

Boughton's COFFEE HOUSE



September 2013

Ethical coffees - is this month the biggest business opportunity?

This month should be one of the biggest opportunities in the cafe trade for the promotion of ethically-sourced beverages. Quite remarkably, and whether it is a good thing or not, both the Rainforest Alliance and the Fairtrade Foundation are running 'awareness' events in the space of three weeks. The Rainforest Alliance's *Follow the Frog* week is from 16-22 September, and the autumn event in support of Fairtrade coffee is from 30th September to 13th October.

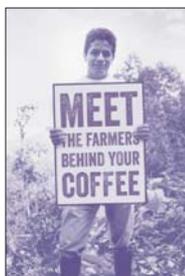
This should turn out to be a great promotional period for the coffee trade – however, as is often the case, there has been much questioning of whether the trade is receiving the backing it should do from either its suppliers or the certifying bodies.

As has happened in recent years, both suppliers and café operators have complained that they either did not receive any information on the events from the two main bodies, or that information is too late – in general, those running awareness weeks tend to launch their activities at the beginning of such a period, hoping for coverage from the daily press, without appreciating that the catering trade needs preparation time.

This year, one major pub chain noted for its activity in coffee has pointed out that it requires at least three months' notice of such events.

There are noticeable similarities between the two events. Each has a slogan, each has some downloadable posters and point-of-sale material, and each has put its faith in online promotion more than in the catering trade.

Fairtrade has invested a great deal in its online competition, aimed at a younger audience. Their plot is that a customer called Hannah is kidnapped and taken to a coffee-growing



Downloadable posters from the certifying bodies, and a typical consumer-aimed promotion by Lavazza.

location. Consumers are invited to visit a website where they will find a series of clues, and to guess the origin – one winner gets a trip there.

There is an additional aspect to the website, in that coffee companies who wish to may have an additional promotion of their own 'embedded' in the site as a pop-up.

There is also said to be a series of four short business-to-business films which businesses are 'able to use in their own presentations'. However, no details of these have been released in time to allow companies to prepare for the event.

Despite critical comments by some very big brands, others report that they have been able to plan promotions.

In Fairtrade, Paddy and Scotts are offering prizes of a year's supply of coffee and crockery to customers of blue-chip workplace coffee-houses, most notably in the head offices of Barclays, Heinz, and Hewlett Packard.

The Esquires coffee house chain will promote Fairtrade, encouraging online entry to the big prize, and will give away 300 free coffees.

However, some other brands which are usually noted for their willingness to promote Fairtrade have decided against this month's event – the general reason given to us was that the Foundation did not appear to be in sympathy with the practicalities of the catering side of the coffee trade.

There was also some criticism, for the third year in a row, over what the Rainforest Alliance is doing to support the trade in its awareness week.

This body has again concentrated its efforts on online promotions, and again there are downloadable posters, a theme or slogan ("I'm a follower") and, indeed, the offer of written posts and tweets for coffee companies to copy and paste on to their social media pages. It will also run an event aimed at 'green-living, foody, and mummy-bloggers, with tips on how to become a better blogger'.

Lavazza seems to be the most active brand supporting this, with promotions running in the Ponty's cafes and several others – the brand is aiming to have material in maybe 40 sites. Customers will have the chance to win a gift set of Tierra coffee, including branded cups and saucers.

The Drury coffee house in Brighton will be running a promotion which has some deliberate mischief to it. The café, which uses the same logo as the roaster company even though they are not under common ownership, will feature a Rainforest Alliance promotion, and activities will include one staffer dressed as a frog.

"The reason," said Marco Olmi of the Drury roastery in London, "is that Brighton is a Fairtrade town.

"If we're going to support the Rainforest Alliance, that's where we're going to do it!"

Inside... A GAME FOR THE YOUNG?

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... still a market on the rise
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If you are one of the many new readers who join us each month – welcome to the cafe trade's top news magazine!



The identity of the actress in the Attibassi ad has turned into something of a Trivia question... can you remember who she is? The clue is – La Dolce Vita. We'll tell you inside...

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The Soroptimists, the worldwide women's organisation, has adopted the cause of the Safe Space Café in Bolton, which is run by the voluntary organisation Street Angels. It costs £50 a night to keep the venue open in the small hours to help those who need support, either for having drunk too much, or simply needing a safe shelter of any kind, providing first aid and coffee.

Coffee Compass, the roaster in Littlehampton, has featured in its local press as probably the first company of the year to highlight the idea of coffee as seasonal gifts. The idea, which will probably be taken up across the country by others, is the concept of 'introduce your friends to the world of wonderful artisan coffee'. The local press quote Compass as saying: "we find that the best way for people to experiment in new coffee is to receive it as a present. That way they feel that they should try it, and before you know it, they are hooked and looking out for new tastes. So don't be stuck for gift ideas, buy them coffee - it could be the best coffee they have ever tasted." As several roasters already do, Coffee Compass offers a series of gift packs, featuring perhaps eight 250gm packs of different speciality coffees, for around £34.

Edinburgh Airport has marked its second million-passenger month in a row, by giving every departing passenger a postcard which they can redeem for a free coffee the next time they travel through the airport. They expect that they may give out 18,000 free cups.

The south-western coffee house

chain Boston Tea Party has joined the Sustainable Restaurant Association and qualified for two stars on the association's three-star rating scale. The SRA exists to promote the key themes of environment, sourcing, and society - in brief, that means rating how hospitality businesses perform in such practices as sustainable sources, handling their waste-management, and how they engage with their local community. Boston Tea Party was commended for its commitment to serving free range British meat and eggs and organic milk, supporting a number of national and local charities, recycling as much as possible and using renewable energy.

The health benefits of green tea have been widely reported, but a new study has suggested just how much of it a day is good for the body. Two to three cups a day is beneficial, says a cancer epidemiology researcher in Maryland. However, drinking up to five cups a day has been shown to decrease risk for stomach cancer, and the best results have been seen with drinking seven cups a day. On the other hand, it is suggested that ten cups a day is the upper limit for any benefit, and for anyone suffering from caffeine-sensitivity or insomnia, that will be too much. During pregnancy, a limit of two cups is recommended.

Costa has made an interesting claim on a company blog - it says that in its autumn menu, it becomes the first coffee shop brand to display full nutritional information and food photography on its packaging.

Your coffee machine is watching you...

A report from New York concerns Intel's work with Costa on 'intelligent vending', including the new CEM-200 which combines brewing technology from Thermoplan of Switzerland with some fascinating analytic tools which effectively record information from each transaction.

What are described as 'features designed to create a more immersive coffee-house experience for patrons' include Audience Impression Metrics, which involve an image sensor mounted at the front of the machine. This works with an Anonymous Viewer Analytics programme (we're not making this up, honestly!) that compiles information to analyse footfall, traffic, and customer behaviour.

Among other things, the counter also records dwell-time, or the amount of time the consumer spends looking at the screen.. this is supposed to measure whether they took interest in any advertising message there. However, it is more clever than that - the Intel system detects when shoppers' eyes are looking at the device, and the machine immediately begins changing its screen images to retain the customer's attention... and some of those displays are by the people who did the graphics for the Harry Potter films.

The machine also features an 'olfactory enhancement, to disperse subtle aromas suggestive of a coffeehouse' - in plain language, we are told, this means it squirts a quick burst of the smell of coffee, or indeed any other product, at the customer, at roughly head height.

In all the hi-tech reportage of the complexities of the machine, it is noticeable that not one mentioned the standard of the coffee!

The creator of the Bath Coffee Festival, which effectively inspired several regional coffee festivals to follow, has taken part in a thousand-mile cycle marathon which raised £100,000 for the Bath Rugby Foundation, which works to improve and develop life skills and education using sports-related activities. Linda Donaldson, founder of Geometry PR, was part of a team which included rugby players and Olympic athletes.



One really doesn't know which is the most eyebrow-raising feature of this story - that Starbucks has created a limited-edition mug studded with Swarovski crystals, or the reason for doing so. The mug itself, which was apparently produced in partnership with the Austrian crystal specialist, was made available to Starbucks' cardholders for \$150, but almost immediately popped up on eBay, where we have seen it offered for \$700. It is reported that only 600 of the 12oz mugs were made, and there are also stories of dealers putting them up for sale on eBay before they had actually received the items - one seller actually said on the auction site: "I do not physically have the mug yet. I will ship it to you the day after I receive it." The souvenir mug, which comes in a wooden presentation box (with the instruction not to machine-wash!) was produced in 'autumn colours', which Starbucks helpfully explains are appropriate for the event it commemorates - to 'celebrate ten years of a beloved coffee beverage'.



Which 'beloved beverage' might that be? Yes... it's the pumpkin spice latte.

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Coffee drinkers may die one day...

It has long been the case that both the supposed health benefits and drawbacks of coffee are regularly reported in the general press – it is either good for you or bad for you, depending on the story of the day. This month, the *Mail* has taken the reasonably imaginative step of noticing this, and asking which is true.

This may have been inspired by two contradictory reports earlier in the month.

A medical centre in New Orleans reported that those who drink more than four cups of coffee a day have a 21 per cent increased mortality risk, or more than 50 per cent if they are under 55. "Younger adults who drink coffee in large amounts, or 60 per cent of Americans, have a significantly higher chance of death," said a remarkable report.

At the same time, according to the University of South Carolina, coffee consumption is linked to heart disease and high cholesterol, but researchers who examined the effects of coffee consumption on all causes of death, reported that there was no significant association with the doses of coffee in the deceased men and women, regardless of their age.

Meanwhile, an American Cancer Society study has found 'a strong inverse association' between caffeinated coffee intake and oral cancer mortality. Researchers found that those who drank more than four cups of caffeinated coffee per day were at about half the risk of death by oral cancer compared with those who occasionally or never drank coffee.

"Coffee contains a variety of biologically active compounds that may help to protect against development or progression of cancers," said the research author.

The *Mail* collected a variety of recent reports, and reported that coffee protects against diabetes, and helps against oral cancer, liver cancer and alcohol-related cirrhosis, prostate cancer, heart failure, depression, suicide, Alzheimer's and Parkinson's.

Comment by health 'experts' ranged from enthusiasm to scepticism, and open disagreement, as in the case of the claim that people who drink two cups of coffee a day are eleven per cent less likely to develop heart failure. One professor responded to this: "caffeine raises blood pressure by constricting blood vessels, and makes the heart work harder – this is clearly not a good thing."

With such continuing differences of opinion, one is reminded of the remark made at a trade conference in America a few years back. "We're very lucky," said a trade speaker in all apparent seriousness, "that we are allowed to sell an addictive drug."

Moves towards a new iron-rich tea

The Saving Young Lives programme, part-funded by the Department for International Development, has awarded a Canadian university a grant of £160,000 to develop a 'life-saving' iron-rich tea.

It follows a World Health Organisation report that iron deficiency causes the deaths of 600,000 children and 100,000 mothers each year, and that iron-enriched tea could help prevent some of these deaths.

The university says: "previous efforts to fortify tea leaves have failed because the tannin molecules react with iron to create a substance which cannot be absorbed by the body.

"A new process will coat the leaves in iron, which is released when it comes into contact with hot water without altering the flavour or smell."

Chocolatier's visitor-centre strategy

One of the most notable coffee-houses in Lancashire is about to make a dramatic expansion – Paul Morris of the Chocolate Café in Ramsbottom is about to open the first chocolate factory of its kind in England. It will be a combined artisan chocolate factory, coffee house and chocolate cafe.

Paul's business is already both a coffee-house and chocolate house of high reputation. He now tells us that he has his concept, plans and finance ready, but is still choosing his ideal site. Nevertheless, he expects that his artisan factory and visitor centre could be built and open by next autumn.

The concept, which has attracted the obvious Willy Wonka comparisons in his local press, involves both a production centre which will allow a 'massive' increase in his current output, and a visitor centre which will show the public how chocolate is grown and how hand-crafted chocolates are made. The cost is around £400,000, and over forty jobs may be created.

There are not many similar sites in the chocolate sector – there is one in south Wales, a small one in north Devon, and the big Cadbury World, which Paul Morris has suggested is 'more of an attraction than a working factory', and which does not offer as much insight into the chocolate-making process as the Lancashire site intends to do.

The Chocolate Café in Ramsbottom has already made its presence felt in the chocolate world – five years ago, he suggested the concept of a local chocolate market, consisting of a few stalls around the town centre. With the collaboration of the council's business support officer, the result was a festival which attracted thousands in its first year, and has now grown into a family-focussed two-day event, which won a tourism award last year.

From the experience of his own coffee-and-chocolate shop, he has in the past recommended that other

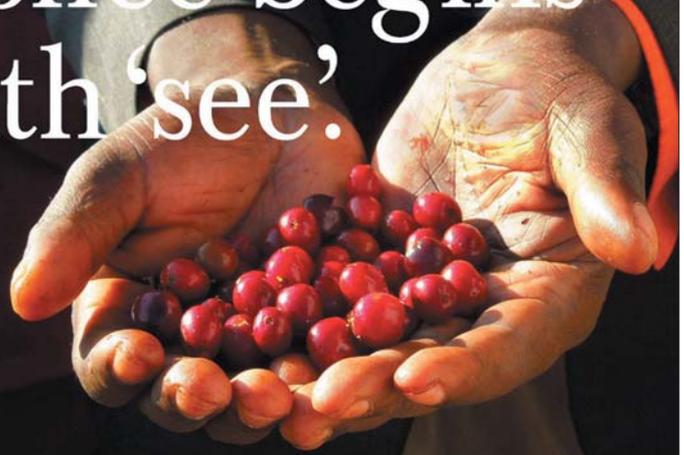


café owners take chocolate more seriously - learning to 'temper' chocolate (essentially, melting it, but in a trained way that produces the right appearance, smoothness, and mouthfeel) will allow a café owner to devise a range of chocolate-covered products that will create an entirely new revenue stream, unique to that café.

This, we are delighted to tell readers, is Hot Coffee. She's from Tom Dascombe's Manor Stables in Cheshire, and we spotted her when she had her first outing in a race meeting... and won! The stables tell us that her name comes from a parent, Cafe Creme, and 'because she is a hot-blooded filly'. We did ask about shares in her, for any in the trade who might be interested, but there are, sadly, none left - however, the stables tell us to watch out for another filly called Smell The Coffee, which has yet to run. We'll keep you up to date with both.



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The Indulgence Coffee Lounge of Uttoxeter has celebrated its fifth birthday by releasing 50 bio-degradable pink and white balloons; the customer whose name appears on the furthest-travelled balloon will receive a £20 voucher to spend in the café.

Swansea Council has received a planning application for a Costa drive-thru at the city's Enterprise Park. The shop is to be part of a £2million development.

The failure of an application by Caffe Nero to open another Glasgow site has been described by a local councillor as 'damaging' to the city. The local planning committee rejected an application for a coffee house on the ground floor of the Buck's Head building on Argyle Street, but an opposition councillor says that such decisions could drive away future potential investors. He said that the local shopping area was 'strangled' by planning guidance which was designed for the 1970s rather than the current day. A spokesman for the planning committee has been quoted as saying that allowing a change-of-use application would 'open the floodgates' to reviews of other applications which have been rejected.

A Costa branch manager has been nominated for a 'citizen of the year' award. Peter Fitzpatrick of Costa in Leamington helped an elderly regular customer to recover after she was hit by a car, and the customer has cited Costa as being of particular help during the two years she then had to

spend in a wheelchair.

Tetley tea is reportedly investing £1.7 million in a promotional campaign based again around their Tea Folk characters - the idea of the latest project is that one of the characters fell into a pack of tea at the factory. Consumers who find an image of the character in their packs can win £1,000.

There has been another case of café CCTV identifying wrongdoers - in this case, a South Florida man who assaulted a Dunkin' Donuts employee for getting his coffee order wrong was identified by the security film, arrested, and held in jail awaiting a court hearing. The customer had struck a barista for allegedly putting caramel syrup in his coffee instead of vanilla.

Monin syrup is to appear in Tesco stores, with the gingerbread and vanilla flavours being offered in 25cl bottles, priced at £2.99.

After buying Colombian coffee for forty years, Starbucks now proposes to open its first café in the country next year, and will serve only locally-grown coffee. Starbucks has also promised to partner in a plan to help 25,000 farmers, those with one hectare or less of land, increase coffee yields.

Beyond the Bean has recruited James Shepherd as international sales manager - he is the incoming chairman of World Coffee Events. Luke Powell also joins as an account manager looking after the south east.

Coffee capsules and the waste problem

The latest turn in the tale of recyclable coffee capsules has come from TreeHugger, the environmental campaigning organisation. As far back as 2007 the organisation called capsules a 'design for unsustainability', and last year added: 'if there ever was a demonstration of how convenience won over economic sensibility and environmental common sense, this is it'.

The latest stage in the story, according to the environmental body, is a surprising one, which appears to have been 'exposed' by a San Francisco newspaper, the *East Bay Express*.

A reporter has concluded that many consumers are diligently depositing the items in the right rubbish bin, but that their efforts are useless - because American recycling facilities are not, it is said, capable of handling them.

Individually, claim the environmentalists, capsules are theoretically recyclable, in that the individual component parts can be recycled, but only if they are separated from each other. Without that, the entire thing goes to landfill... and, say the campaigners, the only compostable element is the coffee grounds, which are trapped inside the spent capsule.

TreeHugger acknowledges that there is a Spanish process for recycling Nespresso capsules, in which a logistics company picks up the used capsules from disposal points, delivering to a composting plant where the coffee grounds are removed from the casings; the coffee is composted and the aluminium goes to recycling.

However, say the environmentalists: "since when is taking something made of paper, plastic and foil and using it once a good thing? In the name of convenience, we have a machine that creates a captive audience for an over-priced proprietary coffee system that creates unnecessary waste."

The *East Bay Express* spoke to many waste and environmental organisations, and came up with virtually a unanimous condemnation of capsules.

One said: "capsules are the poster-child dilemma of the US economy - people want convenience, even if it's not sustainable." An energy centre manager said: "the best environmental thing is coffee that goes into a cup that's washed and re-used a thousand times, and the coffee goes to compost or mushroom production. The worst-case scenario is these capsules." A specialist with the Natural Resources Defense Council said: "the essential problem is that they're an unsustainable way of delivering coffee."



Soup from a coffee brewer...

Imaginatively, the reporter spoke to the man who invented the single-serve capsule, although he is no longer in the coffee industry. Asked if he had thought about the environmental implications of the product, he replied that while he was proud of the concept, "there's nothing green about it," and added: "with hindsight, I wouldn't do it now."

Meanwhile, the CNN news network has reported a curious state of affairs in Italy, where it is reported that Italians are turning to home pod machines at the expense of the national tradition of popping into a corner bar for a quick espresso. The agency suggests that 'the impact is reverberating through the coffee industry'.

Perhaps the most unexpected development of the coffee capsule has now arrived from the original maker, Keurig, in America. It is the Campbell's soup capsule to fit a coffee brewer!



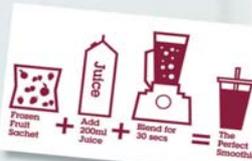
Rather curiously, Nespresso has launched the Project Upcycle challenge in Australia, asking six leading 'sustainable designers' to create an original artwork made entirely from thousands of Nespresso coffee capsules. This is one of the results.

Smoothies Made-Easy

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82921	Push To Start	Pineapple, kiwi, pineapple, mango	Apple
82938	Melon Refresh	Melon, strawberry, mango	Apple
82919	Strawberry Split	Strawberry, banana	Apple
82935	Grape Escape	Grape, banana, blueberry, strawberry	Apple
96250	Big 5	Pineapple, mango, kiwi, strawberry	Apple
83806	12oz Branded Cups	Made from recycled plastic	
83819	Domed Lids	Made from recycled plastic	
83824	Clear Straws	Made from recycled plastic	



Love Smoothies speaks on the state of the market - see page 14

This is

Boughton's Coffee House

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The newsfeed is boughtonscoffee-house.wordpress.com

There may be good news for the would-be Lavazza franchisees

There has been further trouble over the failed attempt by Catalyst Retail to open up a series of Lavazza coffee shops across the UK.

Court orders ordering the winding-up of the company were reported at the end of August, following an action by six would-be franchisees. Lavazza had, many months previously, distanced itself from the claims made by Catalyst Retail, which had said that it would open 400 branded sites across the UK.

However, those would-be franchisees have now complained that Lavazza has a responsibility towards them, with one quoted as saying that the brand is their only hope of recovering the money they invested. Another said that although the investments were made with Catalyst, Lavazza has a responsibility because it allowed the franchise proposals to be 'heavily Lavazza-branded' and 'endorsed by Lavazza senior management'.

A national paper has said that it understands there is a plan for these investments to be 'rolled over' into a deal with a new master franchise partner, whose identity is not yet known. Lavazza has now confirmed to us that: "the prospective franchisees have been assured that they will be able to proceed under any new master franchisee arrangement."



We recently reported how GroCycle of Exeter believe their model of a mushroom farm, making use of coffee grounds, will become common.

We now see that the Espresso Mushroom Co of Brighton collects around 200 kilos of used grounds a week from ten coffee houses across the town and sells a mushroom-growing kit – six kilos of used coffee grounds with a handful of grain containing mushroom root are placed in dark rooms; they are watered twice a day, and in a couple of weeks the mushrooms are grown and ready to yield around 150gm of mushrooms. For such things to be retailed in coffee-shops, it has been pointed out, would complete a circle.



Whatever Greggs decides to do in the coffee-shop sector after its Moments experiment, the brand can certainly claim to have brought something new to the market. This is the Greggsnut, which was devised (we learn) after a New York baker invented the 'crounut', a cross between a croissant and a doughnut, iced, rolled in sugar, and filled with cream. Greggs said it took two months to copy, and commented: "the most exciting launch since the sausage roll!"

An extremely unusual café has been re-launched at the Amberley Museum and Heritage Centre in Sussex – the Fairmile vintage tea-room, which has been opened as 'a 1950s vintage tea room experience', did not begin life at the site at all – it was originally at a nature reserve nearby, but was dismantled and re-erected at Amberley. The café building is the last of its kind, originally one of a roadside chain built in the 1930s. The re-opening was marked with a classic car summer picnic event.



It is very nearly time for the arrival of Christmas products, and we had probably best get this one out of the way quickly. It comes from Taylerson's Malmesbury Syrups (and for such an irreverent product, we might ask: who else?!)

According to John Taylerson, speaking with what appears to be a straight face, his new Bah Humbug flavour is "an absolute limited edition that will be restricted to a first-come, first-served. This will suit any coffee house who feel the need to make a statement that Christmas is just like any other time of year, just more annoying. The flavour does not claim to be able to deliver peace on earth and goodwill to all men, although it replicates the mint-humbug flavour and will provide adequate compensation for coffee houses who feel they have to do something to acknowledge their customers may be feeling 'festive'.

"Either way, it is another cynical attempt to extract a little more revenue from consumers at one of their more vulnerable moments in the year."



In an extremely bizarre case, the operators of a newly-opened tea-room in Cookham, Berkshire, have suffered a deliberate 'invasion' of cockroaches. The insects were 'posted' through the letterbox of the café, with the result that the business had to close for a day, but re-opened after a visit by health inspectors. A curiosity of the case is that the cockroaches are particularly exotic ones – they are Madagascan ones, not found in the UK, not previously seen by the expert called in to remove them. The café owners say that they have been 'overwhelmed' by the support of local residents after the incident.

An interesting strategic move from a Plymouth café, in preparation for the city's Waterfront awards – the Flower Café has offered to put customers' names in a hat in return for votes, and if the café makes the shortlist, one supporter will win a cream tea and a bunch of flowers.

Harris and Hoole has taken new leases on former Jessop stores in Guildford and Ealing. A 10-year lease on 2,000 sq ft in Guildford was reported to be at a rent of £100,000 per annum, and the 1,475 sq ft site in Ealing was reportedly at a rent of £65,000 pa. Both were handed back to the landlords by the administrators.

A new joint-business café has cropped up in Middlesbrough, where the new Café Delights is a combined café and cake-making and sugarcraft business. It has been pointed out that the popularity of the BBC's Great

British Bake Off means that cake baking is more popular than ever.

Costa shops in the United Arab Emirates are now offering camel milk as an alternative to cow's milk, and says it is the first international coffee shop chain to do so. The use of camel milk is reportedly a revival of a traditional local custom. Recently, the Abu Dhabi Ritz-Carlton hired a 'camel milk mixologist' to devise non-alcoholic cocktails and milkshakes. Costa in turn now offers the Strawberry Camel Milk Cooler, a blend of fresh camel milk, strawberry and vanilla. Camel milk is said to be the closest animal-milk substitute to human mother's milk.

The Lahloo Pantry in Clifton, opened by the boutique tea brand of that name, has now been taken over by two sisters who will rename the café as The Farm.

Another musician has opened a coffee bar – the Kava in Todmorden is run by Dale Hibbert, who was the bass player in the very first line-up of 1980s band The Smiths.

And more sportsmen are opening coffee houses – England rugby captain Chris Robshaw and former Hampshire cricketer Kevin Loutif, are opening in Winchester.

A tea house and a coffee shop will now be run in Henley by the same person – Lorraine Hillier, who already has Hot Gossip, will now open Upstairs Downstairs, as an art-deco style café.

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The Dorset Tea company has run a 'tea amnesty' in Dorchester, in which consumers were invited to bring a box of any other branded tea, with at least two bags left in it, which they could exchange for a box of 40 Dorset Tea bags. The tea is blended and packed in Wimborne.

The Coffea Caban of South Shields has changed its name, to incorporate a term which refers to the town's market place - the owners have re-named it Alderman's, which used to mean a municipal leader that was elected by peers rather than the electorate. Appropriately enough, the borough's lady mayor works in the coffee shop.

The Kout Food Group, the Kuwaiti company which recently acquired Little Chef, has also taken over South West Coffee Ltd. South West Coffee was Costa Coffee's franchisee of the year for two successive years recently and operates eight Costa sites.

The British tea processing market is forecast to increase for the next five years, reaching a value of one billion pounds by 2018. In spite of generally declining consumer spending, say the forecasters Companies and Markets, tea has remained resilient, due partly to being a British staple, but also to its largely inexpensive nature. However, more consumers are dropping out of the category than are actually entering it - tea is currently doing well because there is an increase in the number of over-65s, but there are less consumers among the younger generation. The sector

also remains too reliant on traditional English breakfast tea, which is failing to resonate with younger consumers, says the same research house.

The Benders paper cup company has said it is committed to a programme of £2 million investment this year. There is a new sales and marketing director, Mike Gardner (formerly of International Paper, a significant player in takeaway cups) and Adrian Pratt has returned to the company as marketing manager. Benders now positions itself as 'the paper cup manufacturing arm of the largest cup group in Europe'.

Biopac, the supplier of environmentally-friendly packaging including hot beverage cups, has made the curious move of diversifying into screen-printed workwear. The new design and print service is aimed at catering outlets who want branded aprons, polo shirts, and jackets. Biopac says that all garments are environmentally friendly, ethically sourced, and durable.

Paddy & Scotts have launched their 'Time of Day' filter coffee range, which allows caterers to present a different filter coffee in the morning, afternoon and evening. It was first launched in their branded café in B&Q in Poole and will appear with their corporate hotel clients.

The Bean chain is to open a café in the renovated Exchange Station office complex in Liverpool city centre. A 'Bean at Exchange Station' brand has been developed.

The biscuit designed for coffee

Every so often, a bakery comes up with the strategy of a biscuit designed to go with coffee - the latest is from Fox's, which is aiming for a combined target of the saucerside giveaway and retail sales.

According to brand manager Clare Burke, the biscuit market has been static for two years, and growth has only come from promotions.

"We looked at categories where we could grow biscuits and found coffee, where the out-of-home trend is now driving the at-home business. This may not be new thinking for the coffee sector, but it is very new thinking for a biscuit brand! So, as customers say biscuits aren't currently meeting their needs, and as no brand 'owns' the 'coffee occasion', we devised a range of biscuits for coffee.

"Consumers have said what they want beside the coffee. They want something thicker, and 'shortbready'. They do not always want a 'big' biscuit, but they don't want 'any old biscuit'."

The resulting products, designed with advice from Coffee Community in Yorkshire, are Snaps and Thins.

"Snaps is shaped like a coffee bean, and actually does snap down the shape in the middle; we find that some consumers wolf their biscuit down, and



Shaped like a coffee bean, and snaps down the centre.

some don't. This was designed to be snapped, and also to be dunked... and 'double dunked', because some consumers who are dunking pros want to know their biscuit can be dunked twice!

"Thins are more flavoursome, a nicer biscuit with a hit. They use real hazelnut nibs, and with a buttery texture it's quite a sweet biscuit. It's crescent-shaped to fit a saucer. Where sold, we expect 69p for the portion pack."

The biscuits will be advertised on TV in October, supported by the Fox's panda character 'Vinnie'. This is a computer-generated panda which is, among Facebook fans, apparently very close behind the insurance meerkats in popularity.

There is a remarkable figure in the latest report by the Local Data Company, which monitors activity on the UK's high streets. Independent shops are declining at 'the fastest rate ever' with a loss of nearly 200 shops in the first half of this year, compared to just over 200 in the whole of last year.

However, an increasingly large proportion of openings are in the food and beverage sector with the figure of new independent coffee shops increasing by 491 per cent over the previous half year. "Independents are leading the change in our town centres - in fact, they are the best hope that our high streets have," said LDC's leader Matthew Hopkinson. "But the margin between openings and closings is still far too fine a margin for comfort."

The total number of independent businesses in the top 500 towns is 105,723.

The Keynote research house has reported that so far in 2013 there are over 15,000 coffee shops in the UK, with chains accounting for 22 per cent of the sector, and that the number of top ten branded coffee shops is expected to grow by 21 per cent in the next four years.

Here's a curious piece of Americana - the Dunkin Donuts chain has reportedly designed a new double-walled paper cup which is intended to look and feel like polystyrene foam. Why? The reason is that some areas in Boston have brought in regulations which will ban the Styrofoam cups so common in the US, and the coffee chain believes that its customers will 'need help with the transition!' The chain has spoken out against several proposed bans on Styrofoam in other cities, claiming that foam cups are better insulators than paper, and that the use of foam may actually reduce the amount of waste entering the landfill.



Peros, the largest supplier of Fairtrade beverages to the foodservice sector, has achieved donations of more than £1million to the One Foundation through sales of bottled water brand One Water.

Peros has also expanded its range of One Water, the product from which all profits go to create fresh water projects in Africa, with the new One Juiced and One Flavoured products. One Juiced Water is a blend of natural fruit juices and British spring water; the fruit juice content is around 15 per cent, and the flavours are apple and blackcurrant, lemon and lime, and orange and mango. The One Flavoured Water is a sugar-free flavoured spring water, in four flavours.



Meanwhile, Peros has redesigned its Eros range of Fairtrade and organic teas, to give the brand greater 'stand-out' on display.

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If the Speciality Coffee Association of Europe is going to make progress, it is going to come from the youth of the coffee trade... and indeed, it is going to require a sight better communication with the sharp end of the trade about what a trade association actually does which can be of any real value to the trade.

The views, while perhaps not new or unique, have come back with a certain force now behind them – because they come from the new SCAE president, Drewry Pearson of Marco Beverage Systems (the Dublin company which has pioneered the new generation of 'water boilers', and invented the Uber boiler which is now used in many artisan coffee houses).

His primary aim in the job, he told Coffee House, is essentially to take what has been done by the old hands of the organisation and put it in the care of the new generation, while making sure that each side respects the other.

"I'm sure some people like to think they're leaders and visionaries, but the reason I became president is because the SCAE needs to be planning for succession – I would like to see a programmed transition from the onus being on the 'older' people to the 'younger' people who can take it forward.

"If you were being kind, you could liken it to a midfielder taking the ball and passing it on to someone else – I'm a transitioning president!"

Bluntly, what use is the SCAE? As with many trade bodies in different industries, returned Drewry equably, it is responsible for a fair amount of progress, while not always getting the credit for it... due in part to the inability to communicate which grips so many trade associations.

"I believe in 'community', in that to work most potently, we should have one voice, worldwide.

"A lot of people are working to increase quality for the grower, and make sure the man in the street gets a more interesting drink. It is interesting to think that the individual farmer now understands that if he invests in quality on his farm, more people down the line will pay him more, which will be better for him than if he turns to wheat or opium.

"If cafe owners, the heroes on the front line, want true variety in coffee, from those hundreds of farms which are now doing something interesting, then the SCAE is making that happen, instead of letting the world turn into a commodity choice between Colombian coffee or Brazilian.

"Many things would not have happened without the SCAE pushing the agenda of speciality coffee.

"Nespresso jumped on a bandwagon of one-cup speciality coffee, and without that, a whole market would not have been there. Would they have ever done that if a speciality coffee

Ready for another revolution

The new president of the Speciality Coffee Association of Europe is pragmatic about what his job involves – getting the group ready for the younger generation to take it on

industry did not exist?

"Would micro-roasters have existed without the barista movement? Would the barista movement have existed without the SCAE competitions... even if those baristas are not members? Certainly, a lot of people would not have got where they are now if it were not for things in which the SCAE has been a facilitator!

"What has come out of all this is a lot of small roasters and a lot of good baristas, and this situation will never go backwards.

"The SCAE's role now is to promote a more sustainable interest in higher quality coffee, and what coffee can be, to the trade buyer in the hospitality industry."

If communication is so vital, then why has the SCAE been so awful at talking clearly to its own trade, for so long?

"It is often the case that genuine heartfelt people, who are passionate about what they do, are not commercial people," observes Drewry with some sympathy. "I see it in other associations.

"We all have to learn to communicate with more groups of people, and the SCAE is possibly made up of old blokes who are great at trade shows and competitions, but not at social media!"

But, he notes, it must be done.

"An interesting statistic in this is that there are more people joined with SCAE on the Linked-In website than there are members... these people clearly have something to talk about. There may appear to be only two dozen people watching a barista contest – but it is amazing how many thousands end up watching it online."

Modern media is a good illustration of generation and communication gaps in trade associations. However, Drewry Pearson observes cheerfully, older generations of trade bodies are not necessarily as fuddy-duddy as it may seem – some were revolutionaries in their time, even in the SCAE.

The first incidence of a British world barista champion would simply not have happened if half a dozen people connected to the SCAE had not got very reactionary – it's exaggerating to say there was blood on the carpet, but tables were certainly thumped and strong words were spoken, and feelings were hurt. And the result was that the UK's standing in the coffee world rocketed.



Drewry Pearson

But today's baristas do not know that just a few years ago, the UK really did come bottom of the world table, and that much of the happening scene they have now walked into was created by that revolution, from those who are now senior members of the trade.

"Young people don't give a damn about the generation before them, and I have no problem with that," responds Drewry mildly. "The younger generation has benefitted from things they don't know about, and many take part in the barista championships without being members of the SCAE or knowing who invented the event... and I have no problem with that either.

"But the older generation does have a responsibility to push things forward and make these things happen for the

coming generation.

"The next generation will involve something that doesn't exist at the moment, such as a small roasters' guild. The speciality trade has facilitated the existence of the small roasters, and those who have been baristas, and who will become small roasters, will become the ones who run the SCAE... we're holding it together for them."

Has the SCAE's communication problem been the result of it being over-bureaucratic?

"I don't think so - the problem is, trade associations get to a size where they create levels of dysfunctionality, and an association either gets too tied up in itself and disappears, or it moves on. We shall move on!

"If the SCAE didn't exist, there would be some other kind of coffee organisation, purely because people do like to discuss. It exists because people want it to exist, and the primary reason for that is communication.

"For everybody who is interested in an industry and wants to know more - where else do you go? In coffee, the Nescafes and the Illys can get the information they need because they are big enough – where are the rest of us going to find things out?

"I have learned a vast amount about who else is in the industry, and who to go back to, to ask about things. Without the networking of a trade community, where do any of us get this knowledge?

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The 'coolest coffee shop in the world' is about to be opened, in Birmingham. It's a heck of a claim, and it comes in some PR-speak on behalf of Urban Coffee, which has indeed been one of the city's major players in recent years. But 'coolest in the world?'

"Fingers crossed, it will be!" laughed the brand's Hannah Wolsey when we asked her. "It's a much over-used word, but what we mean by it is 'different', in the sense of having lots of stand-out talking points. We want to retain our three main things, which are coffee, community, and customer service, but because the architects and landlord for this are working on a substantial budget, we are being allowed to have a lot more creative ideas."

The reason for all this is because Urban has been chosen to appear in a very big new hotel development; their part in it will produce Birmingham's biggest city-centre coffee outlet.

It is part of a £16 million project at the Beneficial Building, which was (we think) the first pre-cast concrete building of its kind in the area. It is in an area which has been cruelly described as 'a dead end', and is being transformed by a design company whose founder has said that he had often walked past the building in its former state and thought: 'what a shame...'

"It's at the end of New Street, near the library and town hall," Hannah told us. "It is a good location for access,

The world's coolest coffee shop?



although that's not immediately obvious – we have always chosen locations which are 'destinations', not 'convenience' sites, which is what the chains choose.

"It's an area which has some old-fashioned shops, and is not lively yet... but it will be. Not much going on yet, but the plan is for the new library and everything else to be linked, and for it all to work together."

Urban gets a quite massive space in the new hotel - but why should a company with its own identity want to be part of somebody else's hotel?

"They've been very good and flexible

about us keeping our identity. We have the whole side unit, a big glass front, and there will be lots of Urban signage and our own entrance. It's much bigger than we're used to, but we're being supported by the hotel, so it's not so much of a risk as it could be.

"We will also service the guest rooms. This means that when a guest rings room service for coffee, we take it up - and we have been very specific about how much we want a quick route to all the rooms!"

Urban is said to be 'dramatically' expanding its food activity to cope with the new site, and this is a clue to their interest in the project. It is the same situation as we have recently reported on, about the greater importance of chef-made food to the modern coffee house. Is this a strategic business development, and thus more than just 'another café site'?

"It is. We very quickly realised at the beginning that coffee and pastries

wasn't going to be enough. Then we realised that as our food improved, we had to stay on top of it, which is why we now have a creative director for our menus. Supplying one of our sites from our other site has been tricky, but this will allow us to be more flexible.

"I think the reason behind the growing demand for breakfast and lunch in coffee shops is because people can't afford to go out for dinner so much... brunch is certainly our best-seller, so now we have to think beyond coffee."

Thinking beyond coffee has already led Urban to some fascinating community projects. In its existing sites, it hosts film nights, poetry nights, board games, German-speaking nights, and even a pagan night. Do these additional activities form profit centres in their own right, or do they exist as part of a strategy to be a 'community' café in the widest sense?

"This is a very important question for a coffee business," returned Hannah readily. "These events started off for developing our community side, in that we didn't profit from them, but that we didn't want them to make a loss.

"We do like the idea of being 'the local village hall', and we also like the idea of a meaningful seven-day operation, and so there is a strategy in this... even with the problem that someone may buy one coffee in four hours, these activities do give the place a constant buzz.

"We have recently looked at this all over again. We see that while some evenings are great, and the German speakers in particular always seem to buy lots of coffee and cakes, some are not. But we've decided it's a good thing in all, in that it probably does bring people back in to us.

"In the bigger picture, having community nights does all make sense."

Dogs first at Hebden Bridge

We are, as our readers will know, supportive of coffee-houses who are clearly dog-friendly, and we admired the signage of this recent new opening in Hebden Bridge.

The Lampost logo proudly states that it 'serves hound and human', and has a range of speciality cupcakes, buns and biscuits for dogs, for four-legged visitors. Dog baskets and bowls of water are also on offer, and even towels for wiping muddy paws.

The partners, Kate and Claire, are said to have come up with the idea while walking their own dogs, and wanting to find a café where the dogs would be welcome. As we understand it, they then, as café consultants repeatedly advise, did their homework by assessing just how many likely customers visit their town.

As is increasingly the case with specialist cafes, there appears to be clever use of relevant retail merchandise - high-quality dog collars and leather leads from a craft saddler, and 'quintessentially English dog apparel'



from the rather stylish Mutts and Hounds brand of Bath. There is also dog beer and ice cream, but the café's 'pupcakes' are not to be served with coffee - they're part of the café's home-made dog treats.



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One of the fascinating aspects of 'ethical' coffee is just how many diverse interests there are - and one of the most intriguing new names is only now beginning to introduce itself to the coffee-house trade, although it has steadily built up a name in retail, in a very specialist field. It is a coffee brand that buys from co-ops, sells to Co-ops, and indeed is a co-op itself.

It is Revolver World, a name which distinguishes itself from its rather better-known sister company, Revolver Records - and the man running it is the one who started the career of, most notably, Stone Roses.

This is Paul Birch, whose interest in coffee came through Fairtrade fabrics.

"Our trading in Fairtrade wasn't a clean start!" he tells us. "Our record company could see the writing on the wall in the music industry, where the prognosis was terminal - music is not a good industry to be in these days. So we developed a strategy around cause-related campaigns, contacted Christian Aid, and set out to merchandise their apparel at events such as Greenbelt.

"To market t-shirts with cause-related campaigns, it is necessary for the 'blank canvases' to be Fairtrade, and so we became a licensee.

"I take part in our local Fairtrade groups and, while I was giving a speech to the Wolverhampton group, the Co-op was in the audience. They were interested in Fairtrade t-shirts, but they couldn't merchandise them in-store without packaging, so we invented a recycled-card display carton for them.

"It then came out that the Co-op was searching for hot beverage branding concepts, and what we had done with t-shirts could transfer over."

This was Revolver's introduction to coffee, which grew quickly.

"Last year was the UN's International Year of the Co-operative. We were the licensee to produce the UN's Fairtrade polo shirts, and at the International Co-operative Alliance event we provided all the merchandise... and we ran three pop-up cafés."

The co-operative movement, he explains, is bigger, more complex and more confusing than many people realise. Not least is the difference between 'the Co-op' with a big 'C', and co-operative trading bodies in general.

"There are 5,700 co-operative retail stores in Britain. The mad thing is that there are 24 different companies all using the Co-op logo and brand. Most people don't know this - they just think

The meaning of 'co-operative'

As the Fairtrade Foundation's autumn awareness event in support of coffee becomes due, we discover a new, and slightly revolutionary, coffee brand which is hoping to attract the attention of the coffee-house trade...



“I could now be the subject of a 'special rendition' to the States for being an agent of Cuba... but it doesn't put me off!”

of 'the Co-op'. Some of the smaller ones have billion-pound turnovers and their rate of growth is astonishing - most are opening a shop a week. And some regional Co-ops are expanding into the areas run by other Co-ops..."

It is to these Co-op businesses that Revolver first started marketing Fairtrade coffee.

Although he calls himself a Fairtrade 'evangelist', Paul Birch is perfectly aware of doubts over Fairtrade coffee among mainstream roasters.

"I am an evangelist for Fairtrade, but the system has several flaws which are well documented. The pioneers of the coffee had great brand allegiance, but people winced when they swallowed - though it was all for a good cause, it was like instant coffee on steroids.

"The quality image created negative brand equity - if customers were going to be asked to pay more for poorer quality, something would have to give.

"I also believe they have left the back door open by being insufficiently transparent about the bigger issues.

"What is very right about Fairtrade is that the customers are totally engaged in it... the problem is a separation between what it is and what the customers believe about it. The responsibility of Fairtrade now is to become what the customers believe it is.

"I have always said to the Foundation

that I would be happier if there were just three of them working from a hut half-way up a mountain, instead of 300 of them working from swank offices... although the same does go for other non-governmental organisations."

This, he says, brings in an important Revolver principle - the concept of 'co-operative' has to extend throughout the chain, from farm labourer to consumer, if it is going to mean anything. For a coffee supplier, says Paul Birch, carrying the Fairtrade Mark on a pack is not the end of the job.



Paul Birch

"We believe Fairtrade is not a 'get out of jail free' card. It's not a fair system if you think that your duty is now complete because you have delivered a Fairtrade mark.

"You have to embed these ethics into your business... which, to be fair, many coffee-house owners have been doing for years. It can mean employing local kids and giving them a start, which is how we started our own community outreach."

For Revolver, 'going farther' than the Fairtrade mark has meant becoming a co-operative in its own right, in a model it believes to be unique. Membership is open to everyone along the chain, from farmer to consumer - indeed, the largest co-operative in Tarrazu, Costa Rica, is a member.

"We had a worker from a South American farm come to our Fairtrade group two years ago. They worked on

a private farm and the worker complained that whilst the farmer benefited from being Fairtrade-certified, that benefit was not extended to the workers. If the workers asked for more money, they were fired.

"This is one of the reasons we believe that Fairtrade is only one side of the coin.

"If you look at almost all the firms engaged in Fairtrade, they are PLCs. We believe co-operatives do it better, because co-operatives have human rights embedded in their rule books (which are used in co-ops in place of articles of association).

"There are several models for co-operatives - worker cooperatives like Equal Exchange, then producer co-operatives made up of farmers, then retail co-operatives like The Co-op Group, Midcounties, and the Midland, where the customer is the member.

"Revolver is a multi-stakeholder co-operative, possibly the first to have members in all groups, as workers, producers, retail customers, retailers and suppliers.

"As such, our members' interests come together - we have to serve two communities wisely, the direct customer and the farming community. Our producers need a fair price, our consumers need a fair price, and if we and our retailer are willing to work together on margins to make that happen, then our work is done."

Revolver opts to give an extra percentage of its profit back to farmers.

"We set aside 25 per cent of profit to invest in producer communities, and we have been making community investments through two charities so far. Village Water in Shrewsbury is a small charity working to put clean drinking water and sanitation into African villages, and we gave them 10p from every pack roasted. In our launch year, that represented 60 per cent of margin on our retail sales.

"We also have been working with a direct-action charity named LUCIA (Lives Uplifted for Change in Africa), which supports women and children's groups in Ethiopia. It's run out of the University of Birmingham and is manned by volunteers, all of whom are librarians at the University."

At this end of the coffee business, Revolver now works with the Lincoln and York roaster, though also has a relationship with Mastrosto.

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"We have recently identified more closely the origin of our Colombia coffee, introduced a new Fairtrade Costa Rica Tarrazu, a co-operative Ethiopian Yirgacheffe, and a Cuban coffee called Crystal Mountain. We are going to introduce three of these coffees into Co-operative food stores in October."

One of those has brought unique problems.

"Cuban coffee production is ten per cent of what it was in the 50s, after which they lost the majority of their production through hurricane, lack of labour, and because they didn't cope with replenishing the plants. But it is a good 'blunt' coffee, and it's something that people want. We have bought a vast amount!"

And that almost got him into an international incident.

"A customer in Kent told us that Paypal had warned him that if he continued to buy a product which was on the American government's banned-substance list, then they could expect 'severe ramifications!' It turned out to be our Cuban coffee.

"Then Paypal refused to release any funds due to us unless we stopped giving the facility for a Cuban product to be paid for through Paypal.

"Our MP, who is minister for enterprise, sent the matter to Vince Cable, who passed it to the foreign office, where it has stopped. I suppose I could now be the subject of a 'special rendition' to the States for being an agent of Cuba... but it doesn't put me off!"

Revolver's coffee has so far gone

“ I've long held the view that as the high street is now full of charity shops, they could do a better job if they set up their own coffee shops ”

through what might be considered the conventional Fairtrade routes.

"We launched our new range with Lichfield Cathedral and increased their margin on coffee from five per cent to 60 per cent... the Church of England is now making money for the first time on coffee! Lichfield makes a contribution of 25p from every pack to an African programme, and we match that.

"To put this into context, the Fairtrade premium is one per cent, so what we give through the Foundation is 1-2p a pack. 50p makes a bigger difference!

"I am not saying 'we are doing this and so we are better than everyone else', but I am suggesting that everyone else should look to their own way."

Paul Birch is not a fan of big-brand programmes.

"I am averse to most 'corporate social responsibility', because I believe it is used by corporations to greenwash their inappropriate actions... although I do believe Fairtrade does deliver on consumer social responsibility.

"We believe companies trading in all commodities have a responsibility to ensure the farmers are paid fairly. Here in our own communities, we have the same – milk farmers are not paid properly, and eighty per cent of most coffee

fees sold in coffee shops are milk.

"So we all have to look to our own responsibilities, which go past profit. At the same time we have to serve our customers the highest quality product known to man, and we have to do that at a fair, reasonable, competitive and equitable price to those customers.

"To quote Seamus Heaney, we are not so much seeking middle ground, as the higher ground, and it's higher ground we can all share."

The next move is to canvass interest from independent coffee-houses.

"Manchester cathedral asked us to run their café, but the thing is, we are not in the café business – we're a brand. The Co-operative Food have talked to us about branding ten of their cafes, and we do really want our branding in cafés that want to reach our consumer group. Our target is the 18-36 group, and we think we know something about that group, given the music market we are moving from.

"We haven't pushed our coffee to the coffee-shop sector yet, although we may have created a new alternative for them. Not just an alternative brand, but a real alternative way of working as independent traders.

"For independents who want to be

part of a brand, but don't want to run a franchise and hand over all the profit, we are offering an arrangement on our brand.

"We believe that by giving very precise information to the consumer about where their coffee is from and not just branding over the top of the farmers' work, we will help move the market forwards. By bringing these co-operatives out of the shadows, we are lifting the veil and making a truly direct connection, and neither brands nor own-labels presently offer this detailed level of traceability."

There is one development of the coffee-house sector which Paul Birch is enthusiastic about, but others in the coffee trade may not be.

"I've long held the view that as the high street is now full of charity shops, they could do a better job if they set up their own coffee shops – I'd like to see Cancer Research and Help the Aged on the high street with coffee shops, because that would be a re-direction of the wealth to good causes, and I think it would be well supported.

"But the NGO sector is incredibly bureaucratic – it's only when one finally decides to make any new move that the others follow."

The potential of Fairtrade coffee, and his own method of working, do not leave Paul Birch yearning for the days of handling the recording careers of star bands.

"As Revolver, the reality we have had to deal with is that the music business can no longer pay its own way. But coffee is much more exciting!"

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This has been an intriguing year for the beverage sections of the Great Taste Awards. For probably the first time, a coffee capsule won an award, a carbon-neutral coffee won an award, one coffee roaster won an award after barely a few months in the business, and so did a roaster with an unusual example of 'direct trade' coffee.

And the most surprising result of all was the performance of decaffeinated coffees – ten of them won awards.

The top performer in this was Cafedirect, who took two awards, including one of only three 3-star coffee prizes this year. This was a decaf espresso in a pre-measured 7gm sachet. The logic is that busy cafes or restaurants do not need a separate grinder for decaffeinated coffee, but when asked for one can open a sachet and can pop the right amount straight into the filter basket.

Cafedirect's other decaf winner was a roast-and-ground coffee intended for filter use.

(Cafedirect proposes to explain all about the Great Taste awards at its Smallholder Producer Conference in Peru at the beginning of September, and will tell representatives from the co-operatives in six growing countries face to face about their success. These farmers will also hear from Bewley's, Cafedirect's coffee roaster - as a result, they should be given a good idea of what happens to their coffee in the UK).

Food Brands Group, the creator of the Percol brand, got a star with a roast-and-ground decaf, and Reads, the Dorset roaster, took a two-star for their decaf. Aromo, who are an online supplier of ESE espresso pods, picked up a star for a decaf ESE pod. Another decaf award went to Lunya, who are a restaurant and deli in Liverpool, and who are the only importer of Café Saula from Spain, which they sell online, but for which they intend to open up trade sales.

Two Irish companies did well with their decafs - Ponaire, who won a three-star award some years back, picked up a two-star this year, and Baillies got a one-star award. The Bettys and Taylors operation of Yorkshire got two separate stars for decaf, although one was noted as being a private-label roast for Asda.

Was this an unusual year for decafs in the Great Taste awards?

"I think it is fair to say the judges were surprised by the standard of some of the decafs," says awards organiser John Farrand. "The judges do not know the coffee is decaf until after they have made their assessment but, of course, you can often detect them blind. We have always had decaf entries – perhaps coffee roasters are raising their game with decaf?"

Elsewhere, the hot beverage section threw up many other curiosities.

Bean 14 is more or less unique in the

Many surprises crop up in the Great Taste awards

This year's Gold Star winners included some familiar names, but unfamiliar products, from a surprise number of decafs to the first ever capsule winner



Mariners - success for first-time entrants

British trade, although that description has to be extended to cover the company's home island of Guernsey.

Here, Chris Bader is actually attempting to grow his own coffee - although he has had some success in this, it is still too recent a development to have any realistic commercial ambitions, so one of his Great Taste prize winners was the Scenes of Guernsey blend of Guatemala, India and Brazil, and the other was an Ethiopian Yirgacheffe. He roasts in what used to be the packing area of a flower greenhouse, the rest of which is now a coffee farm.

"We sell Scenes of Guernsey in two forms," Chris Bader told us. "One pack where the bags have beautiful pictures of Guernsey on them and are aimed at the tourist market, and as Double D'or, which is named after an old Guernsey coin and which we sell in the local Waitrose and Co-op stores.

"Our own coffee is still drying and we will taste it later on in the year. The quantities are still very small, but this winter we will be expanding the area with supplementary lighting and heating, based on the performance of the plants which had these conditions last year. The plants which are not under this heat and light are still faring well but have not grown as quickly, so it will be a few more years before we get any beans from these plants."

The extremely unusual experience of a coffee capsule winning a Great Taste star was achieved by Caffe Impresso.

"We have an Internet site and we are selling to supermarkets, to Europe, and to the USA," the company told us. "We roast in Italy and make the product in eastern Europe. We also provide own-label for a known coffee brand in the UK."

The capsule is a Nespresso-compat-

ible, and the company wants to develop sales through farm shops and delis. Crucially, says Impresso, it is a quality capsule.

"Some people want price, some don't, and the Americans want organic and Fairtrade - but whatever they want, if you're going to compete against Nespresso, quality is the only way to do it.

"The French and Spanish markets have so many Nespresso-compatible products that the markets are completely saturated and it becomes a complete price game. Some of them are good, some are terrible... a lot of compatible capsules out there just don't work!"



Caffe Impresso - the first capsule winner

This is very serious, said the company. "It's easy to buy a capsulating machine, but if you don't know your coffee, you're in trouble."

Caffe Impresso knows capsules as well, they tell us - one of their senior managers used to be the British senior man for Nespresso.

"This is not a flash-in-the-pan category," remarked Impresso. "Capsules are not going away..."

Probably the 'youngest' award winners in the coffee sector are George and Carolyn Stephenson of Mariners, who have been roasting in York only since November. Indeed, when they submitted their entry, a Keynan roasted for filter use, they had been roasting for barely four months... and before the award was announced, they ran

out of the coffee!

"It came about because I have an interest in fine food, and I wanted a career change, to where I could 'make something', or 'produce something'," George told us. "We started with a small tabletop roaster and went to the London School of Coffee for training, and although we have retailed the coffee at farmers' markets, it's a trade route we really wanted. We are in the Skeldergate café in York, which is a new opening, and we have restaurant and hotel customers. To have won a gold star at the first attempt from one of our first batches of green coffee within our first year of production is quite an achievement.

"It's a sharp and refreshing Kenyan. The judges said that flavours peaked and then fell away... well, if you brew on the weak side, it might - we recommend 60gm a litre, and we have people who leave it for four minutes in the cafetiere for one preference, and five for another. When some people say it 'falls away', it's what others mean when they say 'it leaves no aftertaste' - some coffees stay with you for a long time!"

(Another entrant, Alan Pirret of Novus Teas, referred to this curiosity, and commented that entrants might be well advised to tighten up their brewing instructions for the judges, to ensure that their products taste at their best - he said that he received some very unusual feedback on some 'stunning' teas, perhaps due to not giving firm enough brew instructions).

Although running out of stock of a prize-winner might be slightly embarrassing, all is not lost at Mariners.

"We submitted our samples back in the spring, and thought: 'it's a slim chance... but what if we run out before the awards, and if our importer, Falcon, doesn't buy any more of that coffee?' Well, we did run out, and so did Falcon... but fortunately, they have reserved some more."

Another new name was Dolciaria A Loison from A&G Caffe Vero of Nottingham, which took a two-star for its Selezione Oro espresso blend.

Sea Island, the importers of exotic coffees, scored twice. Their St. Helena coffee took two stars and the judges remarked on it being 'a darker, heavier coffee with a good cocoa note but without any aggressive bitterness'. Sea Island has big links with Jamaica, and its Jamaica Blue Mountain peaberry won one star, with the judges commenting on its 'very gentle with some chocolate liqueur' note.



Hands-On - one of the few three-star winners

The carbon-neutral winner was from Grumpy Mule, which is always a highly successful competitor in these awards. The product is Source, an organic Mexican coffee.

"The concept was first launched at the Rio +20 Summit in 2012, and is the first coffee on the market that directly links the carbon neutrality of the product with the community where the coffee was grown," explains Damian Blackburn of the Bolling roaster in Yorkshire. The roaster works in partnership with a former ethical manager for Taylors of Harrogate, who is also a project manager with the Lorna Young Foundation of Lancashire, a charity that helps smallholder producers develop 'from being simply growers of raw crops to being in control of their own businesses'.



Union's Rwandan - a regular award-winner

"She visits these communities herself, and we work together to roast and distribute the coffee, so it's quite a rare collaboration," says Blackburn. "It helps as well that Bewleys in Ireland (who recently took over Bolling) are a carbon-neutral roastery, and as we're moving towards achieving that here at the roastery in Yorkshire, this all supports the project much better.

"Everything involved is about reducing the footprint, from having a reusable container for the coffee to working towards compostable packaging. It's all holistic - there are a few 'carbon neutral' coffees being launched, but none have the depth and genuine sourcing of this project."

Grumpy Mule won nine awards in all this year. The brand took one three-star award, for its Fortnum and Mason Panama Esmeralda Special, and a two-star for another Panama coffee from the same farm, the Diamond Mountain.

Another roaster which always does well in the awards is Union Hand Roasted. The Maraba Rwanda is

probably their most successful award-winning coffee - they started sourcing it direct from the co-operative in 2001, and has now won Great Taste awards for five years in a row.

"It's getting better every year, which shows how direct trade is not only benefiting drinkers here, but the producer community as well," remarks Union.

The third 3-star award in this year's coffee list went to one of the smallest of the UK's new roasteries, Hands On of Wadebridge in Cornwall. This company entered three coffees, and scored a three-star and two two-stars.

The roastery's names for its blends are unusual for those outside the west country - Lusty Glaze, the three-star coffee, is a beach in Newquay, while the Beast of Bodmin refers to the big animal reputed to stalk Bodmin Moor, and Tubetime is the house coffee of the Tubestation café in Polzeath.

Jon and Nara took over the business last year; their version of 'direct sourcing' is that Nara's father has a farm in Brazil, and makes the Fazenda Alianca Espresso 13 available only to Hands On in the UK.

The performance of the tea entrants was very notable. Bluebird Tea got two three-star awards out of nine awards in all, and their big winners were unusual - an aniseed-ball tea, and an apple-strudel rooibos (this is the company which has the curious combination of a coffee pu-erh, of which Prince Charles asked for a sample at a recent show).

Teapigs got a three-star (out of six awards) for a liquorice tea, and the brand may have raised its eyebrows to see that Ty-Phoo also got an award for a liquorice. Whittard took eleven awards for tea alone, and Clipper five. Tick Tock, the rooibos specialist, got four stars for flavoured rooibos teas.

As we have recently been questioning how many blends by the new 'boutique' brands are actually all their own work, and how many are actually created by their suppliers, we raised this tricky question again with Alex Probyn of Blends for Friends, the contract blender.

He replied: "This year we made eleven per cent of the total awards - not a bad strike rate, and should keep our trade customers happy!"

A-boards of the month...

Everybody knows our love of good signage, particularly A-boards, and this has been a fine month...



From The Fields Beneath - we're grateful to an anonymous snapper



Street Coffee - always something to say on a board! On the left, we liked Salvation Jane's 'friendly food... delicious staff'



For the in-house M & S sign on the right, we're obliged to Paul Sloane, author of the great lateral-thinking business management books.



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At this year's Lunch! show, there will be the annual running of the smoothie championships – but how important are smoothies to the modern café trade? Is it a sector which has had its day?

"The sector is very much alive," returns Richard Canterbury, managing director of Love Smoothies. "A Mintel report suggests that between now and 2017, the market for smoothies should grow by 27 per cent.

"We have been hit with two things, the negative publicity about whether smoothies really are healthy, and the fact that they are expensive at a time when people may have low disposable income – there's no getting round this, because at £2-£3, a smoothie is expensive. But people do now realise that they are a healthy thing."

Love Smoothies is just coming up to its tenth birthday, and has one particular specialism – it offers pre-portioned, pre-blended packs of frozen fruit which go straight into the blender, with a portion of juice, or maybe coconut water. It is, says the company, the easiest and quickest way to make a smoothie, using what the customer can clearly see are real fruit pieces.

Is there any imagination in current smoothie recipes? In recent years, safe or mild flavours seem to have dominated over unusual or strong ones.

"In championships, the more unusual smoothies don't make the final heat, whereas smoothies with flavours that people are familiar with do well. I guess this means that contestants don't develop new exciting flavours which would help build the category because they know these smoothies won't win. Every year, it seems to be a 'tropical' or a mango that does well – the goji berry seems to be rejected, and this is not so good for creativity."

Do new flavours actually fit with the public taste?

"It's important to develop the sector and push boundaries. The core flavours are popular wherever you go, but new ones do catch on... pomegranate and beetroot are important. An example of this is the green smoothie which is very popular right now. In January we launched The Hulk which contains broccoli, celery, spinach, pineapple, mango, banana and apple juice. It's a delicious raw smoothie that's low in calories.

"I thought Hulk would be too specialist – but we supply it to a lot of gyms, including the David Lloyd ones, and to Champneys, and it's popular. The Hulk gives just a hint of the veg beside the fruit – it's a tropical taste of mango and pineapple with just a touch of new-mown lawn!

"We have been very impressed. You put it in front of people and they say 'I don't like the colour, it's green'. And then they say... 'it's delicious!'"

"In the USA, green smoothies are huge – it's a trend coming this way.

"The beauty of smoothies is that they

Smoothies - the market is still going up!

Love Smoothies argues the health issue, and has launched a novel scheme in which British children help youngsters overseas to better health, all through smoothies



Richard Canterbury

allow for the weird and wonderful concoctions. The possibilities are limitless and it's fun... although certain ingredients, such as matcha, provide fantastic health benefits but don't necessarily taste good, so we always try and strike a taste balance."



"Oh, it's green!" - the Hulk smoothie

What is the health situation? One trade website says 'there is no such thing as a five-a-day smoothie - the NHS guidance is that a smoothie can only count as two portions of your five a day and juice can only count as one'. Another supplier argues that when real fruit is blended, all the goodness gets bashed out of it.

"Little scientific evidence exists to support the idea that blending fruit can result in major nutrient losses. The Produce for Better Health Foundation says: "blending only changes the texture and consistency of the fruit or vegetable and has no effect on its nutritional value.

"A problem is that there is still no real

definition, so anything can be called 'a smoothie'. One chain sells a 'fruit smoothie' which contains no fruit and provides 55 per cent of your recommended daily intake of sugar! It's products like these that tarnish the whole category.

"A real smoothie will provide a whole host of other benefits such as fibre, which lowers cholesterol and glucose levels, regulating your body's cleansing processes. Smoothies really are a great way to get a strong dose of fruits and veggies.

"Tesco recently launched a smoothie with three of your '5 a day', so it's obviously not true that smoothies can only count for two. Admittedly, their smoothie is pasteurised and made with puree rather than whole fruit, but it would still be healthier than most of the other cold drinks they sell!

"The benefits depend on the fruit and veggies – vegetable-based smoothies are better for weight loss, fruit smoothies are better for energy, protein smoothies are better for bulking up. And what juice is used? Fruit juice will be more calorific, whereas vegetable juice or nut milk (almond or coconut) is a tasty, healthy alternative."

The argument against the Love Smoothies concept is that pre-portioned frozen packs are bulky and diffi-

cult to store. Not according to his core customers, says Richard.

"We started off at Borough Market making smoothies with fresh fruit, so freshness is our heritage. But we had some fundamental issues with fruit – it took us ages to peel and chop, it was incredibly messy, there was no consistency with the final product, and we had to throw away unused fruit.

"So we pioneered the 'made-easy' smoothie concept to get round these issues. Our portion-controlled sachets of frozen fruit and juice are quick and easy to make and have a two-year shelf-life. We have also recently introduced a mixed box of 30 to combat the storage issue, so customers can stock a wide range but only need one box.

"The average cost of one of our smoothies is 91p, and it can be sold for £2.99 - we think that's a very decent margin for a premium product that's genuinely healthy.

"We supply most of the big contract caterers, most wholesalers, major independent gyms, universities, and coffee bars are massively important. A new campaign for us is to do more for the 'great food' coffee houses, and seeing our product in there is terrific."

The concept of ethical trading in smoothies is not much spoken of, but Love Smoothies has created a system in partnership with the Think Twice charity.

"It's close to our hearts. When the guy from Think Twice was travelling in Guatemala, he found that all the good local fruit and veg gets shipped abroad – there is only a little left for the locals, or they can't afford it. So what happens now is that they make smoothies, and every child gets a smoothie every day."

Love Smoothies now helps British

Bring on the ultimate fighting smoothie...

This year's Lunch! show will, as usual, feature the British Smoothie Championships. What smoothies have impressed the judges at recent championships?

In Australia, the latest smoothie champion is Vivienne Bonnell from Market Juice, whose winning drink was the Bananacino smoothie – banana, yoghurt, honey, vanilla bean, a shot of espresso and ice. The previous champion won with a Tutti Frutti Smoothie, which involved fresh pineapple, watermelon, raspberries, strawberry yogurt, sorbet and ice.

In the British championships of recent years, there have been noticeable product trends. In some years, the tastes have been quite universally mild, with a remarkable unanimity of ingredients – banana often features (for bulk) but it is remarkable how many times mango, melon and pineapple crop up in the recipes.

An imaginative winner was the Detox Smoothie, combining mint, freshly squeezed apple juice, melon and cucumber, which just beat a runner-up that included another unusual flavour, cherry. This was mixed with mango, frozen yoghurt, aloe vera juice, apple juice and a touch of banana. Another imaginative winning combination was Eastern Envy, combining lychee, melon, freshly-squeezed pear juice, ginger, coriander and lemon grass.

A very typical recent winner was the Pomegranate Passion Pleasure smoothie which combined pomegranate, banana, mango, pineapple, pineapple juice, passion fruit and yogurt. Last year's winner, the Tropical Rainforest, was along much the same lines, featuring fresh tropical juice, mango, coconut, banana, and mango frozen yogurt, topped off with coconut flakes.

Perhaps the most unusual smoothie currently in any market is an American one, which is the 'official smoothie' of the Ultimate Fighting Championship, which seems to be a combination of boxing and wrestling (we are not making this up!) The UFC's official smoothie is banana, strawberry, either plain Greek yogurt or almond milk, carob nibs, almond butter, ground flax seed, ice and water.

schools to make products to sell for the cause, and enables children in Guatemala to get a daily healthy smoothie.

"The school package is of ingredients, blenders, advertising material and training. The teachers use it as part of a business lesson, and the pupils operate it rather like schools used to run tuck shops. They don't invest at all - we supply the product and loan the blenders."

In Guatemala, the proceeds go towards even more smoothies.

"The little amount of fruit that does grow naturally usually ends up being sold - the money families can get for a pineapple will feed their children corn for a week, which keeps them going longer than eating that pineapple.

"There isn't the right soil to grow enough fruit to sustain a healthy diet in many rural villages. A typical diet is based on a small amount of corn, rice and black beans.

"Our first project is to raise funds to support a fruit stall which will provide 250 fruit smoothies every day for abused and abandoned children from an orphanage, and the children of the local school."

Where there is electricity in these Guatemalan villages, it goes on and off a lot, so Canterbury also lets the villagers have 'smoothie bikes' - the pedalling action operates a blender fixed above the handlebars, so the children get their smoothies even when the power has failed!

And now, the hot smoothie!

Smoothie sales are all-year business, says Beyond the Bean - and, surprisingly, the concept of the hot smoothie makes sense.

"As the temperatures cool, there will be a natural decline in demand for the ice-blended smoothie. But what to do about that?" says the brand's Helen Ostle.

"Believe it or not, hot Sweetbird smoothies make a delicious warming treat and as they are made with water and not milk, they are a treat for vegan customers.

"For a 12oz drink, combine 50ml neat smoothie mix with two pumps of flavoured syrup and 180ml water. Pour into a steaming pitcher and steam till hot and serve.

"If you're struggling with the concept, get started with Sweetbird peach smoothie and two pumps of vanilla syrup to make a Peach Cobbler, or mango smoothie with two pumps of chai syrup for a Hot Spiced Mango. We found lemon smoothie works a treat with a pump of each of gingerbread and raspberry syrup and strawberry is good with lime syrup, or a pump of each of cranberry and coconut.

"Once you get started, there's no stopping!"

The Lunch! show does have a fair amount of interest for the café owner this year - although much of the interest is in the ancillaries rather than the beverages themselves.

Probably the most unusual item to be launched is the Hanpak lid-free beverage cup, which the company says will be 'the biggest innovation in disposable paper cup technology for decades'.

The point of this is that it is a cup without a separate plastic lid. The Hanpak item is shaped, and stacks, like a regular disposable cup. Two closure flaps are formed in the wall of the cup - when pressed, the flaps click into the 'closed' position and the cup shape adjusts from circular to oval.

This design, says the company, generates inherent structural strength and forms a liquid-proof seal along the top of the cup, except at the two ends which become drinking spouts.

The Hanpak cup also has an internal 'wing' just below each spout, which allows the spouts to pour at a normal flow rate while preventing drips.

Remarkably, says the inventor, the lid-free cup has a significantly reduced spill rate if knocked over.

One of the few coffee brands at the show is Cafedirect, which has devised an interesting, though not actually unique, project with another Fairtrade name, Divine chocolate. In this, the two will be looking at the pairing of chocolate and coffee, to bring out the best of each.

A new chocolate product is expected at the Kokoa Collection, where the company's first foray into direct trade is expected to result in a hot chocolate product from a single estate co-operative on the western tip of Haiti. "To begin with this will be prepared as a 75 per cent hot chocolate, which has gone down really well in sampling groups," says the company. "We will also have the first appearance of the gingerbread spice flavoured sugar which will make a superb winter promotion for coffee shops."

There is expected to be a unique offering from Taylors, where the brand will show a 'hard water' blend as part of the Yorkshire Tea range.

A particularly intriguing pair of exhibitors at this year's show will be two of the more imaginative players in the instant-chai market.

The first leader in the sector, Drink Me Chai, will be exhibiting to show just what can be done with the product, and perhaps most notably, the ideas of chilled and iced chais.

Elsewhere, there will be some quite fascinating flavours to be sampled from Hello Good Sip, which combines Indian traditions with its own native Nordic culture. Two fascinating chais will be available - Mumbai Railway Chai, and the unique Persian Liquorice Chai.

The updated version of the *Barista Bible* will make an appearance from

Revolutionary new hot cup to launch at Lunch! show

The Lunch! show is 26-27 September at the Business Design Centre, Islington



This will be a good show for ideas in chai - this is an iced one, by Drink Me Chai

Mad About Coffee. Bearing in mind recent comments about the general state of British espresso, how important is this to the trade?

"The Barista Bible is now very important to the coffee trade," Richard Norman tells us. "I have been approached by a training company which has been looking at a barista training programme, and they realised that everything they needed has been done for them; I have also had big café brands asking about it. This is non-biased, factual, and you can take it at face value as a bible of information.

"This is not a 'how to make coffee' video. This is an instructor's toolkit. This is for the person leading the training in a coffee shop or a chain. To ask people to watch a video and then make coffee is not always good value -

you can fall asleep in front of some of these videos! The *Barista Bible* is the solution for where you have one person responsible for keeping up barista standards throughout a business.

"The *Bible* is not like the American way of training, which says 'you must read this before you can read the next part', it has been written as a book of information and reference, and you can move past the history if you want to - although a good trainer will make sure that his staff never completely miss the bits they need. And although it is Australian, this edition is bang up to date with developments in Europe.

"Unless someone has just reinvented the coffee bean, this book is up-to-date!"

There will be the re-appearance of the DairyStix brand of milk portions. This brand has had a change - it now sources all its milk from West Country farms, making it the only entirely British farm-assured UHT milk portion pack. There are two options, whole milk and semi-skimmed milk, and no additives or preservatives included. It is, the brand says, the way in which the milk is pasteurised that accounts for a good taste with long-life ambient distribution. The portions use half the packaging of conventional milk pots, and take up far less storage space.

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Reviewing a phantom business

We have often reported on the problems of online reviews, but those café owners who have suffered at the hands of these writers will be cheered by the story of Oscar's in Brixham, which attracted a series of glowing reviews after it appeared on the Trip Advisor site.

There may have been some clues to suggest that all was not what it seemed – Oscar's was reported to be a floating restaurant, which is not in itself unusual, except that the fish dishes were said to be caught to order by restaurant staff in diving gear, and the restaurant would move its location in accordance with tides and where the fish stocks were to be found. A rather more blatant clue was the reference to the boat being a 'Phantom class' vessel.

Of course, Oscars did not exist; Trip Advisor was said to have even received 'reviews' from would-be diners who went to Brixham and found no such venue at the address given.

One report says that the original entry and the praising reviews were written by a disgruntled businessman in protest against malicious reviews allegedly written by rivals. He wanted to draw attention to the unreliability of internet reviews, by showing that even blatantly fraudulent ones appeared without any check or confirmation.

Amid all the stories about people and companies being lambasted by online reviewers, there always has to be a coffee-shop – the latest one turns out to be one near Seattle, USA.

A mother bought scones for her children, aged one and three, and was then criticised by the café owner, who complained of crumbs on the floor and said, allegedly, that she would send a staff member over to Hoover up, and that if the customer came in again, not to bring her children. The operator then put a picture of the crumbs on the café's Facebook page, with a further complaint.

The result was a cascade of criticism from the public, not least for insulting a 'military wife' – the families of soldiers serving overseas are often treated with widespread respect in the USA. The café gave in and removed the picture and comments.

The newest important coffee centre in America is a town in Wyoming which has a population of... one. The entire community of Buford was bought by Vietnamese businessman Pham Dinh Nguyen in 2012. He will now turn it into the hub of his distribution business for Vietnamese coffee. The existing single occupant of the town, who acts as mayor, store clerk and filling-station attendant, will work at the distribution facility.



Kaldi

Kaldi hesitates to report this with a straight face, but the American Chemical Society's Journal of Agricultural and Food Chemistry has reported the first-ever method of authentication for what is often called 'the world's most expensive coffee' – this is kopi luwak, featuring the beans which have passed through the Indonesian civet cat.

The reasoning behind the project, which appears to have been handled between Osaka university in Japan and the Indonesian coffee research organisation, is that the price paid for kopi luwak has encouraged a noticeable amount of counterfeiting and fraud. Some products sold as kopi luwak are alleged to have

never been near a cat of any kind, and some are thinned down with everyday coffee. The scientists say that they have identified 'unique chemical fingerprints' which will tell the difference. "Despite being known as the world's most expensive coffee, there is no reliable, standardised method for determining its authenticity," remark the scientists. We would tell you how they did it, if we understood it...

If you didn't identify the girl in the Attibassi ad – it was Anita Ekberg. She's 82 this month.



This is a story which has turned into 'urban myth' and been fairly widely disbelieved... but here is the proof.

A student who went into a coffee bar at Westfield, London, during a busy period was surprised to look at her till receipt and find that the overworked barista had added a comment to the bill – it said 'f***ers all come at once' (although in its full form... we have edited the picture!) As has often been observed, one of the biggest hazards of business management is knowing exactly what your staff are doing all the time...



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