

# Boughton's

## COFFEE HOUSE



Scoop Malone, the trade's finest reporter, brings you another magazine full of trade news and issues!

February 2014

More pubcos click to coffee



The modern trend for breweries and pub companies to become involved in a 'coffee concept' has taken two further steps – both the St Austell and Shepherd Neame breweries have now become involved. They follow recent steps by Brains and Fullers in this direction.

At St Austell, catering development manager Nick Hemming has created Brewer & Bean, which will be served across the company's managed pub estate. It is a Fairtrade coffee from Miko, supplied by Cornish Coffee.

St Austell has spoken of 'adapting the basic coffee shop model'.

"We want to offer an appealing alternative to high street coffee shops, where customers will be served high quality coffees by trained baristas, in comfortable welcoming surroundings, with the added benefits of fresh bar snacks and meals or an alcoholic drink," he told us.

"Our pubs enjoy a great reputation for fresh pub food. By creating the Brewer & Bean coffee brand we want to lead with coffee and attract those additional customers who would normally be looking for a café. We see Brewer & Bean attracting additional customers mid-morning and mid-afternoon, which are traditionally quieter trading periods."

St Austell used to use Darlington's coffee, and has now turned to Miko, which has a 'more than Fairtrade' story in its work with managing rainforests.

This, says St Austell, offers an unusual promotional story for a pub company. "We like the depth of transparency in how Miko are actually giving back to the environment. We intend to share this with our customers with regular updates on rainforest acres saved and species saved."

The Shepherd Neame brewery has now launched its Coffee and Alehouse branded concept. This goes across 40 pubs at different levels – some tenants will use cafeterias, some bean-to-cup machines, and some will be barista-staffed.

## Coffee trade is challenged to help change public litter behaviour

Everyone involved in the takeaway coffee trade has been challenged to accept their part in helping to overcome the continuing national scandal of street litter. At a Foodservice Packaging Association summit meeting, cup makers and environment experts met to debate a way forward, and the big coffee brands have been told: 'if you really are creative marketing people, then use your creativity for the public good'.

A star of the FPA event was Martyn Jaynes of the Maidstone Council, who impressed the conference with his no-nonsense attitude – on his patch, even a dropped cigarette end is an immediate fixed-penalty £75 fine.

Coffee cup litterers are fined in his area, he confirmed to us afterwards, although no figures exist.

Takeaway cups are a tricky problem, he told *Coffee House*: "On the high street, this is not an item of litter that is typically 'dropped' – they are large and obvious, and only the boldest litterer would be brazen enough to drop them in public. Typically, cups become litter when the user leaves them on a bench or on top of a bin, and then they get blown onto the street, or are thrown from vehicles."

Carelessness and wilful littering both create the same result, and a big question has been of how much the beverage trade can influence and improve consumers' behaviour.



You do not drop coffee cups in this man's area!

Can the beverage trade inspire others to follow the work of Martyn Jaynes?

"I would ask that you take some responsibility for the litter you help produce," Jaynes told the industry. "It sounds harsh, but the packaging industry provides the ammunition for those that litter. I ask that as an industry, you find ways to communicate to the consumer a clear message about the social requirement to place cups in a bin."

How can it be done?

Cup makers and coffee brands have been told to show their creativity: "I should love to see the industry run a competition on the most imaginative litter messaging on a takeaway cup," said a speaker at the FPA summit.

"Coming up with a great new 'Tidy Man' logo that we can all use could be one step forward, but we also need to utilise the latest developments in a creative way," said Tony Waters, managing director of Solo Cup.

"Something like heat-reveal technology could work. It's vital we find a way to address the missing link – how to ensure proper recovery of packaging away from home."

With less public money available, the trade's contribution to community issues becomes even more valuable, said Martyn Jaynes.

"The reality is that littering is not something any single group can solve. I suggest the industry adopts the approach used by McDonald's, who re-invest into the community with clean-up days and other initiatives. The food packaging industry is well placed to help support local authorities by sponsoring initiatives."

Full report - page 6

## Barista contests - the superheat inspires more ideas

Reaction to the fraught question of the UK barista championships, and to the unusual decision to run a four-day 'super-heat' in Birmingham, has been positive enough to inspire the new idea that an entire calendar of coffee contests and promotional trade or public events can now be combined.

"The reaction to the super-heat was scarily positive!" reports organiser Steve Leighton of Has Bean, who conceived the idea. "Everyone who spoke to me was upbeat about it, we learned a lot, and the main thing is that the coffee community rallied round, and put up with the things that went wrong. We had a good attendance on the Sunday, and I thought that nobody would come back during the week, but it was the best audience a heat has ever had. We also saw a lot of suppliers, who we don't normally see at these things... and that's very encouraging."

The number of first-time competitors, who can also qualify for the Union Hand-Roasted 'best newcomer' prize was not high – but this has helped inspire the new thinking.

"We can learn from this," Leighton told us. "I am now thinking about running a 'new entrants workshop' at the end of this year, and combining it with the final of another competition."

"The problem with running the UK barista championships, the Brewers', the Good Spirits, the Latte Art and the Cup Tasting all at the same time is that we dilute them... baristas often say they would love to enter one, but they can't, because they're preparing for the big one, the UKBC."

"So, if we ran a new entrants' workshop at a different time of year, and held maybe the latte art final at the same event, the top baristas could go in for that and would get to meet with the newbies, which is always going to be a good thing for both."

"If we were to time some of these

contests so that they tie in with other coffee events during the year, this could turn out to be a very good idea."

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The reality TV celebrity Peter Andre, who launched his own coffee bar a year or so ago, has now launched an instant coffee to raise funds for cancer research. The Percol company has been involved in creating the product. Another rock band has become involved in coffee – Deb Butterworth and Alison McLeod of the new Mooch café in Padiham, Burnley, are featuring Tim Peaks coffee, the Fairtrade blend marketed by Tim Burgess of the Charlatans. The café is an art and craft venue in which, we are told, 'the pictures on the walls and the chairs you sit on are for sale'.

Meanwhile, the widely-reported press story that One Direction were to launch their own chain of coffee shops was very quickly denied.

The Old Stables tea room, Horncastle, has won the 'best tea-room or coffee shop' award from the magazine Lincolnshire Life.

Northumberland Tea, the one promoted by world cup footballer Jack Charlton, suggests that it will now launch an Earl Grey tea (the nobleman lived in the area) and a coffee.

Marley Coffee, the brand with the rasta-and-reggae heritage, is the latest to pop up in capsule format. Its RealCup fits the American K-Cup brewer, and a Nespresso-compatible range is on the way.

The Curiously Wicked Edwardian Tea Room in Morpeth, which closed suddenly after Christmas, is to be revived as a chocolate artisan café

by chocolatier Gareth James of Tynemouth.

The Caravan roastery of King's Cross, London, is to begin a series of monthly workshops run by their head barista Estelle Bright, a noted barista championship competitor. There are sessions on cupping and home brewing, and on latte art - prices are £40-£50 per head.

Picnic Cornwall, a Falmouth coffee house, has reported an extremely rapid shop refit – having closed at 4pm on Friday, they worked through the night and next day to re-open with a new look at 8am Sunday. They marked the achievement with a promotion which offers free coffee with every breakfast served. A rather unusual feature of the these breakfasts is creamy porridge with prune jam, made in a local kitchen. There is, owner Emma Douglas tells us, as yet no evidence to suggest whether prune jam has the same effect on the digestive system as anything else made from the same base.

The Velopresso, the coffee bike which operates on pedal power, and which has been supported by the likes of Fracino espresso machines and Monmouth coffee, is now in commercial production. Two of the first three production machines are going abroad, and the machine will now be made in batches of twenty.

Colonna and Small's café in Bath has been damaged by a thief who smashed one of the small glass panels in the 1930s front door, and stole £300 from the business.

## Waitrose's free coffee – an MP complains

**Protests about Waitrose and the effects of its free coffee on the café trade have now reached Parliament. Bill Esterson, Labour MP for Sefton, has led a debate that the effects of the supermarket's giveaways are 'disastrous' for independent businesses.**

Meanwhile, the trader who appeared on television to highlight the problem has proposed an Association of Independent Coffee Vendors to fight this and other common problems for the trade. Garry Sutherland, who owns Gelateria Gazeria in Buckingham, told us: "I am hoping to organise something to start campaigning against the Waitrose deal. There has been a lot said about this, but it is all rather haphazard and needs a more co-ordinated approach to have any effect."

Garry raised a point which has been observed many times in the past, not least by this magazine, about the lack of contact between independent café owners: "small coffee shop owners who have specific needs and interests are not catered for by any other organisation. It's not an easy business to be in - you are completely isolated. There's nowhere to turn for help, and we need an organisation that can shout a bit louder."

**An energy company has created a scheme to collect coffee grounds from cafes in London. The Beanergi project is said to be the UK's first scheme to organise the recycling of tonnes of grounds from the trade. The company estimates that 200,000 tonnes of coffee waste is produced by London's coffee trade in a year; this can be usefully saved from landfill by turning the grounds into carbon-neutral biofuel.**

In Islington, a partnership with a business-improvement district allows the service to be free to cafes; otherwise, the cost is believed to be more or less equivalent to what a cafe would pay to send the grounds in business waste. (It is suggested that many cafes have no idea what their total used grounds are, or what collection costs them).

Beanergi has a plant in Walthamstow where grounds are dried and pressed into pellets for use as biofuel. In an interesting twist, some of their café suppliers have now expressed interest in installing biofuel boilers for their own water heating. A café partner in the initial pilot project was Taylor Street Baristas.

## Are label thermometers more accurate?

There has been a lot of activity in milk thermometers this month – Cream Supplies has launched the TempTag, described as a 'super-accurate' stick-on thermometer, which allows baristas to see the temperature of steaming milk without having a conventional thermometer inside the jar. Once the milk reaches the required temperature, the TempTag will change colour. One Tag is expected to last from three to six months, and can survive machine washing; there are various basic colours, to differentiate between milks and temperatures.

Meanwhile, Jaguar Espresso Systems has redesigned its own label thermometer product.

"The idea for the liquid crystal temperature thermometer came about after talking to several customers of ours who had seen such a product in Europe," says Jaguar's Helen Taylor. "Liquid crystal thermometers are more responsive than traditional probe-style thermometers. This is particularly important as commercial espresso machines heat milk so rapidly that any delay can lead to the milk being over-heated."

"We decided to show the optimum milk-frothing zone on the thermometer and increments below and above this zone – having a temperature crystal which exceeds the optimum frothing zone allows the barista to see if the milk has been over-heated."

Peros has launched a range of Fairtrade, gluten-free items to its One World bakery range. These 'free from' products include three flapjacks (traditional, chocolate chip and fruit) and chocolate brownies. They are individually wrapped with the gluten-free symbol clearly shown. Peros also has a new catalogue - as with the last version, this features a large amount of text explaining the choice of products.



The TempTag (top) and Jaguar's Frothometer



The Bottlegreen company has created a coffee cordial. It is, the brand tells us, another example of the industry's constant drive to find 'the credible adult-profile soft drink'. The blend is of blackcurrant and ground coffee, which we are told gives a 'very rich, aromatic result'. It also fits Bottlegreen's argument that a lot of cordials work surprisingly well with hot water, giving a new opportunity for a 'different' hot drink on a menu.



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## Coffee Nation - the full story is told!

**One of the most fascinating books about the coffee business has appeared – it is the story of Coffee Nation, the pioneer of self-serve real-coffee machines in service areas and other high-footfall spots.**

This concept went from a couple of corner shops to a business which was sold for £23 million... and then sold on for £59 million. The story behind it is now told in remarkable detail by the founder, Martyn Dawes.

There is a notable subtitle to *Wake Up and Sell the Coffee*, which reads 'how to start, build and sell a high-growth business'. The 'building and selling' are the important words – this is not about managing a one-site geek-level coffee bar, but about looking to take a company to the heights.

"This is not an 'anyone can do it'," he writes, in a clear reference to the the how-to book that charted the rise of Coffee Republic. "Much of what is written about business relates to start-ups – the journey to growth gets little coverage."

This is a such a detailed book that we learn many inner items which other entrepreneurs might prefer to hide – we even learn the relatively low numbers of sales which were making the company work at the beginning. However, Coffee Nation's real coffee machines were soon, by Martyn's calculation, "generating 50 per cent of the sales of a typical coffee bar from two per cent of the space", and by 2001 they were selling three million cups of real coffee a year through Welcome Break service areas.

Throughout, Martyn Dawes continues to investigate the lessons to be learned at various stages of the business, and each chapter ends with a kind of 'what I learned today' summary of his experiences... but not in the schoolbook style which harms so many 'running a coffee shop' books, but with well-made points.

The story of his exit process is fascinating in itself – the difficulty of it surprised him, too, and formed the basis of another entrepreneurial lesson, which he describes as 'the winner's curse... the founder's dilemma', or the 'having a cake and eating it' fact that one cannot sell a business and continue running it.

*Wake Up and Sell the Coffee*, by Martyn Dawes, is published by Harriman House, £14.99

## Safety and malice cases both thrown out of court

**In the space of a couple of weeks, two potentially-significant trade-related court cases have been dismissed for the same reason.**

The HSE's case against Elektra, arising from the Sainsbury's explosion two years ago, was dismissed at Basingstoke Magistrates' Court on the grounds that the court did not have jurisdiction to prosecute an Italian-based supplier with no presence in the UK. The HSE has pointed out that an earlier court had seemed to decide that the 'territorial jurisdiction' issue was acceptable, and said that the case remains 'an on-going legal matter subject to further consideration'.

The machine safety issue, which came to prominence after the Sainsbury's incident, is clearly still not widely understood – a very big international legal house has reported that a client, a big contract caterer, has been served with a Notice after failing to provide its local council with a written scheme of examination and examination reports concerning a coffee machine.

The lawyer in question told Coffee House: "the client is a big international contract caterer with a concession on an enormous site in Hampshire" (the same county as the Sainsbury's incident). "When the inspectors turned up and asked about safety documentation, the caterer's baristas looked blankly at them – so the inspectors served a notice."

This has raised two interesting issues: first, whether baristas should be expected to know about the regulations, and whether the matter is yet widely known about. With regard to general awareness, the lawyer told us: "I received the call from the client

while in a meeting with two dozen health and safety professionals. I returned to the meeting and asked if they were aware of these regulations – and every last one of them said 'no.'"

The second case to be thrown out concerns another big recent trade issue.

A court in Scotland refused to hear a case brought by caterers who took action against TripAdvisor, asking the court to order the online ratings site to reveal the identities of 'reviewers' whom they believed to be fake. The court ruled that it had no jurisdiction to do so, as TripAdvisor is based in the US, even though it has UK offices. A coffee-house owner who has suffered from allegedly malicious reviews commented: "this is very bad news for UK businesses".

A developer in Brighton has put forward plans to convert four old red public telephone boxes into 'self-contained food and beverage kiosks', and has promised to use a percentage of profits to support nearby homeless projects. (Readers may remember that back in 2004, a developer in Scotland successfully converted old blue police boxes into espresso kiosks).

## Queue-busting the fully-auto way

**A fascinating item in the product literature supporting the new Melitta Cafina XT6 automatic coffee machine has intrigued other suppliers of super-autos.**

The machine features something called 'batch order input' which is described thus: 'orders can be entered in batch form and then dispensed at the press of a button'.

Melitta UK has put this a little more clearly: "If you have a table of say six people who want two large lattes, one small decaf cappuccino, a regular black coffee and two espressos, the operator can enter all six at once, and the machine will make the drinks in the order they are input."

This inspired some debate among rival suppliers as to whether this is an unusual feature. One brand said: "brilliant – the first one I have heard of... in general, batching is not possible." The WMF brand said: "it's not standard, but our 8000S can do it."

At the Coffee Machine Company, Marco Olmi said: "Our Egro can do this, but as we had only ever done two in a row, we tested it... and found it could remember more drinks than an operator could. The problem is, of course, lining up your cups in the right order... if you forget it's a cappuccino next and put an espresso cup under the spout, you may have a problem!"

## Korean officials object to 'Yorkshire' tea

**A most curious protection of origin case has reportedly affected Taylors of Harrogate. It affects exports of their Yorkshire Tea to South Korea, where local regulations demand that country of origin is made clear on labelling.**

The customs authorities there have demanded that the Taylors product be described in accordance with where the tea was grown, not where it was blended.

The British authorities argue that blending in the UK achieves the 'substantive change' in the product which allows it to be labelled as British. South Korean officials say it does not, and as a result have been accused of 'protectionism'.

Taylors has said that while it exports relatively little to Korea, the problem affects their customer there, who currently pays a lower import tariff on goods from the EU. If the products are charged on a non-EU tariff, that distributor's business will not be viable.

www.piperscrisps.com

The distinctive Café Blah Blahh of Hunstanton, on the east coast, may go up for auction when the partners leave to realise an ambition to travel the world - Andrew Waddison tells us that in the first two weeks on the market, they had 350 enquiries and five offers. The selling agent says: "the turnover averages £1,000 per week offering tremendous potential for further increase; the sales year ending November, 2013 showed £43,388 with a gross profit of £22,283. The lease expires in February, 2015 at a rental of £9,000, with an option to renew for nine years."

The pet food company Woof and Brew has launched a range of herbal teas for dogs... and tea-infused biscuits and toast for pets as well.

Workshop Coffee is opening its third site in Holborn Viaduct, London, on 17 March.

The former Liverpool and Scotland footballer John Wark was picked to open the first new Dunkin' Donuts coffee shop outside London; the brand has been relaunched in the UK after a gap of twenty years, and the first one, in Chelmsford, is one of 20 to be franchised by David Sheepshanks, former chairman of Ipswich Town, for whom the footballer also played.

The new Dunkin' Donuts menu has been Anglicised to include both sausage and bacon butties.

Taylor Street Baristas may have

been the first British coffee shop to offer drinks made with camel milk - it is said to have half the fat content, and five times the vitamin C content, of cows' milk. The milk comes from a camel herd in the United Arab Emirates, under the brand name Camelicious. The camel option was offered in return for a donation to a development charity.

The opening of a new coffee shop in Belfast was marked by a small explosion outside their front door on the fourth day of trading. The cafe has opened under the confident name of Established, and partner Mark Ashbridge reacted to the incident with the admirable response: "local people still came in to show support in defiance against anything like that... that's the Northern Irish way." Mark is the reigning Irish Aeropress champion.

A recent surge of complaints about the catering in the House of Lords has included considerable venom against the restaurant's coffee machine. The *Independent* newspaper, working through a Freedom of Information request, discovered that a new coffee machine had 'incurred a considerable amount of wrath', with one Lord saying: "you could not have calculated a move more likely to spread ill-will". Complaints about the machine included a 192-word e-mail 'rant' of complaint. We have yet to identify the machine!

**The celebrity chef Gino d'Acampo has made another promotional move in coffee, announcing that the drinks at his My Pasta Bar will be offered at a flat rate of one pound. "When I was growing up, everyone in Napoli knew that an espresso cost 1000 lire, then the price changed to just one euro and it remains that way today. In My Pasta Bar, all our coffee now follows this tradition."**

Perhaps unusually for a café which stresses its authentic Italian-ness, the one-price menu even includes a flat white. Gino told us: "a flat white offers a stronger and less milky choice - when they are made with Italian coffee, especially a full-bodied blend, the result is deliciously rich, yet smooth and velvety. It is a good thing to offer an option that sits between a macchiato and a latte."



Among the responses from the trade was one from Rachel Bell-West of Havana Coffee, who said: "I'm with Gino - I was recently charged £3.79 for a sub-standard coffee, which is utterly disgusting. If he can bring people back down to earth, making a great taste at a great price, that's all good...the big boys have taken the customer from instant to something in a large cup, which is still not what coffee is all about. Strip away the high prices and strip away some of the large sizes, and then we can all talk real coffee!"

**Drive-through coffee sites are going to grow. Starbucks is planning the first in Milton Keynes, near the station, and the brand's head of real estate has said: "we are committed to more drive-through sites across the UK."**

Meanwhile, the regional press in Coventry, reporting the opening of a coffee drive-through at a service area on the M40, reports the head of Welcome Break, Rod McKie, as saying "We've seen a real demand for more drive-throughs."

In Edinburgh, McDonald's has blocked a plan to build a new Costa drive-through, a decision supported by a court judgement. Costa was to rent part of Corstorphine retail park at a reported £85,000 a year, but a neighbouring McDonald's exercised an option in its own lease which allowed it to withhold consent. Costa will open central Birmingham's first coffee drive-through at Five Ways, Edgbaston, on a 3,000 sq ft site with drive-through facilities and 11 car parking spaces. However in Gloucester, planners are reportedly going to recommend rejection of a drive-through application in Gloucester Quays, which is right next to another site on which a drive-through is planned.

**The importance of looking closely at trading fees has been proved by the experience of Charlie Powell of the Soko coffee van in St Albans. The local authority had charged her £750 a year for trading at the local station, but on appeal decided they had overcharged her by £1,700 over five years.**

Charlie and another mobile trader began questioning the fees several months ago, and gained hundreds of signatures on a petition asking for clarification of the charges. She also researched mobile trading fees in other parts of the country and found them to be significantly lower, in one case only one-third of her fee.

The council at first told the local paper that the fees reflected the necessary work for processing the application, and an assessment of the site, but then changed their view.

"The council could not offer a breakdown of the 'true cost' of administering the license fees, which they are legally obliged to do," Charlie told *Coffee House*. "When questioned, they admitted that it's the first time ever that they have sat down and worked out the actual amount it costs the council. I hope this has implications for other street traders. These grey areas need clarifying!"



Is this coincidence, or a very quick bit of transatlantic 'inspiration'? The first London 'tube map' of coffee shops has been created, showing the designer's favourite shop next to all the central London tube stops. It is by the author of *Out of Office*, a book dedicated to the joys of working in coffee shops, as opposed to offices, under the slogan 'work where you like... and achieve more'. At more or less the same time, another map appeared (below), recording very much the same in Manhattan.

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The packaging industry has made another good move towards the problem of litter caused by takeaway beverage cups.

The cup makers have often been criticised for not being active on this, and *Coffee House* has regularly campaigned about it – but the trade has recently made efforts to stir up constructive debate. Typically, Tony Waters of Solo Cups has run seminars of his own and chaired Pack2Go, which tries to address the problem.

The biggest British move has now been a summit meeting by the Foodservice Packaging Association, in which makers of takeaway coffee cups heard from an extremely powerful panel of litter-campaigners.

The first big protests about coffee-cup litter followed a 2009 survey by Keep Britain Tidy, who counted the brand names most often seen in the gutters. This inspired only vague hopes that the trade would 'take responsibility', and the idea that more litter bins were needed.

Two years ago, *Which?* magazine suggested that 2.5 billion paper cups are thrown away here every year. Whether this is correct or not, the interesting finding was that eighty per cent of users do not know whether takeaway cups should go into general or recycling waste bins.

The FPA's summit is the biggest trade initiative yet, and achieved a positive response from the cup makers, as reported by Mark Woodward, owner of the Paper Cup Company, who said he came away both encouraged and puzzled.

"The worry is – how do we move this

# Our brands in the gutter

In a remarkable initiative by a trade association, the makers of takeaway cups have debated the part their products play in the UK's litter problem – and have heard how national behaviour really can be changed within one generation

forward? I should do something, because I'm making the stuff!

"I can put a Love Where You Live logo on every cup I make, but that seems tame. At the FPA event, I received a certificate for planting 5,000 trees, and that makes me feel warm – but what else do I do?"

"As a cup supplier, I am willing to grasp the nettle... what do I now do?"

Many problems were highlighted, he noted, without one magic-bullet good idea coming back.

"Keep Britain Tidy say that having different coloured bins in the high street is confusing, because different local authorities and other organisations all use different colours!

"This might be a good first step – can the FPA draw a line in the sand and say: this is the colour that each recycling bin should be?"

However, Mark Woodward pointed out, many creative projects were also put up for debate.

"The London Council gave out 41 clean-up grants and Project Dirt litter kits, which effectively got 9,000 people working for free... and as councils spend £100 million a year on cleaning up, they do have an interest in this.

"McDonalds have committed to Love Where You Live, to litter-picking within 150 metres of their sites, and don't just pick up their own items. One three-store franchisee actually bought a van to patrol his area.

"McDonalds also say that at drive-ins, they now have optical number plate character recognition, and can print it on the receipt. Can you imagine the authorities picking up a piece of litter, and being able to go to a front door and say 'you threw this away?!"

"We're also told that when Greggs began 24-hour opening, local litter went up. But Subway now only provide paper napkins and bags during the day – at night, selling to a drunk who is just going to throw it away, they just give a minimal wrapper."

All this came from several powerful speakers at the FPA event. One was Phil Barton, chief executive of Keep Britain Tidy, who has recently lost most of his government funding.

"While this summit may have come about because pressure was being put on the packaging makers," he told *Coffee House* later, "it was encouraging that a trade association took the initiative... because many of them are very defensive!"

"What came across clearly was the strong feeling that we are now all in this together – the cup makers have a role in setting a behavioural example when working with beverage products, and that this is more than printing a sign on a cup. The 'tidy man' is good for information – but not for motivation."

This positive attitude may now have replaced the alleged 'in denial' attitude of certain cup makers, who have actually said in the past that if it were not for their work, the massive trade in takeaway coffee would not exist, and that they should be praised as pioneers, not pilloried for making the products which end up in gutters.

This attitude is now a minority, several speakers told *Coffee House*.

"There may have been those in the audience who took the view that cup



WHERE WILL YOUR CUP END UP?

The Which? report

manufacturers have done their bit... but the panel did not share that view!" said speaker Jane Bickerstaffe, director of the Industry Council for Packaging and the Environment. "There were a few comments about 'it's all down to bad public behaviour', but the general view was that it is even more down to management.

"We don't think that cup makers can be responsible for consumers being inconsiderate... but manufacturers must appreciate that we are all in this together, and that there are things which can be done by everyone.

"So I did suggest that as marketing people, the industry's suppliers are in a position to come up with messages that change minds, certainly more effective messages than 'please dispose of this considerately'.



Tidy Man - will the 'hot babe' choose the guy who disposes of his coffee cup properly?

"The 'tidy man' is overwhelmingly recognised more than any other symbol on packaging. The problem is, a familiar symbol becomes like wallpaper, so some brands have adapted it – KitKat and Penguin biscuits have both done so.

"I should love to see the industry run a competition on the most imaginative litter messaging on a takeaway cup."

Is this a pious hope? No, said the two speakers who were universally acknowledged as stars of the event.

Ian Bland of Switzerland, speaking for the international *Lets Do It!* organisation, can demonstrate real world-wide examples of anti-litter initiatives which have worked, and he supported the idea that the beverage industry can come up with fresh messages.

"Jane Bickerstaffe has nailed it," he told us after the event.

"I remember only one 'don't blame us...' comment from a manufacturer, at which the panel looked at each

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other and said: 'oh, he hasn't got it, has he?'

"Every other reaction was of people saying 'OK, we've all screwed up... let's all look together for a solution'.

"I proposed a plan to turn the corner in five years, based on work in Estonia, where *Let's Do It* held a nationwide one-day project."

The theory that Ian Bland put to the cup manufacturers was that information campaigns alone do not change behaviour – behaviour changes when people see an action and copy it. Furthermore, the old idea that you cannot change behaviour in one generation has now been disproved.

"Critical mass is said to be five per cent of a population. So, if a local paper reports that twenty people turned out to clean up a local river, we all say 'bravo', but it doesn't turn the tide. But when you reach 250,000 people picking up litter, it dominates the national media!

"That was the model in Estonia. Five guys got sick of being the only ones to clean up their local area, and decided to clean up the country in one day. Fifty thousand people took

per cent of their massive marketing budgets on such messages, our litter problem will be over in a few years."

Why do they not? Because they think it is too risky.

"Two separate packaging makers shared with me their views about why the big brand-owners do not do their part, and both theories are identical.

"They are afraid of the 'name and shame' experience. They worry that if they jump in with behaviour-change actions and contribute to the clean-up, it will be the equivalent of admitting guilt in creating it."

The answer, says Bland, is not to be afraid of blame, but to have the creative courage to be seen as part of the solution.

"Keep Britain Tidy has never had critical mass because every regional authority and independent companies all did their own thing. And they all worked on an 'information push', not an 'action pull'.

"The *Let's Do It* in the UK is organising a Manchester clean-up, but I have proposed that everybody merges their efforts into a one-day project, behind one banner.

“ As a cup supplier, I am willing to grasp the nettle... what do I now do? ”

- Mark Woodward



part, it was reported on video, and thirty more countries took it up.

"It's now in 110 countries, and once it starts, you do see continuing improvement."

Can it happen in the UK? How? And who will do it?

It can be done by the big coffee brands and the big cup-makers working in partnership, Ian Bland told us.

At the FPA summit, he challenged the audience by showing a Heineken TV commercial. In this, the 'cool guy' at a party declines the beer, choosing mineral water instead – later, those who drank all the Heineken are in no fit state, and the water-drinker walks off with the best girl at the party.

"Brand-owners are the heavyweight champions of the world at behaviour change," Ian Bland told *Coffee House*. "Every day they change the behaviour of an individual from not buying their stuff, to actively buying.

"The Heineken ad saying 'drink less of our stuff' was shocking heresy, and that is not only why it is pure genius, but also why it is so significant for us.

"If a mega-brand like this can dare to release such an advertisement, then others can create a message that says: 'do the right thing after you buy our stuff'.

"For example, the hot babe dumps the guy who throws his coffee cup in the street, and the guy who puts it in the recycling bin gets the girl.

"If the brand owners spent just 3-5

"I had many conversations after the FPA meeting, and without exception, everyone said they would put effort and money behind a concerted campaign that has legs, and Keep Britain Tidy is the banner that has national awareness so far.

"What we now need is for the campaigners, the big brands, and the packaging manufacturers, to unite."

The other big star of the FPA event was Martyn Jaynes of the Maidstone local authority, which has imposed get-tough fines on litter. In that area, a dropped cigarette gets an instant £75 fine.

He too spoke about influencing behaviour change, and showed the now-infamous Youtube video of Lady Gaga throwing litter out of a car window. "If only," it was said, "we could do a follow-up, in which she gets out of the car, picks it up, and puts it in the bin..."

The truth of the matter, Jaynes told *Coffee House*, is that the general public will support creative anti-litter initiatives.

"We asked the public through a series of surveys what we should do to reduce litter. Many of them said we should have more wardens and issue more fines.

"The use of fixed-penalty notices is a cost-effective alternative to a date in court, and while it is not popular with those who are fined, it can be an effective way of changing behaviour."

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Is there a need for new thinking in the promotion of the Fairtrade concept? The world's best-known ethical-trading mark continues to come in for equal amounts of praise and criticism, and as Fairtrade Fortnight comes due again, several long-standing trade supporters of Fairtrade have suggested that it is time for a new approach.

Indeed, the *Grocer* magazine has even asked 'is the party over for Fairtrade?' (To be fair, it also asked exactly the same question two years ago!)

There is some common thinking in the coffee trade – nobody denies the desirability of ethical trading, but it is generally agreed that new messages will help. Indeed, the general style of ethical marketing is widely criticised – one marketer has dismissed Fairtrade's theme 'the power of you' as sounding more like a slogan for an online dating agency.

Some of the new thinking comes from James Sweeting of the Lincoln and York roastery, who has given a very honest interview to the *Yorkshire Post*, in which he spoke candidly about his worries over how much the situation of farmers is understood. He told of how a client, taken to Ugandan plantations, was 'flabbergasted' to appreciate the situation of the farmers. Ethical-trading publicity here had not prepared the client for the reality.

"It's actually very hard to explain to people at home, what you've seen at origin," James Sweeting observed. "It's almost like there's a parallel world... we've seen the other side, and we've got a responsibility to do our bit for it."

And that is the key. For the everyday coffee trade, what does 'doing our bit' actually entail? James Sweeting was equally candid when he spoke to this magazine about the need to explain the reasons for ethical trading:

"I was referring to how, one day you're stuck in the back of beyond at the far end of Uganda, and the next you're back home, talking about what you've seen. People look at you and think you're talking nonsense.

"Now, if I can't explain it, and I've been there, then it's very tricky for the rest of the trade. It's hard for the consumer to picture the situations of people in other parts of the world... pictures on a packet mean nothing, and the labels don't mean a great deal any more, because people have become blasé about them. They are almost just a figure of speech.

"That said, I don't know what should be done... except that we have to change the method of the message."

How?

"I think 'doing our bit' begins with the question 'are we willing to help?'" observes Sweeting. "If we are, a changing message is not impossible. The question is: how do we do it, in such a way that the customer will buy into it?"

This has struck a chord with John Steel of Cafedirect. Even the managing director of the most recognisable Fairtrade brand struggles with it.

Existing 'marketing messages' about ethical coffee are just out of date, he agrees – typically, the image of the 'grinning farmer', in which an impoverished grower is paraded on a pack to show how delighted they are to be patronised by European consumers, may no longer be an acceptable image.

The catering trade also needs to be told a different story about what is going on, he suggests, and points to one recent Cafedirect project which remains unknown by trade customers or consumers.

"Our business is not about Fairtrade clichés – 'doing our bit' is discussing with the growers exactly what matters to them, and helping growers develop their business.

"Every year, we go to origin and hold a conference with growers, and this year's one was huge. It was in Peru, in a place which involves a 20-hour bus ride

# We'll tell the story... our own way

As Fairtrade Fortnight approaches again, many people ask – however worthy the cause, do we need a new message?



"We have to change the method of the message..."  
- James Sweeting

through the mountains, where our lady Violeta Stevens turned up three days before the event and built a conference centre out of an old shed. In doing so, we have left a legacy: a facility that they can use from now on.

"This was far better than just inviting everybody to a conference at a Marriott hotel!"

This conference involved several novel features, often going against the generally-accepted belief that poor coffee farmers have no concept of what happens to their product on a western high street.

"We did workshops," explains John Steel, "and we invited growers to cup other coffees from around the world... which they never usually get to do.

"Paul O'Toole (the buyer from Bewleys) came with us, with coffees which helped the growers in Peru to understand other coffees from right across the spectrum, Vietnam to Sumatra. This gave them a reference point, about what they're up against.

"It showed them what they can be proud of, that there are coffees in the world which are not as good as theirs, and that there are other coffees of a standard they can aspire to."

Equally unusually, John Steel himself then led the farmers in a debate about western marketing.

"I ran a session on brand marketing... and yes, even in the far end of Peru, this did make sense! These people want to get farther up the value chain, which is something they understand perfectly well.

"So we discussed what the great worldwide brands, from Nike to Coke, had done to build their brands, we laid out packs of coffee from all round the world, we spoke about the development of coffee shops, and then we ran a session on how to have a coffee marketing plan."

What did the growers make of all this?

"They took a bit of time to get into it, but when they did, they came up with a number of great ideas.

"This, I feel, was a big deal. This is far more than coming back and showing a picture of 'me and my farmer', and it is about going a lot farther than just paying a Fairtrade price for a bean.

"When we first suggested it, people looked at me as if I was mad... when it was over, we all stood in the rain and agreed that it had been a wonderful thing to do, and far more helpful than coming back with pictures of our arms round farmers."

Are stories like this the new ones which will inspire the trade?

"Fairtrade is becoming so ubiquitous that people just see it as a logo," acknowledged John Steel, echoing the view of James Sweeting. "It needs new stories to capture the imagination, and to translate them into cafe merchandising, to achieve a situation where the consumer says 'I'll have a cup of that'... well, that's the hardcore problem.

"We believe that the start is to make people fall in love with the quality first, not shove the ethics down their throat. Pictures of happy growers may now be an injustice in this respect – we all cringe at some of these pictures, and what we need to show is that these growers make great coffee."

Cafedirect will have the chance to tell its story with several new products about to appear – there will be a Colombian coffee (surprisingly, the brand has never had one from that country), there will be Nespresso-compatible Cafedirect capsules, and the new One Acre range of single-origin teas from various African smallholders.

At Paddy Scott's, the Suffolk coffee brand, Paddy Bishop agrees that Fairtrade may do well to review its message.

"Some of our clients, especially universities and healthcare, insist on Fairtrade because it is the best known certification, but they are becoming more aware that in some people's eyes, Fairtrade is seen negatively, purely due to the massive size of its operation, which they believe takes away a lot of its transparency.

"Interestingly, we are asked more now to supply Rainforest or Utz certified, and they are now our two best-sellers.

"They are certainly more 'cuddly' certifications and people feel they show better transparency in how they work towards environmentally-efficient production and a fair price paid to the workers.

"Utz is a relative newcomer – we like its ethos, but also the fact that it is a talking point, and does not have the love-hate relationship that the consumer now has with other certifications."

DR Wakefield, the green bean importer, has created a new concept of its own, Project 121. This, it says, gives traders the chance to communicate a message and a story to tell which relates directly to one farmer.

Project 121 will link a farmer to a roaster. The farmer will produce a micro-lot, and the roaster will be given exclusivity to it – this being regarded as 'special', the farmer has an incentive to strive for a high-quality crop, and the roaster will receive a unique and fully-traceable coffee.

"Wakefield, representing the farmer, will import and store the coffee for the roaster," the company tells us. "To keep transparency all the way, we are showing the cost involved in bringing these wonderful coffees from the hands of the farmer into our warehouse in the UK, and our commitment to the farmer is to make sure they receive at least 70 per cent of the value paid by the roaster."

The system may involve as little as five bags from a farmer – but, says DR Wakefield, this can still be significant, and give a meaningful story to tell.

"We have proved that regardless of the size of your business, it is possible to make a positive impact on the life of many coffee farmers."



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It is amazing how many aspects of the ethical-trading story remain to be discussed, and two appear in a new book by David Warr, of the roaster-retailer Cooper and Co., in Jersey. His account of a recent trip to Peru and Bolivia is not the usual kind of report on a trip to origin.

His two major themes are the positive effect of an organisation supporting women farmers, and the harmful effect of a world trading mechanism on commodity prices, about which he says quite bluntly that we have all been lied to.

"I've focused on the social aspects of coffee," he told us. "What I believe the Fairtrade Foundation should be talking about now – why our basic foodstuffs have been turned into financial instruments, and the impact the click of a trader's button can have on the livelihoods of those who grow our coffee."

The women's project is Café Femenino, and Warr was surprised to see how much of an effect it has had. He writes "Latin America is dominated by a patriarchal society – it doesn't work. Caffé Femenino has worked to shift the balance, and it seems to be working."

This is something which simply has not been reported before.

"I've been following the development of the ethical movement for years," he told us. "I knew the name Café Femenino, but not the significant

part it played – at first I was very sceptical and thought: 'why another certification?'"

The idea of a 'patriarchal society that wasn't working', and the significance of change, was a revelation.

"Until recently, women were doing the hard graft while the men controlled the purse strings. Simply put, the farms were being passed down the male line. The women were doing the planting and harvesting, but when it came to payment, the money went straight to the men.

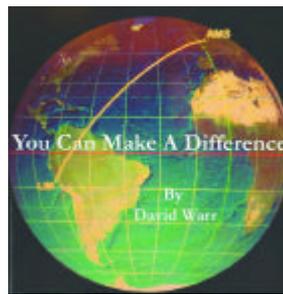
"This has changed."

It is a big social change. The work of the women has turned into a movement with international connections – the Lions Club International are involved, and with such help, the Femenino Foundation now creates health centres and clinics. One doctor who went there to work said he treated more cleft palates in a few weeks than most doctors see in a lifetime.

Curiously, says Warr, this shift in influence has gone down well with the menfolk of the area.

"One would think that they would be resentful, but this is not the case. As the Café Femenino Foundation has

# Commodity 'lies' and feminine initiatives



brought with it real financial and health benefits to a poor society, it appears that the men have accepted their changing role."

However, Warr is deeply critical of his other main theme, the influence of traders on commodity items such as coffee, and that "farming families make the choice between heating or eating while investment houses play dice with their livelihoods".

The issue of food security, he says, is one on which Fairtrade should now make a stand. It is part of a bigger issue, that commodity pricing is a sector 'in which we have all been lied to, over and over again'.

"A new financial instrument, the Exchange Traded Fund, was developed in 2008. This allowed exposure

to the commodity market to be as easy as buying and selling shares... and by 2013, Barack Obama was forced to pass a bill to limit the amount of investment in commodities by large institutions speculating for purely financial gain.

"No one talks about this. The whole commodity market has been skewed by the introduction of ETFs, and the effect is not just on those who grow our foodstuffs, but even on those with very small incomes in our own society – the same 'heat or eat' problem.

"I have a huge moral problem with this, and in much the same way that the Fairtrade Foundation was founded on the immorality of low coffee prices, so I think they should now push on with challenging the morality of how our basic foodstuffs are traded today.

"It keeps the movement relevant, as they have the ability to use a very powerful brand for the good of our own society as well as those at origin.

"Right now, the Fairtrade movement is looking a little tired in the UK market ... they need a new campaign, and I believe this could be significant."

*You Can Make a Difference*, by David Warr, is £5.95 from Amazon.

**The London Tea Company is now well into its project to re-assert its brand and status, and its next big move involves going all-Fairtrade.**

"Everything, from the blacks to the herbals," says marketing manager Paul Maxwell. "Through all of our brand, the requirement now is that if it can be Fairtrade, it should be, and any new blend we come up with will be all-Fairtrade."

This is part of a dual strategy. It comes with the launch of 28 new products, over half of which are available in pyramid tea-bags, and which will include the chance to promote 'seasonal' teas, a concept which the coffee houses have used well.

There really is, he says, a demand from consumers for more interesting teas.

"We tap into a lot of external research, and match it with a lot from our own database. We all know that there's a move away from blacks, towards greens, whites and herbals, and it really is the case that consumers are willing to tell us what they want – yes, we really do get them saying they'd like a green tea with ginger!

"The idea is that the operator can now produce a seasonal tea menu, all from our products. You can concentrate on herbals in summer, and chais in winter... some, like Raspberry Inferno (raspberry and chilli) and our peach and rhubarb, will work equally well hot or iced.

"We have benchmarked everything we do against the market, and we know that everything we do is at least as good as, or better than, the caterer can currently get."

The decision to go for all-Fairtrade ingredients is not just a marketing ploy, says Maxwell. There are supply issues in which Fairtrade is a significant contributor to making sure that some items continue to be available.

## Fairtrade - a way to guarantee supplies



*A curiosity of the new London Tea packs is the skyline in the background - put several packs side by side, and a complete skyline appears*

"This is not just a tea and coffee problem. The world is going to have supply problems in lots of other products, like bananas, where supply is either going to drop, or cease. Cocoa growers are turning to rubber, and for the chocolate brands, this is a worrying trend.

"Fairtrade does help this situation – the Fairtrade premium can be the key factor in the farmer's decision of 'shall I bother growing this crop at all next year?' That's one reason the big chocolate brands turned to Fairtrade!

"The Fairtrade premium will now encourage the marginalised growers to both continue with a crop, and to produce a better product that will sell. So, Fairtrade has a direct relevance to the continuation of the crop supply."

It has also contributed to positive development for farmers, says Maxwell. Many of them have now become able to grow secondary crops beside their

tea, and in the herbal and fruit infusions market, this is useful to both grower and brand.

"The list of what can be sourced as Fairtrade has grown dramatically – all the major fruits and spices are now available. Tea plantations in Kenya are now diversifying into flowers, fruit, and other products, and in buying these we are now helping the farmers, because this becomes a secondary income stream for them.

"There are some temporary exceptions – we had problems sourcing Fairtrade roasted cocoa nibs, so we are using non-Fairtrade ones for the moment. And in theory, you can get Fairtrade rosehip... but it just isn't available at the moment! This is not ideal, but we appreciate the reasons, and we will change to Fairtrade ingredients as soon as we can."

To what degree will all this actually help the caterer sell tea?

"In comparison to organic, demand for Fairtrade has doubled, but Fairtrade is still not the be-all and end-all. So for the caterer, the focus should be on taste, and promotion of a great product first... and then you can say 'by the way, it's Fairtrade'.

"For the coffee shop owner who wants to make the most of Fairtrade, we say – go for pyramid bags and an interesting tea menu, then you can put yourself forward to your local Fairtrade group and volunteer to make your café the hub of your town's Fairtrade Fortnight, which will give your local media something to talk about.

"A Fairtrade sticker in the window may draw in one or two customers, but being part of the wider community and serving premium products will help you far more."



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The latest idea in the pairing of businesses brings with it the discussion of how much a speciality coffee offer can add 'a social side' to a specialist-interest business.

This one has opened up in Lowestoft. It is Dawn of Time, which caters for fans of science fiction comics and collectables, and Dr Who memorabilia in particular.

The coffee contribution, says owner Jim Poole, has turned out to be the vital ingredient in turning a specialist shop into a meeting-place.

"Initially, this business was going to be about comics, but my business partner said: 'we have to put coffee in here'. Oddly enough, it turns out that this used to be Lowestoft's first ever coffee bar – in 1963, when Dr Who started, it was the Go-Go.

"To what degree do the collectables fans appreciate this? We've already had people saying we serve the best coffee in town – our coffee is well priced compared to everyone else, and we're cheaper than Costa."

It is the coffee which now allows him to run events in the shop.

"Apart from conventions, sci-fi fans don't have anywhere to go. We have now given them a place, and we're the pub with no beer for them. We are a sci-fi collectables shop with a social side... and the social side is coffee."

Events are a massive boost to a tiny coffee bar with barely half a dozen stools. A personal appearance by a known Dr Who actor can draw 250 people in one day. These actors, says Jim Poole, love to be invited.

"When you're a regular on the sci-fi convention circuit, you get to know

# Coffee at the dawn of time...



Jim Poole and trainee barista

some of these people.

"We're still waiting on a confirmation from John Hurt (from the 50th anniversary Dr Who special), but Frazer Hines (Jamie McCrimmon in the show from 1966-69) will be here next month. We've had Colin Baker (the sixth doctor, 1980s) at an event.

"Sophie Aldred (Ace in the late 1980s) was magnificent. We know Paul McGann (the eighth doctor, 1996), and Katy Manning (Jo Grant, early 1970s) will give us 'an evening with Jo Grant'.

"They're all very pleasant people, and as Colin Baker has said, it's more than a job for them, it's a lifestyle... they love days like this when people still want to talk with them, all these years on."

There is big money in sci-fi, but the

popular Dr Who characters do not generally overcharge.

"We don't pay agents' fees – if you wanted David Tennant (the tenth Doctor), you'd be looking at £50,000, but if you know them and go direct, some will do it for the train fare and the hotel. One of them came here in return for lunch, and went home with £500 in cash from signed pictures.

There are also a lot of general sci-fi players still on the personal-appearance circuit. "Some sci-fi fans follow only one theme, but most are cross-genre fans, which helps a business like this.

"So we also talk to non-Who stars – George Takei, Mr Sulu from Star Trek, is a Dr Who fan... for some reason, he loves Daleks. Stan Lee (the founder of Marvel Comics, now 91) is still going to conventions, and so does Dave Prowse, who was Darth Vader. I have even been at a sci-fi convention where the original Herr Flick and Helga from Allo Allo appeared... though I don't know why!"

To keep the theme constantly alive, the café shopfront is decorated as a Tardis, and actually shares the famous attribute of being larger on the inside than it looks from the exterior.

When Jim casually calls to one of the team: 'grab my jacket out of the Tardis...', that turns out to be a side alcove, inside which are a Dalek, a Cyberman, and K9. There will soon be a further reading-room at the back, guarded by a 'weeping angel' (an ancient race of aliens who have cropped up in various series).

The café may often be staffed at weekends by lookalikes dressed in character – Jim Poole can call on Doctors 2,3,4,5,7,9 and 10, but as yet has failed to find a lookalike for the first Doctor, the late William Hartnell.

The mechanical characters are home-made.

"Our Dalek is mobile, powered by two electric wheelchair motors. It can do 15mph down the high street! It has been suggested by the BBC's Dalek engineer that mechanically it is far ahead of what the BBC did."

Has the Dalek actually been down Lowestoft's high street?

"It was invited to switch on the Christmas lights, but the council insisted that we submit a risk assessment.

"So we filled in the health & safety form explaining that the problem with a Dalek is that it might randomly exterminate members of the public on the way down the street, and we dated it 23rd November 1963, the date of the first show.

"The council accepted this quite happily and put it on file..."

Two tea rooms and a coffee shop are in the finals of a national competition to find 'Britain's friendliest business', an award sponsored by Liberis, one of the UK's largest providers of small business funding. They are Scrumptious tea room of Great Dunmow, the Vintage Cupcake Kitchen of Saddleworth, and Southsea Coffee. Each finalist is challenged to get as many 'likes' on Facebook as it can, to be part of the judges' final decision. The winner gets £10,000.

The Scots press has complimented a new café venture as part of a 'Falkirk renaissance', and 'a show-case for the revival of the nation's depressed historic town centres'. It is CoW, or 'Cafe on Wooer' (a local street) the town's first artisan coffee bar, by Chris Morris, the local entrepreneur and 'business angel'. The local chamber of commerce said that the coffee house is a symbol of the area's re-birth.

The Bewitched coffee bar chain, with branches in Kettering, Corby and Wellingborough, is to open in Rushden Lakes, Northampton, and in Peterborough.

Dublin will host its first Coffee and Tea Festival in September. Both the Irish Foodservice Suppliers Alliance and the SCAE are involved, and say that the event gives a platform to prepare for staging the World of Coffee exhibition and world barista championship in 2016.

Nick Pears, of mobile coffee wagon Motore, and Matt Cottrill have launched the Steam Yard Coffee Co, in Sheffield. Coffee is roasted locally by Pollards.

The Campden Coffee Company, Chipping Campden, has re-opened under new owner Rebecca Mitchell.

Michael Polak and Ian Tarrit have opened Coffee With Art, an artisan café in Bedford which features 3,000 books – not stacked in shelves in the normal way, but actually piled up to form one of the walls of the café, and the staircase. The café will be seeking out new artists for work to display; coffee is by Union Hand-Roasted.

Bruce Garside has opened Silver Oak Coffee, an artisan coffee micro roastery, in Thorney, Wisbech.

The owner of Cafe In The Woods in Wendover Woods had a couple of surprises in the same incident in January - he was preparing to take his pregnant wife to hospital at 5am, when the baby decided not to wait. The café owner was guided through delivery on the phone by midwives at the nearest hospital... and when the paramedic arrived a few minutes later, it turned out to be one of his regular customers.

A coffee house with 'a long-term future in the town' is planned in Penzance by Kate Jamieson, who plans to open the Front Room on Market Jew Street.



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# Q&A with Brendan McDonnell Bewley's UK

*Bewley's*  
1840

2013 was another really exciting year for Bewley's UK business – what were your highlights?

There was certainly a lot going on in 2013! The big story for us was our acquisition of Yorkshire-based coffee roaster, Bolling Coffee in April, which followed our purchase of London based Darlington's Coffee in 2011. Bringing these great teams together allows us to accelerate the momentum of the Bewley's brand and enables us to provide our hot beverage solutions to foodservice operators, large and small, right across the UK.

Another highlight includes our Grumpy Mule specialty coffee brand taking first place in the Fine Food Digest's 2013/14 Best Brands in the coffee category; this is something we are extremely proud of, as there was some stiff competition in our category. Grumpy Mule also received six Great Taste Awards throughout 2013; a fantastic acknowledgement of our commitment to sourcing and roasting exceptional rare and unusual, quality coffees.

We ended 2013 on a high, seeing our very strong rate of growth in the UK continuing.

## Tell us more about the Bewley's offering for foodservice operators?

Our offer comprises of everything from award winning bespoke and branded coffee blends, single origin and micro lots that can be supplied through our distinctive coffee brand Grumpy Mule. As well as Fair Trade, Rainforest Alliance certified and Organic coffees, we can offer best in class coffee equipment, nationwide service engineers, marketing support and dedicated barista training. More importantly, Bewley's total one-stop



**Brendan McDonnell and Bewley's UK's Master Blender Damian Blackburn**

solution comes with unrivalled support and understanding of the coffee business.

With our central London sales, engineering and training facility and a Yorkshire roastery, we are perfectly placed to service customers' foodservice businesses throughout the UK.

## What about your plans for 2014?

2014 is certainly going to be another busy and exciting year for us and we're really looking forward to developing new business on the back of a strengthened team.

Scott Rogers will continue to lead a 23 strong sales and training team. In January, David Locker, formerly Sales Manager at Bunn UK, started as Head of Business Development. David is very well regarded in the UK coffee scene and his expertise on filter brewing standards and blend profiling is amongst the best in the business. (He is an SCAE Education Committee member and author of their coffee brew standards for Europe). He will be joining a team of coffee professionals within Bewley's UK, which we feel offers both superlative expertise and industry

knowledge to our existing and potential clients.

This year will also see the full integration of Bolling Coffee and Darlington's into Bewley's Coffee Ltd which was complete in January 2014. In time, whilst our Grumpy Mule brand will be retained, the Bewley's brand identity will become more widely known to the UK trade as we continue to market our business to business credentials.

## What is Bewley's international expertise?

Established in 1840, Bewley's is one of the largest coffee roasters in Ireland and the UK. The company is renowned for its iconic Bewley's Café in Dublin's

Grafton Street which opened in 1927 and serves over 1 million customers annually. Bewley's also has coffee roasting, distribution and café operations in the United States, in Sacramento and Boston.

Bewley's is a wholly owned subsidiary of Ireland's Campbell Bewley Group with coffee roasting and distribution operations in Ireland, the UK and North America and Group annual revenues of over £85 million.

**If operators want to know more about what Bewley's can do for them, they can simply get in touch on +44 1484 852601 or email [info@bewleys.co.uk](mailto:info@bewleys.co.uk).**



**A coffee from an unusual origin is being offered to the trade – it comes from the man who runs one of London's most unusual cafes, and it has an extremely unusual shareholder... the revolutionary Fidel Castro.**

The founder of the Cubana café in Waterloo is Phillip Oppenheim, once a government minister, and the author of books on the effects of trade on poverty in the developing world.

He is also an enthusiastic fan of the island of Cuba, which was once a major coffee-growing country, and is a major investor in the re-invigoration of the country's crop. The result has already been made available online direct to consumers, will now be available to caterers, and will probably figure as the theme of a café-roastery in Smithfield this summer.

"We're not talking of gourmet coffee at twenty pounds a pop for geeks," he told us cheerfully. "We're just talking about 'good coffee', a good, little-bit-fashionable coffee, a bit blingy, which will be of interest to those who buy into the story of Cuba."

There is a roast-and-ground version for caterers, but he is also looking at selling green beans to independent roasters, particularly those who say 'I tried Cuban coffee once, and it wasn't that good!'

"This was because all the good stuff went to Japan, and never came to Europe. Now a coffee shop can undoubtedly sell this as a good 'point of difference' coffee."



*Cubana in Waterloo – the most Cuban restaurant anywhere in the world, outside of Cuba!*

## The pre-revolutionary coffee is coming back!

It was Oppenheim's interest in Cuba which led him to the country's coffee.

"I come from a passionate food family, who drank real coffee back in the 1960s. Before I opened a restaurant, I had travelled through all the communist countries, and when I got to Cuba I found a lot of very interesting music and food.

"We were taken to a couple of illegal bars, we were served some really awful liqueurs... and then we were introduced to something else. We drank three, and didn't realise how

significant this would be, until later, when we became the first to introduce the mojito to the UK!

"We knew there had been a good pre-revolution Cuban coffee industry, because it has the perfect climate. It had been massive, but the big plantations all got nationalised and went to rack and ruin, and the small farmers all turned to other crops.

"Production in the best areas is down to virtually nothing, but the farmers really wanted to get the coffee industry back to where they had once been, and it has taken us seven years to get something commercial together, by providing everything from plants to processing equipment to veterinary resources for the mules.

"What we get in return is a guaranteed supply of beans, for a new brand to come."

What are the characteristics of Cuban coffee?

"They grow a very disease-resistant coffee, it is all high-grown, and it is strong in terms of kick."

Although the quality is good, and the growers were happy to have the investment, the long-standing trade embargo with the USA has not helped.

"Administratively, it has caused a lot of problems. The Americans won't buy from Cuba, so we cannot sell our coffee to the US. Paypal would not give us an account because we had the word 'Cuba' in our company name.

"We even had a bank credit which was cancelled without explanation - it turned out that HSBC had agreed, as part of an entirely different agreement, to do no trade with Cuba.

"And we usually fly from America to Mexico and then to Cuba – but they once found in Los Angeles that I had an onward ticket to Cuba, and I was given the complete third-degree!"

"Investment there is not easy. It's two steps forward, one sideways, and then some ministry you've never

heard of says: 'you can't do that'.

"So, it's a hell of an investment, for an uncertain return... but if we develop it, and if the American market opens up, which I expect it will in five years, then we're going to be ready and in position.

"Yes, it's risky... for the moment."

Is Fidel Castro really a shareholder?

This, says Oppenheim, comes through Cubana in Waterloo, 'the most Cuban restaurant anywhere in the world, outside of Cuba!'

"In 1997, I wanted to have a celebrity involvement in opening Cubana, and originally I thought about Ruud Gullit, the footballer – I naively thought someone would come for expenses, or if we would send a car for him. Back then, we were told his fee would be £20,000!

"So we had to think again, and one of our staff's husband, who is Colombian, dressed up as Castro. That gave me the idea of registering a share in Fidel Castro's name, which is a perfectly legal thing to do.

"There later turned out to be a bit of finger-wagging from Cuba about this... but eventually they started laughing about it."

Vegware, the Scots-based supplier of compostable takeaway cups, has achieved a major distribution deal in the USA through Berkley Square, which in turn supplies over a hundred American distributors. The appeal to the Americans is because many states are now in the process of banning the styro-foam cups which have been familiar in the US for many years - the new distributor says that now is the time to launch eco-friendly takeaway products across America.

Java and Co has closed in Maidenhead on the expiry of its lease; owner Andrew Bowen said he wants to spend more time on his branches in Abingdon and Oxford.

Caber Coffee of Aberdeen has handed out £1,300 in the year's first disbursement of shares of profit from its Ethyco coffee - five local charities received a share.

Nespresso has opened its first boutique shop in Scotland, with a tasting bar in Multrees Walk. The brand recently opened in Beijing, London, Moscow, San Francisco and Seoul.

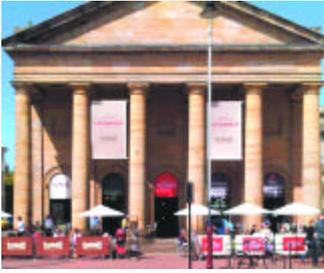
The new Poundcafe in Liverpool has achieved a commemorative plaque – the site was used in scenes for the 1989 film Shirley Valentine. A signed picture of actresses Pauline Collins, who played the title character, and Alison Steadman, is on display, and the actresses have been sent invitations to pop in.

The White Rabbit tea house in Nottingham was broken into recently, and cash and an iPod were taken.

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This is a dramatic frontage for a coffee-house, isn't it? It's the very modest exterior of the Ismail in Tunbridge Wells, whose owner Raschid Gibrail recently used his Twitter account to announce that 'perfectly brewed filter coffee is the future!'

"Coffee is the wheel of life," he told us cheerfully. "Every few years, filter coffee comes round again!"

"I was roasting in the sixties, when the 2i's coffee bar was there at the birth of espresso in London... but the wheel is inexorable, and people won't put up with what's being offered in the high street for ever. Why put up with a bad Americano when you can have a great filter coffee?"

"A huge percentage of our customer base is regulars, and they are slowly turning towards filter coffee."

The puzzle in delivering filter in quantity is the brewing method. Even when brewing in bulk, says Raschid, there has to be an understanding of consistent quality.

"The big secret about filter is that in pubs and chains, they don't either set or change the brewers properly. We do – we understand about delivering wonderful filter coffee in quantity, we use Bunn brewers, and put wonderful coffee through them, but maybe only fifteen or twenty cups at a time... and we know all about our total-dissolved solids!"

As more customers turn to great coffee, more customer service is needed in explaining them.

"We offer 15 coffees at the retail counter, and we are happy to sit them down and take them through the list, because many people are still frightened of coffee."

"And we try to stop them buying more coffee than will last them twelve days – we really don't want someone going round to a house, being served coffee which is old and stale, and being told 'we get it from Ismail!'"

"We want them to use it at its best - and to achieve that, we're quite happy to undersell to them."

An interesting habit of Raschid's over the years has been to bring in guest baristas. Even though he has been roasting and serving for well over forty years, fresh thinking is always welcome. But, he laughs, he is careful about what they know.

"There's a difference between a 'guest barista' and a 'working barista'. We had one exhibition barista whose drinks always looked beautiful... but he took ages to make each one, and you can't do that in a busy café!"

# Illy - evolving the design of the coffee shop

The modern phenomenon of the 'twin business' café has now extended to the mega-brands – Samsung has partnered with Illy in a coffee shop at the north end of Regent Street in London.

Is it a Samsung computer store with coffee available, or an Illy café with computers on the tables?

It is an Illy café, but 'digitalised by Samsung', we were told firmly. However, the intention is that both will begin to appear in each other's sites.

"This is a pilot, and Illy is evolving the design of the coffee shop," we were told by Roberto Di Martino, Illy's Spessamento development director.

Illy actually is researching what appeals to coffee shop customers, and has brought in several of its best design features to see how they go with London customers.

The creative circular 'chandelier' of Illy cups hangs just inside the entrance; there are typical Italian artworks on the walls, the counter display of cakes is exactly as you would see in Italy, and there is a retail corner which offers Illy machines, cups, and coffee for sale.

Illy is not doing this just to parade its sense of style, he adds. Strange as it may sound, the brand is aware that it has to assert its status in the UK, and is using design to gain attention.

"We have a long way to go in the UK, and this is just the start. We do not have a hundred sites in mind – we are thinking of a small number of 'cathedrals of coffee' in cities. The retail corner in the shop is something we shall be looking to develop, as will our work with food."

"Starbucks, Nero and Costa are all giants compared to us, but there are no real differences in their café design. We do think the British like the Italian attitude to design."

In the early days of the Regent Street café, a most unusual piece of design was on show. This was a prototype of 'the most accurate coffee machine in the world', which turns out to be a small capsule machine, with water tank to one side, and the controls on a touchscreen on the top of the central pillar. It's a domestic machine, at £1,700!

Meanwhile, the Illy café is also working on novel menu items, such as the half-and-half.

In this, the barista takes six ice cubes, 10ml sugar syrup, and a double espresso; the espresso is poured over the ice and blended with a Ceado mixer, "until it's like a frappe". Meanwhile, liquid chocolate is heated with the steam wand.

The barista pours the chocolate into the glass first, then the espresso frappe on the top; the sensation is of a hot chocolate coming through a cold espresso. On a hot day, he would adapt the recipe so that both ingredients are chilled.

Do the British customers like these Italian menu items?



Illy - cups on chandeliers, tablet computers on tables, massive screens on walls.

The reply is an admirably practical one.

"If you explain it properly, the answer is 'yes'. They have to be not only good, but good-looking, and fast – it is a drink you can turn out in a minute or two, but it still looks very good."

Illy's prototype Kiss capsule machine, described as: 'the result of a special encounter between technological excellence, avant-garde design, and unique, sophisticated taste'.

And probably £1,700!



crem ad

The artwork follows shortly.

The newest twist on the loyalty card concept has been created by Dunne and Frankowski, the pair who have been consultants for several of the more recent east London coffee businesses.

They have produced their own overstamp, which literally covers any competing loyalty card and makes the item redeemable at their own site. Rather wickedly, they say: "feel free to take this card back to the original outlet and test their reaction to whether they value your loyalty or not!"

At the same time, Dunne and Frankowski are about to launch their own London coffee tours. They offer two tours - on 4th April there will be 'City to Shoreditch' and on 5th April, a West End coffee tour. Both tours will take in four cafes, some sights, will last between two and three hours, and will cost £45 per person.



A cafe tour for the more starstruck may be the one run by Annie's, of Manchester - for £12, it takes visitors for a walking tour around Coronation St filming sites, though not onto the actual 'street', and ends with a cream tea. The cafe is owned by actress Jennie McAlpine, who stars in the soap.

The kopi luwak 'cat coffee' saga has taken two curious new turns. Readers will recall that many operators stopped using this expensive coffee when they realised factory-farming was involved.

The American consultant Jack Groot has now challenged suppliers to comparative tastings between kopi luwak and great conventional coffees from the same region. "A farmer in Indonesia took me up," Jack tells us, "and we have a cupping scheduled with professional cuppers and roasters, to evaluate and compare. This has turned from a small challenge into an almost worldwide item."

At the same time, the author Tony Wild, who promoted the original kopi luwak coffee and now leads campaigns against the unethical production of it, has suggested that the coffee could conceivably qualify for Rainforest Alliance certification. This bizarre possibility arises from a change in the Code of the Sustainable Agriculture Network, which the Alliance follows.

That Code used to forbid certification to farmers who keep caged animals; now, Tony Wild argues, in an attempt to simplify their rules, SAN have eased their ruling on this... and thus, cat coffee could arguably become certified coffee.

"I am very surprised by that level of institutional carelessness, given the amount of publicity kopi luwak has had," he told us. "I'm now working with Harrods to establish a certification for wild kopi luwak, and another to persuade UTZ to consider including animal welfare provisions in their code."



## Kaldi

Here's a delightful Twitter remark from the Boston Tea Party café chain, with which many café owners will empathise: "have decided after reviewing lots of CVs that I do not like the phrase 'dealing with customers'."

And, following the news that a Colombian-born Starbucks manager in Bristol had been jailed for drug-smuggling, arranging for cocaine to be delivered to a dis-used café address, Boston Tea Party made the announcement: 'come to BTP Bath, where a single-estate Colombian won't get you three years...'

With rather typical heavy-handed transatlantic humour, a comedian opened the short-lived Dumb Starbucks café in Los Angeles this month. It used the familiar logo,

colouring and menu, except that everything was preceded by the word 'dumb'. While the project attracted long queues, customers' descriptions of the drinks were 'horrible', 'bitter' and 'like water'. Most, it was suggested, came to achieve a souvenir paper cup with the Dumb Starbucks logo - when this was realised, opportunists walked the queue offering the cups for \$5 each. The comedian claimed that he was safe from legal action by 'parody law', but lawyers later said that he had misunderstood his legal position... anyway, he was quickly shut down by health inspectors.

Kaldi is delighted to share this invitation, received from the association which markets the Italian wine Prosecco, about its annual festival: 'this year's celebration is on May 18th at San Salvatore Castle - the event will offer members of the trade the opportunity to enjoy a full immersion in this sparkling wine'. Irresistible!

It is reported from Blackburn that the Thwaites brewery, immediately after announcing redundancies, then suffered a mysterious fault to the illuminated sign on top of its headquarters. Certain letters of its name blacked out, leaving a very uncomplimentary word as a result... you can work it out for yourself.



Citrullus lanatus



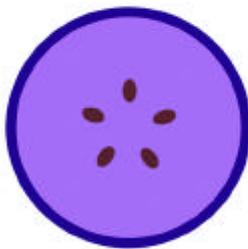
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