - Will Corby of Mercanta used two coffees, from different farms on the same mountain in El Salvador. The judges were invited to taste them straight, note the differences, and then add a spot of cherry jam to one - at which point, both tasted the same.

Possibly this year's best 'trick' was to be found in the regional heats, by Nicola Peacock, of the Perky Peacock in York.

"My signature drink was actually a physiological magic trick," she told us. "I served it last, but throughout the set I had set the scene for it.

"I wanted the judges to know that atmosphere and experience in a coffee shop effects experience in the cup, so during my set I had lots of 'chocolate indicators'. I had a glass and a half of milk on the table (the Cadbury logo), I served the drink in a purple cup, and the judges' cupping notes were hidden in a large purple cellophane package that looked like a bar of chocolate, which they had to open. The cupping notes were also on purple cards. And finally when I put down my drink, Phil Collins In the Air Tonight was playing, from the Cadbury advert.

"All these indicators would lead them to think about chocolate, which they would expect in the signature drink.

"The actual drink was just the same espresso I had served them from the first course, which had slight notes of chocolate... only balanced with atmosphere."

Really, we asked?

"Yeah - just a single espresso each. The judges were divided, two loved it, two hated it. I made sure that they didn't feel tricked, though - my intentions were to show that atmosphere and experience in a coffee shop can affect the drink.

"And I just wanted to do something fun... coffee should be fun!"

**caffè  
culture**

SHOW 15-16 MAY 2013  
OLYMPIA LONDON

# Show time...

The trade's big annual expo is Caffe Culture, held at Olympia (May 15/16). We pick our favourite attention-getters among this year's displays.

## Aeropress E33

The easiest, simplest, perhaps cheapest, and arguably the very best manual method of brewing filter coffee is the Aeropress. It looks like a bicycle pump, but top baristas swear by it. This is its first appearance at the show.

## Big Train / Falcon K27

The last we heard, the situation of this colossal American company in the UK was still not determined - it's a massive operation which makes smoothie and frappe business and the like, and which in America is huge. The Falcon company has been at work creating a reputation in the UK, but very recently the American business got bought by Kerry, no less. We're waiting to hear the result of that.

## Bluebird Global A23

This is an American EPOS system which works through an I-pad. That in itself is no longer unusual, but this one has won some awards, although they haven't told us exactly what for. Bluebird only tell us that they are 'leading the future cafés, restaurants and pubs into easier, fail-safe, customisable and online-business-tracking POS application having already convinced thousands of clients worldwide'.

## Bondi Chai Tea Latte A6

This chai latte is a powdered product, and the company tells us that a major feature of it is the concentrated dosage, as a result of which the operator uses 10gm, which is said to be lower than other similar powders.

It claims a unique formula which is 'creamier, tastier and more profitable', and the creator suggests that it is the only western 'chai' sold across India - that's the Special Indian blend, whereas there is a less sweet blend available to suit European tastes.

There is a cinnamon version, and a vanilla honey one.

It is not entirely clear, but we think the 10Stamps digital loyalty card, which customers can have on their smartphones, is also part of the same company.

## Bonzer G7

This has been seen at the show before, and we believe the inventor used that experience to develop the product. The Pro-Fondi Eazi Group cleaner is a portafilter cleaning gadget



Bonzer's portafilter cleaner

which is intended to be less abrasive, quicker, cleaner and quieter than the conventional knock-box. The waste grounds go into a waste bag housed directly under the counter, beneath the machine. The bag is able to hold a larger quantity than the traditional knock-box.

The same company offers another gadget which is designed to hold takeaway cups for easier dispense on to-go counters.

## Breckland Orchard A24

This is the soft drinks company formed by Claire Martinsen to produce her new concept of 'posh pop'. She has recently been reported as saying that a major problem with the catering trade is that its energy runs out before thinking of soft drinks - so cafes, pubs and hotels may spend a lot of time selecting their coffee, tea and wine list, and then simply default to the big soft drinks brands at the bottom of the menu. Now, she will be using the show to give away her one-page tips sheet, '10 Top Ways to drive your cold drink sales this summer'.

## Da Vinci Gourmet K20

In the flavoured syrups sector, an interesting recent move has been the resurgence of the giant Kerry operation, which owns Da Vinci.

The brand has always been a significant one, in that it is such a familiar

name to see on the back bar, but for a long time it seemed content to let many of the newer and smaller brands make all the running and grab the limelight. Now, however, Da Vinci seems to have decided to assert itself, with its Theatre of Great Tastes project - which, it has to be said, has involved some very clever drink ideas from a genuinely respected barista trainer.

The use of flavoured syrups continues to increase, as beverage operators are encouraged to use them not just in lattes, but in long soft drinks with sparkling water, or hot chocolates, and even in smoothies. Da Vinci Gourmet now intends to show just how far the opportunities have developed from the simpler flavoured latte, and what happens if you use such combinations as orange and chocolate, or bring in the options of white chocolate, raspberry, and so on.

## Ditting Mahlkoenig K23

The practice of efficient coffee grinding is vital for both quality and economy, and while there have been recent interesting innovations, grinders still remain an unglamorous product sector. Nevertheless, operators have got to know the latest progress - and here there will be 25 high-end espresso grinders on show, including the new K30 Vario Air. As we understand it, a fan at the back of the grinder cools the air circulation around the motor, and minimises the heat transmission from the motor to the disc casing. This means that the ground coffee temperature remains low. The option can be retro-fitted to certain existing machines.

## Drink Me Chai E13/15

One of the big crazes of recent years was 'bubble tea', which started a whole new kind of café in the Far East, and achieved a certain interest in Britain.

This drink featured tapioca 'bubbles' or balls in the base of the drink, to be sucked up through a straw. Drink Me Chai, the company which virtually invented powdered instant chai, has come up with a new variant, which is not a tea - it is Bubblefoot, which combines natural powders to create a milkshake base with complementary flavoured 'bursting' balls that are sucked up through jumbo size straws. It has already won an innovation award.

The idea of bursting bubbles does sound odd, but in practice these little things that come up through the straw 'pop' on the tongue in a quite entertaining and comfortable way.



Bubblefoot - the bubbles can be seen at the base

The Bubblefoot brand is being launched with three flavours - cookies and cream, strawberry shortcake and mango with passionfruit. What is extremely unusual, but may make for a promotional prospect, is that the powders and bubbles are sold separately, thus allowing for different combinations. Preparation requires only a blender and ice, and the product already has one innovation award.

Meanwhile, the brand's main product, the chai, is surprisingly now ten years old, and has been given new packaging. Each of the seven chai varieties now has its own colour - and this, says founder Amanda Hamilton, is proven to be a factor in customer choice.

## Easy Apps E12

A poll on small businesses and their use of technology (to be accurate, an American one) says that 40 percent of small business owners reckon their operation would not survive without the relatively new phenomenon of mobile 'apps'. Apps, it is said, 'tap into a new digital marketing channel that is growing faster than traditional websites', because there is access to customers in more places than were previously available. This company is looking to discuss the how and why of a business app.

## Capital Coffee Roasters C7

No longer do all espresso machines look the same. There has been a recent interest in quite futuristic designs, and this is the very latest, from ECM. "We saw this machine in Germany, and thought 'this is as geeky as geeky can get!', says Capital. "It's a prototype - they thought of it as a high-end domestic machine, and we thought: no, this can be a commercial machine, there are people who will follow this."



**Eilles Tee E35**

This brand offers 42 loose-leaf and broken teas in 'aroma protective' bags, and 25 teas in the now-familiar pyramid bags. Its newest idea is a 'Tea to Go' concept for takeaway. This seems to us to be quite similar to another idea presented in Britain in recent years – the tea bag is actually fixed to the lid of a takeaway cup. When the consumer thinks it has steeped for long enough, the tea bag is pulled out of the water and stowed underneath the lid.

**Erlenbacher F35**

*Erlenbacher's Sunshine Cake*

This is a German baker known for inventing new variations on cake - last year's brilliant idea, reported in this magazine at the time, was the cakewich, a triangular sponge sandwich and filling. It stacked vertically for display and takeaway sale.

The brand has now come up with Sunshine Cakes, which are baked in an octagonal design and presented in cardboard packaging decorated with a wooden print. This, says the brand, is another practical option for takeaway business.

The cakes themselves are either a moist sponge covered with sweet apple slices and caramelised butter crumble, or a chocolate sponge laced with chocolate chunks, or strawberry and rhubarb, featuring real fruit pieces mixed through the sponge. The cakes come deep frozen.

Curiously, Erlenbacher repeats the theme seen elsewhere this year, of white chocolate. Its round white chocolate cake, a light sponge filled with a white chocolate cream, topped with white icing and white chocolate strips, is suggested as an accompaniment to Darjeeling tea.

**Eteaket G42**

This is a Scots company which is playing a part in the new trend for new kinds of tea-bags, allowing for larger portions of the filling, and claiming 'blends that are far more exciting than anything else out there'. Typical is the Blooming Marvellous, a green tea with fruit, rose buds, sunflower petals and vanilla. Eteaket won a national 'best tea' award last year.

The brand's founder Erica Moore says: "There is still a huge disparity between the quality of the tea served in many UK café bars, compared to the quality of the coffee offered. The vast majority of coffee bars still serve a standard bagged black tea."

Why are the Eteaket bags different from others?

"Not only are our teas exceptional but so is our packaging," the company told us. "We have worked with an Edinburgh illustrator to create a range of beautifully designed boxes for retail, launching at Caffe Culture."

**Euro Food Brands E11**

A curiosity of this company, which is the sole distributor for Illy coffee in the UK, is its claim that it supplies to five thousand hotels, restaurants and cafes. Apart from the coffee, an interesting item this year will be the 'astoundingly good' Belgian biscuits from Jules Destrooper, including their almond, apple or ginger thins, butter waffles and butter crisps. These, say the supplier, will make a very good addition to a coffee menu.

**Franke C20**

This brand is already known for the quality of its fully-automatic machines, and this year we see the FoamMaster, for which the claims are, candidly, quite remarkable.

"There are virtually no limits to the practical applications and systems in which Franke fully automatic coffee machines can be used," says the company. "In a revolutionary step forward, the FM800 introduces intuitive touch-screen technology to the world of coffee machines."

In practical terms, this means that the operator can now use touchscreen to plan and 'assemble' a seasonal beverage selection, featuring different milk foam consistencies and temperatures, and combining with the chocolate powder dosing unit and the 'flavour station', which is programmed amounts of flavoured syrups.

**Fresh Eric's D4**

A supplier of cakes, traybakes, tarts and puddings from scratch, by hand, with the promise of 'nothing funny added'.

**Fruitbroo H12**

This promises to be an entirely new kind of hot drink for the coffee bar - 'insanely flavourful' alternatives to other hot drinks. The founder is a former director of Clipper, who has said that part of the logic for the drink lies in consumers drinking too much coffee and hitting their caffeine limit early in the day. The challenge that resulted from this was to devise drinks that deliver great taste, aroma and mouth-feel using only natural ingredients with few calories and no caffeine. It is an 'add hot water' product.

**Beyond The Bean E14**

**Beyond the Bean is a remarkably influential company which sources and inspires many new ideas – its regular series of menu booklets on 'seasonal' drinks is very often a move or two ahead of the general game, and the brand always has some fairly informed ideas on what is about to happen next in the market.**

An intriguing arrival this year will be the 'stealth blender', from the Blendtec brand. It has often been pointed out that certain things which go to make up the atmosphere of a café-bar, such as the rattle of the grinder, the hiss of the espresso machine, and the whirr of the blender, are simply not welcome in a more genteel setting. Beyond the Bean will be showing 'the quietest blender yet'.

This is quite a claim (another brand made it last year) but Beyond the Bean are sticking with it, and are even putting one machine up as a prize. To get it, you have to sample some of those different drink ideas.

"We're running a 'come fly with me' theme – we're communicating all the different parts of the world that we're interested in," the company's Gary McGann tells us. "We shall have four different drinks to sample, one related to each part of the world. You sample each, get a stamp on a 'passport', and go into a draw for a Stealth blender."

"This is the quietest on the market. We have the proof! You will be able to see this one working, and blend for yourself if you like."

*"The quietest blender - we have the proof!"*

The prize is worth having — the Stealth blender, together with a Sweetbird drinks package, and the offer of some bespoke point-of-sale material for the winner, is worth about £1,500.

Those international drinks are worth trying, because they involve some commercial ideas - the Italian Affogato made with Zuma vanilla bean frappé and espresso is an interesting variant on something which already appears on many menus. The British drink is one which raises the eyebrows - a drink version of the Eton Mess, made with

Zuma yogurt frappé and Sweetbird strawberry smoothie... and crushed meringue!

The most unusual seems to be the Mexican Chamango smoothie - the base is a mango smoothie, but there is an unusual added bite to it.

It was Beyond the Bean who pioneered a whole new cookie business with the Byron Bay products from Australia - the all-in 'deal' of pot of tea and strawberry-and-cream cookie turned into a desirable profit-maker during recent Wimbledon seasons. The surprising new arrival is the Anzac biscuit, dating from the first world war and originally made for the Aussie and New Zealand troops - today, permission has to be sought for it to be produced for commercial and hospitality use.

"There is a history to this, and a very specific recipe," says the supplier. "These biscuits date back to World War I and represent more than a biscuit and a recipe - they are a tradition that has been passed down through generations of Australians and New Zealanders. An Anzac biscuit is a sweet biscuit made using rolled oats, flour, desiccated coconut, sugar, butter, golden syrup, baking soda and boiling water."

"It has been claimed the biscuits were sent by wives to soldiers abroad because the ingredients do not spoil easily and the biscuits kept well during naval transportation."

A vastly-important, but still under-recognised, product in the hot-drinks sector is chocolate, and under its Zuma brand, Beyond the Bean will now be showing its first white hot chocolate powder. Over the last year, there has been a noticeable increase in the number of beverage operators enquiring about the possibility of such a drink - the company will be showing how to combine with unexpected flavours (raspberry, chai, and coconut have been mentioned) to create a whole new kind of house signature drink.



ICTC B5

The brand here is Finum, which involves a patented 'tea control' system. This is a glass non-electric tea maker featuring a device to allow 'complete control' of the infusion process, which the maker says is suitable for foodservice use in hotel or café.

Essentially, this appears at first to be a standard teapot with brewing chamber, with holes for the water to flow through. The difference, or 'tea control', is that the user can turn the lid after the tea has steeped, and this has the effect of moving the spent leaves round to a chamber without holes, thus keeping them away from the brew water and preventing stewing.

"It has a cylindrical infusion chamber which is perforated around three quarters of the chamber only," the company tells us. "When you turn the control knob in the lid it sweeps an arm round the inside of the chamber and takes the tea leaves into the quarter of the infuser that is not perforated, thus closing off the tea and stopping the infusion."

"As the tea maker is glass you can see the colour of the tea develop and

make sure it is just how you want it - if it is not brewed enough then you can simply turn the knob back and stop and start until it is as required."

It has won a Good Design award in America.

**International Paper F32**

This is the maker of the Ecotainer takeaway cup, and it is at Caffe Culture to show off its green credentials, claiming that the cup is the 'greenest to date' in the sector. It is said to require less energy to produce than a conventional paper cup, with inner linings made from ingeo biopolymer, a plant-based material and fibre sourced from sustainably managed forests. Much of the range is now made at IP's plant in Winsford, so the brand says that it has a good 'product miles' argument.

The show launch will be of Hold & Go, an insulated double-wall paper hot cup.

**Jura Products D20**

The display here is of the Jura Giga X7 Professional, a Swiss bean-to-cup machine which (as we recently reported) allows for two thermoblocks and pumps, which means that two coffees can be prepared at the touch of a button. With a speed of perhaps 26 seconds for two drinks, the machine is put forward as a solution for large-footfall sites, such as big offices, seminar and conference facilities, and petrol stations.

**Kocoa Collection A17**

This company is now becoming rapidly familiar as the one which pioneered the concept of 'single ori-

gin' hot chocolate in meltable disc form, as opposed to generic powders. This year the company will discuss how to develop a full chocolate menu, which can incorporate such unusual items as the Pretty in Pink - it doesn't look like a chocolate drink, but actually is white chocolate with raspberry and rose.

"Customers are increasingly seeking quality ingredients with a story about where they come from," says founder Paul Eagles. "While independent cof-



A pink hot chocolate!

fee shops rise to the challenge of meeting customer expectations for coffee, they often forget about their hot chocolate menu. We will demonstrate the need to offer a quality hot chocolate in your product mix and demonstrate how to prepare it on a coffee machine.

"At Caffe Culture I'm focusing on the development of hot chocolate menus, creating a whole round package of product quality, presentation, serving accessories, customer communications, preparation methods, and the retail offer (that is, the discs in takeaway packs)".

Typical drinks to be shown are the Pretty in Pink, the Coco-licious (with coconut), a spiced chocolate drink with orange and cinnamon, and a dark choc mint drink.

**La Cimbali D6**

The whole theme will be 'consistency for the operator'.

Now, consistency is a much-over-worked buzzword in the trade, but it is generally held to mean the absolute assurance of serving drinks of the same quality and standard every single time, by every member of staff, at every 'customer touchpoint'. If the customer gets a cracking drink from your head barista one day, and a terrible one from the new start the next day, you may lose the customer.

La Cimbali's argument is that you can use technology as your ally in this, and that there is nothing wrong with automated back-up for your grinding and milk-steaming.

This is a chance to see the interesting Bluetooth system in action - the cable-free link between grinder and espresso machine which senses when shot times are dropping out of sync, and compensates automatically. It takes the guesswork out for the less experienced members of staff, says the company.

**London Bio Packaging B16**



It is intriguing just how much the disposable packaging companies compete with each other for new eco-friendly ideas. The most unexpected new fabric of all is the palm leaf, of which apparently sixty billion fall naturally to ground each year in India. The resulting tableware is compostable, microwaveable, can be used in the oven and will hold liquids. No chemical or resin is involved.

"The leaves are collected, washed in locally-sourced spring water and heat-pressed into shape," we're told. "The variation of the palm leaves means that each product looks different."

**Lotus Bakeries B25**

Lotus is, of course, the little caramelised biscuit which are produced in quite astonishing quantities - millions a day. This is behind a classic trade argument - one side of it says that the public love the little biscuits, so why use anything else... the other side says to differentiate yourself by using an alternative.

A curious new arrival for this year's show is the Lotus Lid, which is a way of attaching the giveaway biscuit to a takeaway coffee.

**Macaronique K35**

Macaroons are a standard French treat. These ones are handmade in the UK, and are being put forward as the ideal accompaniment to coffee.

**Mad About Coffee A19**



The Coffee Catcha in place on top of the filter basket

This company is actually a specialist servicing company for espresso machines, but doubles as the British distributor for one of the world's notable espresso training books - this is the Barista Bible by Christine Cottrell of Australia.

The original edition was praised as being comprehensive, but noticeably Australian in outlook - the new one is aimed at the European market.

"The difference in the new edition is that it is more up-to-date and more European-based," confirms distributor

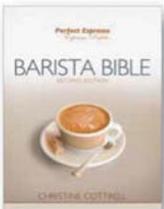
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*Espresso Perfetto*

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**CAFFE CULTURE 2013 OFFER**

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Richard Norman. "She has taken on board the way the coffee culture is moving, and has adapted the book accordingly. We're very pleased about this."

The second edition includes more international focus and references, the latest global trends and developments in the coffee industry, double the information on roasting, an explanation of various extraction-measurement tools (we haven't seen that in a training book before) and lots of new photos.

An unexpected side product from Mad About Coffee is the Coffee Catcha. This is one of those gadgets designed to stop ground coffee flying all over the worktop as it comes out of the grinder. It is a remarkably simple item - essentially, it simply funnels the grinds from the spout down into the portafilter basket.

**Marley Coffee H51**



We have reported for some months that this coffee, imported by a division of the Sea Island rare and exotic coffee company, has been making itself known in such diverse places as big-name stores and street carnivals. It is perhaps time that the brand made an appearance in front of the coffee-house trade.

There is always a benefit in presenting something with a 'known name', and this one celebrates a music legend - it is the coffee with which the singer Bob Marley's son has fulfilled his father's wish to return to coffee farming in Jamaica.

The brand has its serious and light-hearted aspects - on the one hand, each blend is named after a Bob Marley song, and yet the farm devotes itself to the Rastafarian standard of 'ITAL', which roughly means 'all things Pure, True, and Vital'. The coffee is distinguished by a richness and yet a sweetness of taste. The British arm of the company gives part of its profits to a foundation that aims to enrich the lives of children of the coffee-producing communities through sport. It also works to help disadvantaged people here into employment as baristas.

**Magrini G4**

Although this is largely known as an equipment supplier, certainly as the distributor of a very famous brand of blenders, the Magrini show launch is of a practical piece of customer kit - a high chair for kids in cafes. The Breeze

high chair is light-weight and stacks up to eight high for easy storage.

**Manitowoc E30**

The big presentation here is of live cooking demonstrations by the company's development chefs, with the aim of discussing how a planned cooking strategy allows coffee-house operators to create a menu of good food, fast, in situations where lack of space has previously prevented such business.

The showpiece equipment allows a range from paninis, pizza cones, chicken wraps, and such items to be promoted.

The footprint is said to be remarkably small, and the touchscreen display will, says the company, allow staff to learn the operating procedures very quickly. The cooking technology is said to be ten times faster than conventional methods, and there are both 30-amp and 13-amp versions.

**Matcha Factory C30**

The major tea story of recent years has been matcha. The interesting thing about this is that it is not a leaf which is brewed by steeping, and then disposed of, as in conventional teas. This tea features leaves ground to dust, which means that they dissolve in water, and that as a result all the goodness of the leaves is consumed. This also means that it can also be used in a range of ways - green tea lattes, frappes, green tea banana smoothies, ice-creams, and baking.

**Monin D30**

One of the recent major moves by the British distributor of this major French name in flavoured syrups was the appointment of a 'brand ambassador', which is marketing-speak for a development mixologist whose job is largely to guide the catering trade to ever more creative and profitable ways of using the brand's syrups and frappes.

This is James Coston, and the way to use his services to best effect is not simply to try his drinks, but to discuss with him the practicality of making and serving them in a café operation - this is a man who works behind the bar, and who speaks the same language as a barista.

A big subject for discussion this year will be Monin's range of frappe powders, and the opportunities that can be created for a range of smoothies, frozen coffees, frappes and cocktails.

**Nelson H24**

What is the most 'ergonomically specified' warewasher in the UK?

It is the one from Nelson, says the company, claiming 'exceptional' reliability, extreme quietness for front-of-house siting, and the ultimate layout for space-saving.

Nelson will be promoting itself as a one-stop-shop for cafés looking to

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**Regency Coffee D22**

Surprising as it sounds, this familiar name is making its first appearance at the show. Regency of Manchester is a long-established supplier, and one which really does have some extremely unusual products to talk about.

Typical are two quite unexpected names in coffee, which both come from the same family. When the Movenpick ice-cream family intermarried with the Darboven coffee family, it began its own interest in coffee - and the brand is now more known for its coffee in hotels in many parts of the world. Meanwhile, the Darbovens are known for a unique process of steaming green coffee beans to produce a 'stomach-friendly' coffee. It is reported that many who say they 'can't drink coffee' can enjoy this brand.

The Regency stand will also see the return to the UK of one of the world's most famous hot chocolate names, Ghirardelli of California - look for the curiously-named 'frozen hot cocoa' product! Ghirardelli will show two other new cold drinks, the mocha frappe and the white mocha frappe. The brand is now so serious about promoting itself in the UK that it has hired the first-known specialist 'chocolate barista trainer' in the business. They may also be showing a new silk tea bag ... and possibly an interesting new line in bake-off cookies.

An unusual flavour brand will also be shown - this is Toschi, together with the Acrobat Fruit ready-to-mix sauces.



The 'frozen hot' frappe

improve dishwashing efficiency, increase cooking capacity or completely refurbish the kitchen. Space is almost always an issue in cafés, says the company, but clever design solutions can increase food display areas, storage capacity and refrigeration while still making room for some extra cooking equipment - and without reducing customer seating.

**Nisi's Artisan Bakery C12**

What product had 43,000 sales in

**the Olympic athletes' village?** It was the Nisi chocolate chunk biscotti. This artisan bakery has taken three Great Taste gold awards, for the ginger macaroon, the limonetti and the roasted hazelnut biscotti.

**Pentair G20**

Pentair has a new water-conditioning technology which combines mineral adaptation, mineral stabilization and corrosion inhibition, with a view to

enhancing the performance of hot drinks and ice machines and to avoid problems caused from aggressive water. The challenge, says the company, is to find a balance between protecting an operation's equipment and capturing the premium flavour quality of hot drinks.

The launch product for the show is a water management system providing easy management and identification of water lines, allowing easier and faster connection and maintenance of food-service water-using equipment.

**Point One K8**



**EPOS is always a tricky subject in the coffee-shop sector.** On the one hand, there are very many technology companies who promote themselves as specialists, although it is always suspected that some of them simply take an off-the-shelf product and give it a name which suggests that it works for coffee shop operators. On the other hand, many coffee shop operators are geeks and are extremely technologically aware - they are often 'early adopters' of technology whose experience of it in the field is way ahead of the potential suppliers.

Point One, whose work is extremely well known in the bar trades, wants to discuss with café owners the options for stock control, stock reporting, the ability to see a current stock position at a glance, and strategies for incorporating promotion and loyalty programmes into a business-management system - indeed, it will be offering, free, some Café Marketing software worth approximately £1,600. When we asked whether the company actually was bringing anything new to the specialist café sector, it responded with some examples - some special software which enables coffee shops to create two price bands ('eat-out' and 'eat in') for each item and reconcile the VAT requirements without any manual input. It will give the example of a London café chain which specifically asked for such a feature, having needed such technology, but having had trouble finding it. They will also argue that their loyalty and promotion modules will allow independent coffee shop owners to level the playing field with corporate chains by offering their own 'branded loyalty cards' and integrate them with simple-to-use social media,

email and text marketing tools.

**Quick Fire Tableware A16**



**One of the most practical recent advances in ceramic tableware was the move by Quickfire to individually-decorated items.** Decorated cups and saucers always used to involve a minimum quantity - now Quickfire does singles. The interesting use of this has been to allow customised table-numbering, a service which may be unique.

This year, the company has been working on the puzzle of budgeting for coffee-houses - specifically, how new start-ups can be sure of exactly what their costs are going to be. It has created a 'bundle' option, in which operators can easily see the total price and compare it to their budget. "We are doing an incredible show offer," the company's Simon Martin tells us. "It's the custom-printed café starter pack - enough crockery, with logo on, to open a 24-seat café, for £395 plus VAT!"

**Rational J6**

**The puzzle of the best choice of cooking equipment for coffee shops will be debated at Rational.** They say that limited space means a system has to be multifunctional, but customer expectations mean it has to be able to produce quality results, despite staff often having limited cooking skills. The solution being put forward is the Self Cooking Centre, which is promoted as being able to handle everything from jacket potatoes to muffins.

There are features which tell the user which foods can be cooked at the same time, taking into consideration such aspects as adjusting the cooking time for each shelf according to the amount of food loaded, and adjusting for how often, and for how long, the door is opened during the cooking process. Such technology, says Rational, means coffee shops can prepare a full breakfast, including bacon, toast, eggs, sausages, hashbrowns, tomatoes and mushrooms, in just six minutes.

The equipment claims to be far more space-efficient than other items.

**Routin D10**

Another flavour company which is beginning to get vocal is Routin, the French brand, which wants to talk

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**Thanks for Franks K43**

**Readers will recall that this is the man who set out to change the entire concept of the flapjack in the British trade, having learned his trade in America.**

He argues the cause of flapjacks made entirely from fruit and seeds which contribute to the taste, and no 'bulking-out' components whatsoever.

"We'll have the full range in 50gm and traybake," he tells us. "It's our first Caffè Culture, and this is our first outing in front of coffeehouses. We stand out by virtue of quality and variety of ingredients - top end of quality and taste."

This may take a bit of new thinking for some parts of the trade, he acknowledges. Some cafes have seen the flapjack as a commodity product, something to be picked up at the cash and carry... but the danger with that is being sucked into a buy-it-cheap and sell-it-cheap trap, and the customers will not be impressed.

"Some of what's on the market at the moment, compared to its quality, is vastly overpriced," remarks Frank challengingly. "But quality costs, and quality gets you a good selling price. We're not talking cheap and cheerful here, and quality has not been spared."

"Tasting is believing!"



about how it has created a unique research laboratory based on the concept of a 'field of odours', which precisely analyse the 2,000 aromas it holds in stock. This, says Routin, is necessary for it to come closest to the real taste of the flavour being aimed for. Meanwhile, Routin has produced a couple of unusual flavours - the salted caramel syrup, with notes of butter caramel toffee and vanilla, is an authentic French favourite taste. And the new tangerine syrup is suggested

as being equally effective in sparkling water as in a latte, or indeed in a hot chocolate.

**Seab Globaltraders J37**

A very specific coffee supplier - it offers green coffee beans of Ugandan origin, both Arabica and Robusta.

**Sielaff G30**

The vast competition in the wider catering trade is in fully-automatic

espresso machines. Sielaff has taken the challenging route of arguing just how much it can do in a remarkably small footprint - 'give us one square metre, and we'll show what we can do for your coffee trade!' says the company. However, the extremely unusual launch is the Ultima Duo - beside the espresso brewing is an optional pour-over filter brewer.

**Teapigs K22**

**Expect some creative hard-talking from the Teapigs stand.** This is the company which pioneered the imaginative uses of matcha in the British coffee-house sector, and it has not failed to notice that the matcha sector is now beginning to get crowded. Now that the catering trade has caught on, says Teapigs, it is time to investigate the subject and see how to do it properly - and this, says Teapigs, is the place and time to learn.

**The Artisan Bakery L25**

**Is it important to take bread seriously? Yes, says the exhibitor - when so many cafes are working on largely the same sandwich fillings, it is the standard of bread which may make all the profitable difference.**

"Bread is the handcrafted element that we're most proud of," says the company. "People enjoy our bread for what it really is - we use traditional techniques, and a substantial part of our trade is to coffee shops. They buy our full range of pastries, croissants, quiches and tarts, but also our bread for sandwiches."

"The question is of how you add value into the mix of a sandwich. Our breads are wholesome - they fill you up. The customer feels they get value for money. Now, if everyone else is using the same fillings, what sets you apart will be your flavoursome bread. Instead of simply thinking that a sandwich is all about the filling, the operator sees that the difference is now in the bread."

"And customers are very happy to get a sandwich they remember."

**The Coffee Machine Company F10**

**This company has been a pioneer of what is now a familiar and favourite tactic at trade shows - the idea of 'come and try the machines for yourself, and bring your own ingredients if you want to'. This year, visitors are invited to get behind the counter and try several of the newest developments for themselves.**

Rancilio espresso machines have developed the unique concept of 'temperature profiling' and the Xcelcius micro-control of temperature in espresso brewing.

With tolerances of a fraction of a degree, the temperature of the brew water can be changed as it passes through the coffee, and the difference in taste, even when experimenting with the same coffee, is said to be notice-

able - visitors are invited to brew coffee for themselves at their own different settings, to prove the point for themselves.

Similarly, the company imports the Ceado grinders, which argue several major features - quietness, coolness (to avoid burning coffee while grinding it) and the unique anti-static feature which avoids 'clumping' in ground coffee. Come and try it for yourself, is the invitation - grind your own coffee, and see how the system works.

**The Handmade Cake Co E6**



We get used to expecting new ideas from this bakery, and again this year's familiar trend of white chocolate crops up, in a new white chocolate caramel shortcake - it's a sticky caramel, sandwiched between a buttery shortcake and white chocolate. The second one to look for is a new chocolate brownie which the bakery says is rich and creamy without being too sweet, but with a real chocolate hit.

**The Italian Beverage Co F4**

The main launch is Stash Tea of America, who offer a complete line of speciality teas including premium, organic, guayusa, fair trade and loose leaf teas, all natural and kosher certified. The Stash company themselves will be at the show to explain the products. In IBC's own Simply brand, there will be the launch of bubble tea and shakes in six flavours, and also new Fairtrade flavoured syrups under the Simply brand.

**The New London Tea Co G32**



This is quite literally a 'new' company - it is the rebirth of the London Tea Company, under new owners. "The new owners are the world's largest tea company - the biggest tea company you've never heard of!" says marketing manager Paul Maxwell, himself a recent arrival from Beyond the Bean. "At the moment, half of the London Tea Company business is in export, and there is a lot of retail in the UK through high-end premium delis. The logic for being at Caffè Culture is an existing interest in foodservice - we shall now



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take this company forward to the next level in foodservice."

#### The Phat Food Co J35

The concept of porridge through coffee shops is still one that divides opinion - some people see it as an obvious profit-maker, and others cannot see it at all. The new Phat Porridge is an add-water one, using all-Scottish oats and a little Demerara sugar in a 65gm pot. It is, says the maker, designed to be a foodservice brand which will allow operators to sell at a distinctly higher price than supermarket products.



#### Wega G12



This brand promises 'a technological jewel', the new Sphera machine. The brand also promotes Wegaconcept, an eco-programme - Wegaconcept can obtain energy savings certified at 47.6 per cent on standby and 30 per cent in operation, says the company.

#### Wenlock Spring B24

Bottled water for the children's market is an often-missed opportunity, says Wenlock Spring. The new 250ml sports cap bottle has been designed to be the suitable size for lunch boxes, and school canteens. "Often a 330ml bottle of water is too much for a young child to drink, and the smaller drink options tend to be sugary drinks and fruit juices," says the brand.

#### Yum Yum Bros F1

We see more and more cookie and biscuit producers at Caffe Culture, and not surprisingly many of them argue the case for their ingredient quality. Yum Yum makes the comment that the founders produced their range because they were tired of looking for items that their own kids would eat - what were the shortcomings of other products on the market?

"My brother and I are both keen sportsmen and several years ago we got so fed up of eating processed, tasteless or unhealthy energy bars that we decided to create our own," managing director Mark Stack told us. "We wanted to make a tasty, nutritious snack that is baked in the oven and delivers a long-term energy source... but we wanted it to taste just like one of those 'real' cakes that you can buy at a traditional coffee shop.

"So we developed a range of speciality energy bars for golfers, athletes, and extreme sports enthusiasts as well as active kids. We were then asked by a category buyer from one of the big travel companies who used our energy bars if we could produce a selection of premium bakery snacks for their retail shops.

"So our Ndulge and Oh My Goodness premium lines were born, and they are quite different: Ndulge is premium wrapped slices, cookies and bites, and you think of rich Belgian chocolate and melt-in-the-mouth caramel chunks. Oh My Goodness is a range of healthy and nutritious cereal bars and bites of all-natural ingredients including flaked oats, English spelt, seeds, flax, honey and real pieces of vine fruits and berries... just as nature intended, wild and not refined.

"Some so-called 'healthy' snacks are actually high in fats, artificial sweeteners and flavourings. Consumers may still buy the product, even if they are looking for a healthy



option, because they are taken in by the marketing.

"Health-conscious and tasty nutritious snacks are where the growth in the market is set to come from."

Even so, one puzzle constantly remains. The coffee-shop owner cannot move for ever more and more would-be biscuit suppliers, and bearing in mind that the coffee-shop owner only really has so much time to spend on product selection, how does the small caterer most efficiently go about his selection of items such as this?



"It makes sense to source all sweet snacking lines from one supplier - and choosing one who understands the needs of a small business is useful. We developed our products with the two focus points, taste and eye-catching packaging, to increase the spend in the coffee shop.

"We understand about good shelf life so retailers are not left with out-of-date product - some manufacturers use margarine, which shortens the shelf life, and many provide frozen product with plain packaging, and once defrosted they have a very short shelf life."

The pack sizes are interesting - the

two-cookie pack might be expected, but the four-pack is unusual.

"We redesigned the packaging format to appeal to the current consumer trend of eating on the go and sharing. One biscuit is never enough, two is ideal... but with four there are enough to share. Because the cookies are wrapped they can be slipped into a bag or pocket to eat on the run when it suits.

"The four-packs are popular with coffee shops as they attract a good retail price."

All producers argue the quality of their ingredients, and Yum Yum does so vociferously, typically with regard to ginger and chocolate. Ginger is undergoing something of a renaissance, being used in many soft drinks and even speciality coffee drinks. What makes a ginger biscuit a 'good' one?

"It's important to get the balance of flavour right. If mixed well, you get the taste of ginger in every bite, but some biscuits have too much, it can be overpowering and leave an aftertaste."

The same goes for choc chips, he adds. "Many manufacturers use chocolate flavouring as opposed to real chocolate chips - we only use real chocolate. In the case of our all-butter biscuits, we use all butter because it gives richness to the cookie with no aftertaste, unlike margarine which is used in a lot of cookies these days due to the cheaper ingredient price."

**As is always the case at the Caffe Culture show, there is a very useful range of talks and presentations to be found.**

This year's sessions include one on 'perfecting your hot chocolate menu', by Paul Eagles of Kokoa Collection. He will argue that customers are increasingly seeking quality ingredients with a story about where they come from, and that while independent coffee shops rise to the challenge of meeting customer expectations for coffee, they often forget about their hot chocolate menu. He will demonstrate how to prepare it on a café's existing coffee machine.

A similar argument will come from Erica Moore of Eteaket, who has become a rising star of the tea world - she knows tea at origin, and she runs her own tea-room in Edinburgh, as well as having her own brand. She

## The talking shop...

will say that there is still a huge disparity between the quality of the tea served in many UK café bars compared to the coffee they offer. A huge selection of loose-leaf teas is now available, but the vast majority of caterers still serve a standard bagged black tea. She will demonstrate how to turn tea into a greater marketing and sales opportunity.

Ben Townsend of the Espresso Room is recognised as one of the top trainers - he will deliver a presentation on improving espresso.

Peter Sidwell, a TV chef, will offer a practical demonstration of savoury baked goods that can be made in even the smallest of café kitchens.

Another highly-respected barista trainer, Paul Meikle-Janney, will deliv-

er a presentation on the practical use of flavoured syrups and sauces for the café menu, working with Da Vinci products.

A former UK barista champ, Hugo Herod of the Relish Deli in Wadebridge, will make a presentation on how milk, the most vital ingredient of many coffee house drinks, can create a great drink or an awful one. The right milk, well prepared, will give your customer a memorable drink - so will a bad milk or a good milk badly prepared, but not in the sense that you would wish! Hugo will speak on the broad subject of milk, temperature, texture, flavour and sweetness.

The BSA, together with Kimbo, will speak on the presentation of coffee and tea for most profitable impact.

Richard Willis will host a session for those looking to start their own coffee shop, and Celia Gates will speak on how to define the USP of your business, and use it profitably.

Kenneth Sharp will speak on how to put café theory into practice for a real impact on bottom line.

Helene Mills will discuss customer choices - why they may spend money with one of your competitors as opposed to you, and why a competitor with terrible coffee may be doing better than you are with great drinks.

Richard Dorf will speak about all the technology currently available to a café business, and how 'operational systems' can help with everything from stockholding to preventing fraud.

(Details: [www.caffeculture.com](http://www.caffeculture.com))

There is going to be another local coffee festival – the Chorlton Coffee Festival, Manchester, will involve perhaps 30 of the suburb's cafes and coffee houses. The event is planned for 28-30 June, by Lorelei Loveridge, and was apparently inspired after a bar in Chorlton refused to serve her coffee at 11pm – she could have alcohol, but not coffee. She told the local press that 'everything seems to revolve around alcohol', and decided to fight back on behalf of the coffee sector. Various events include a 'Tour de Cafe South Manchester', a cycle tour around the local coffee bars.

Over a thousand customers have signed a petition asking South West Trains to retain the operators of the Steamers coffee house at Wokingham station. The station is being rebuilt later this year, and the operators were served with an eviction notice in November, so that the rail company could take tenders for 'enhanced retail spaces'.

The Divine coffee house of Nottingham has been able to move into a new home because of 'crowd-funding' donations by customers. The owner, Ashe Wright, had been given notice to quit, and his customers promised to raise money to help him set up elsewhere - a story on their efforts was seen by staff at the nearby Galleries of Justice museum, whose chief executive offered to bring in Divine as the in-house café. The move to the new home happened two years to the day after Ashe Wright took over the original site.

The former Bean Drinking coffee house in Leyland, Preston, has been turned into a child-friendly coffee shop under the name of Peek a Brew. The couple who have taken over are both youth workers, and wanted to create a coffee shop with safe play areas and general support for mothers.

## Elephant coffee business says its beasts are well cared for

The Bangkok Post has published a surprisingly detailed account of the latest item in 'exotic' coffees – elephant coffee, which is a general relative of the kopi luwak principle, in which coffee cherries are fed to the animal, and the excreted beans are brewed.

The kopi luwak idea has come in for vast criticism from animal rights campaigners – in the rather bigger elephant system, the major player says he has gone to great lengths to prove that his animals are well cared for.

The head of the Black Ivory coffee company says that having discovered that during drought periods, elephants were rampaging through irrigated coffee plantations for both water and the fruit from the trees, he knew that elephants naturally eat coffee cherries.

He travelled to 35 elephant sanctuaries across the far east before doing a deal with the Golden Triangle Elephant Foundation in Chiang Rai, Thailand, arranging for Arabica coffee cherries to be mixed with the animals' general food.

He also arranged, perhaps more of an achievement, for the wives of the mahouts to hand-pick the coffee beans from the resulting elephant dung, one bean at a time.

The resulting coffee has been seen at prices of over £600 per kilo.



A group of engineers, architects and students from Newcastle University has created a recyclable pop-up coffee house. The Trash Café is a project showing that it is possible to build something functional with recycled products. Most of the structure comes from cardboard boxes thrown out by grocery stores, and what is really clever are the seats and tables. For moving site, the café is simply folded up piece by piece.



## Kaldi

We love café crime stories and the police reaction to them. We sympathise with the Walnut Grove of Dorchester, where thieves stole around £100, and are impressed with the local police appeal that they would like to hear about anyone who has been paying for goods using lots of small change.

Satellite technology has been used in Melbourne, after a spate of burglaries targetted at espresso machines – in the latest, a Slayer machine and Mazzer grinders, worth a total of about £26,000, were taken from a new shop preparing to open up. The local media recalls similar recent thefts, including two Synesso coffee machines stolen from a branch of St Ali which again was one preparing for its opening day. The owner was so angry, he conceived a plan to hide satellite navigation and tracking technology inside all his machines.

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