

# Boughton's COFFEE HOUSE



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

July 2014

## A new kind of recyclable cup... and another new trade body to look at cup recovery!

It has been an entertainingly active few weeks in the never-ending story of takeaway cup recovery and recycling. This is a sector of which very little is heard for long periods – and now, in rapid succession, we have worldwide coverage for a product which claims to be 'the world's first fully recyclable coffee cup', the establishment of another trade association for the recovery and recycling of cups, and the launch of a new recovery service.

The new cup product is Green Your Cup, featuring a new kind of inner liner which the inventor tells us is acceptable to paper mills because it separates more easily from the body of the cup when it is received with other waste paper for recycling.

The inventor, Martin Myerscough, says that mills working on newsprint and packaging board have tested it successfully – this, he says, means that he has successfully created a coffee cup which can now go in paper recycling bins.

The product was launched with a sampling campaign in London, in which two thousand free cups of coffee were given to the public, resulting in the worldwide news coverage.

Oddly, the inventor and the conventional cup industry knew nothing of each other before that event.

Martin Myerscough has a history in designing packaging for fluids – he created the 'cardboard' bottle which has been used for milk and wine, but designed his new product without any prior knowledge of the existing state of the paper coffee cup industry.

"I came to the coffee market fresh," he confirmed to us. "Most of my research was done on the internet, and at that stage I did not talk to any of the major coffee chains."

It is commonly said that only two British paper mills can handle the recycling of used coffee cups, because of the usual inner lining.

"Normal mills cannot handle existing



Martin Myerscough with his 'world first' cup lining

cups," said Myerscough. "I understand that the only recycling mills in the UK which can handle cups use water at elevated temperatures, use quite a lot of caustic products, and the recycling time is somewhere between 40 minutes and an hour.

"The high-speed newspaper mills, which have indicated that they would take our cups, run at ambient temperature, do not use chemicals, and have a cycle time of six minutes.

"The Green Your Cup is acceptable to most paper mills (including cardboard and newspaper mills) and therefore the consumer just puts it with the paper waste stream."

The new cup is being made in London. The inventor has a machine which will make enough for trials, but not yet for full-scale production.

Meanwhile, the existing cup industry has set up the Paper Cup Recovery and Recycling Group.

The strange aspect of this news is that some of the founder members appear to be those who were involved in the Paper Cup Recycling Group in 2007.

At the time, that Group said the industry had been dragging its feet on the matter of recovery and recycling, and that it would work on an industry strategy. However, the group then made no further public statements, nor responded to enquiries.

The new body has spoken of 'areas of focus' which are fundamentally the same as the first group said it would do. Of the fourteen founder members, five are disposable cup-makers, but a notable additional participant is the Caffe Nero chain.

Caffe Nero told us: "we are aware of our responsibility with regard to the environment. Joining this group is one of the things we are doing to help understand the complexities of the waste chain – 'encouraged' and 'hopeful' sum up our thoughts."

The new cup recovery service is Simply Cups, which is part of the waste contractor Simply Waste Solutions, which gives it vehicles for collection of cups in the M25 and Thames Valley areas. They will collect directly from large office or business sites where there is on-site catering; the client will be asked to place their cups in a bin for collection on a weekly basis. The cups will then be either sent to the ACE plant near Halifax or the James Cropper plant in Kendal.

The founding members of the scheme include the John Lewis Partnership, the contract caterer BaxterStorey and the cup makers Huhtamaki and Solo.

Meanwhile, the Pack2Go Europe organisation has repeated its claims that 'dangerous' beverage cups, made of material not up to what the EU considers safe food-grade, are being imported from the Far East for sale here. The group has now resolved to start 'policing' the market to collect evidence on such items.

## INSIDE

Inside the trade's most genuinely interesting trade paper this month...

### The London Coffee Guide

– as 'good coffee' spreads, we learn that more non-specialist outlets might qualify to appear.

– page 7

### Capsule Man

– as the capsule concept extends even further, we talk to the former Nespresso man who now advises the compatible-makers

– page 8

### Fast Girl

– we are within weeks of Dame Kelly Holmes, the Olympic star, opening her coffee house. She tells us what she has learned about the trade.

– page 11

### Cookie Monster

– we learn the story of the rise of Byron Bay cookies, and speak to the baker himself!

– page 12

### The Kardomah

– we talk to the sole survivor of a once-mighty chain

– page 14



A special summertime giveaway offer from the Sweetbird:

**One case of each flavour of Sweetbird Lemonade (Watermelon & Rosemary, Blueberry & Mint, and Cloudy Lemonade) 12 x 400ml bottles of each.**

Just email [jess@beyondthebean.com](mailto:jess@beyondthebean.com) and we will pick the winner at random!



**NELSON**  
Heavy-duty crockery, glass and dishwashing machines

**0800 592833**

Rather imaginatively, baristas in Baltimore have been invited to take part in a signature drink contest, hosted by a local café and with entry fees and other proceeds going to a charity. All kinds of brew methods are allowed, alcohol is permitted, but the entered drinks must contain a herb from a set list which contains basil, fennel, and the like. An interesting condition was that the entry must be a 'drink' - that is, no custard-like textures, and no need for a spoon.

Caffe Nero is to open a second store in America, in the Jamaica Plain historic part of Boston. The chain's first American café is in the banking district of the same city.

In what may prove to be a test case, an amateur food blogger has been taken to court and fined for an adverse review. It happened in France, where a non-professional writer suggested that consumers should avoid a certain restaurant and called the manager a 'diva'. The caterer successfully argued that the article 'was more of an insult than a review', and that as it appeared on Google searches for his business, it had caused him harm. The blogger was fined 1,500 euros.

Coffee Republic has opened its first halal outlet in Hounslow, West London, an area where up to a quarter of the population is Muslim. In general, the chain has a target to open 20 sites annually under franchising, and says it has franchisees

waiting to open sites as soon as suitable locations can be found, many of them wanting multi-store franchises.

Staff at the Betty's Cafe Tea Rooms chain and the Yorkshire Tea brand are reported to have been given bonuses worth up to five weeks' pay as a result of the company's overall performance in the year to October 2013. Turnover grew by 12 per cent to £149.1 million, and pre-tax profit rose to £10.1 million. The company also gave £360,000 to charitable and community projects in Yorkshire and to projects at origin.

Education caterers Taylor Shaw are to open a Costa at Camborne Science and International Academy in Cornwall. The coffee shop will only be open to sixth form pupils, teachers and adults, and the school's vice-principal has said that there will be the opportunity for students to work part-time at the cafe. However, critics have said that Costa's move into educational sites is intended 'to ensure brand loyalty from an early age'.

John Lewis is to create a pop-up tea house in Glasgow city centre; the Tea on The Green event from 24 July to 3 August will mark its status as 'Official Department Store Provider of the Commonwealth Games', and offer complimentary afternoon tea while showing the sporting action on a big screen. Customers can book a table in advance.



Look at those words at the left of the fascia above - 'training centre and coffee shop'. This month we have yet another case which shows how important the coffee trade has become in helping disadvantaged people back into mainstream working life. In this case, Qualitasse Coffee of Basingstoke has supported Grays, the new café from the Clear Stone Trust in Farnborough, which provides support for young people seriously affected by domestic violence and abuse. Qualitasse has supplied a Fiamma Pacific espresso machine, a supply of Anvil coffee, and will select a young person supported by the Trust to become a Qualitasse apprentice who will undergo barista training. The opening of the café has enabled the Trust to double its support activity to young people. Why is the coffee trade such a popular choice for such good support work? "Although it takes a lot of practice to become a good barista," observes Qualitasse's Martin Perry, "a small amount of training results in a young person being able to produce a good drink relatively quickly, which installs a great sense of achievement and builds self confidence."

## Baristas get a support group - at last!

Only ten years after the idea was first mooted, it looks as if baristas may finally have their own trade association. The Barista Guild of Europe has been launched, and is selling tickets to a Barista Camp in Greece, planned for 5-8 October.

The idea of a group for baristas has been tried on several occasions; in 2004, a manufacturer offered to invest a five-figure sum in such a project, if a certain trade association would match the figure - but they did not. Another supplier looked into the idea two years later, but 'struggled to put together a coherent financial model'.

Why has the idea now re-emerged?

"Personally, I think that something should have happened a long time ago, and I'm surprised it never has," we were told by Isa Verschraegen,

who is the event producer for the proposed camp. "We've seen the success and rewards of a well-run camp from the work done by the Barista Guild of America, and it would be smart to work in a similar direction."

In previous projects, there were plans for communication routes between baristas, educational qualifications (which did not exist at the time), a calendar of social events, a corporate identity badge or similar to show membership of a trade body, and various other things. There are no such plans this time, say the organisers candidly - the hope is that initial evidence of activity will encourage greater interest.

"We don't want to put the cart before the horse - we want to provide value for members right off the bat. We want to do first, rather than talk first."

The fee for the camp in Greece is around 350 euros. Asked whether this was unrealistic for the average high-street barista, the organisers told us that they consider it 'incredibly low'.

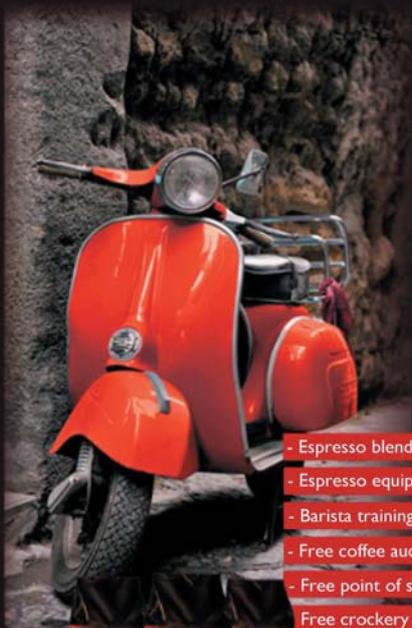
"It's priced as accessibly as possible. It is difficult to stay somewhere for three nights, including three meals per day, for much less than this. To have education, workshops, community and certification thrown on top is astonishing value."

Starbucks' barista champion for 2014 is Dan Saxby of Camberley, who beat 700 entrants. He has been working for Starbucks for only six months, in which time he has (we quote from the company) 'completed the programme to become a Coffee Master, the highest level of recognition in Starbucks'.



A Kickstarter crowd-funding project has been over-subscribed three times for a new idea in takeaway coffee cups. The Smash Cup is a 12oz container which collapses after use for storage in a bag or briefcase. The 'folded' cup has a lockable lid, to prevent any remaining fluid leaking out. The creators had hoped to raise \$10,000, and received offers of over \$32,000; production is expected to start in the autumn.

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



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

**KIMBO**  
ESPRESSO ITALIANO

www.kimbo.co.uk 020 8743 8959

# The UK is the world coffee leader, say the Italian espresso rule-makers

The Italian coffee brands in Britain have been surprised to learn that the Italian Espresso National Institute is to hold a contest for the title of '2014 Espresso Italiano Champion'... in London. The contest is promoted as 'a celebration of Italy's finest coffee beans', but none of the best-known brands is taking part, or knew of the event.

The project has several intriguing aspects, not least that the Italian trade has now acknowledged the UK as a leader in the coffee world.

The Institute, which describes itself as the body 'responsible for the protection and promotion of original espresso', is the one which has laid down rules as to what can correctly be offered as 'espresso' or 'cappuccino'. Coffee bars in Italy are allowed to display a 'mark' confirming that they brew in accordance with the Italian rules.

However, the Institute has never done anything in the UK.

"The UK has an incredible market that is growing so fast. In particular, London is recognised as a central place for new coffee trends," acknowledged the IENI's communications manager, Carlo Odello.

"We decided that being in London means being in the centre of the coffee world today. What happens in London will happen sooner or later around the world.

"Our aim is spreading the word about what we do and our cultural heritage. The Italian espresso heritage is an old tradition but it has a small share of the market – we believe that we can do better."

When asked why a barista contest, the Institute responded with a criticism of the world barista championship.

"The WBC is a great competition," came the reply. "It is a funny, interesting show with great professionals – but everything is seen in a very American perspective, which is not the way we think about coffee. We created our competition for baristas to let them have a chance to compete according to Italian standards.

"There is another difference in the sense that the WBC is about communicating and talking with the judges and convincing them about what you are doing – our show is more about the challenge of the barista against himself or herself.

"The barista will have to prepare four cappuccinos and four espressos. These will be tasted by the sensory judges, who will be in another room with no way for the barista to try to

convince them about his/her skill. The cups of coffee will talk for the baristas – the only way to convince the judges is with the perfect cup."

It turns out that the contestants will all represent individual Italian roasteries and brands. However, none of the big Italian coffee brands are included, and it has surprised the British representatives of these brands to realise that they are not included in 'a celebration of Italy's finest coffee beans'.

Of the giant brands Illy, Lavazza and Segafredo, one remarked that they knew nothing of the event, and the other two said that they did not even know of the Italian National Institute of Espresso.

From Kimbo, a Italian brand which is big in its own country and growing here, British managing director Angus McKenzie was more forthright: "It seems very odd not to include the brands who make up eighty per cent of the trade in Italy, and who have invested millions in Britain, with noticeable results here... typically, the work that Lavazza did with JD Wetherspoon, which was a breakthrough for the coffee trade.

"It is odd that we haven't been spoken to."

**The latest regional coffee festival is to be in Manchester – and in a sign of the times, the organisers are to use a 'crowd-funding' website to raise funds for the event.**

Cup North is intended to be a two-day festival, to take place on 1-2 November in Salford.

Cup North has told us that a large portion of the money raised through the crowdfunding will be invested in the hosting and production of a Tamper Tantrum event – this is the extremely popular series of talks and debates devised by roaster Steve Leighton of Has Bean and Colin Harmon of Third Floor Espresso in Dublin.

The organisers say that the London roaster Square Mile has already made a considerable cash contribution to the event.

**Due to recent successes and growth, Kimbo UK are strengthening their sales team and wish to appoint a coffee consultant in the South.**

Candidates should be located to spend time in central London up to three days a week and wider travel in South East / South West / East Midlands as required. Company vehicle supplied. Must have strong coffee experience and have both passion and commercial focus. Must be able to deliver coffee training to a competent level. Driver's licence essential. Salary commensurate with experience.

**Email CV to [Angus.m@kimbo.co.uk](mailto:Angus.m@kimbo.co.uk) with JOIN in subject line.**

Come and be part of a winning team, with incredible products and service solutions that keep expanding year on year.

The Knoll Beach Cafe at Studland, a National Trust site in Dorset, was evacuated when a member of the public walked in with something they had picked up – a cannon shell dating back to the war. Bomb disposal experts were called, and the National Trust commented, calmly: "our café staff decided to err on the side of caution..."

In London's Soho, Marco Arrigo, head of quality for Illy coffee and a significant barista trainer, is to open his own Termini coffee bar.

Three old Orient Express Pullman cars, which have stood on the seafront at Seaburn, Sunderland, for thirty years, have been converted into the Carriages Tearooms. The operator, Rosalind Leisure, has travelled to the national railway museum at York to consult the British Pullman Society on how to renovate the cars, which date back to 1912. One of the cars was used on the Royal Train as the parlour for King George and Queen Mary, and another appeared in a Dustin Hoffmann film. The Carriages Tea Rooms are the second tea room to open along the seafront in two months – the Let There Be Crumbs has opened at a nearby hotel.

The World Cup was not the only important football event in recent weeks – several of London's artisan roasters have taken part in the Great London Coffee Roastery Football League, a five-a-side tournament. It was organised by Climpsons, and

featured Square Mile, Allpress, Caravan, Ozone, Workshop, Pact Coffee and Nude.

The new Teaspoon Tea Company in Grantham has got off to an interesting start, raising £217.31 for the Marie Curie's Blooming Great Tea Party campaign. They held a tea quiz for customers, and donated a pound for every pot of tea served on one day. The café has been opened by Lance and Pamela Merryweather, who are local people and say that "there are lots of coffee places but nobody makes a big deal of tea..."

Costa will open its third site in Hinchley Wood after winning an appeal; Elmbridge Council at first refused permission because of the "loss of an existing retail unit". Costa has Express services at a local filling station and convenience store, and won an appeal on the grounds that the premises had been vacant for over a year. Local residents once forced McDonald's to give up a plan to convert a pub.

In Chalfont St Giles, Costa has applied to turn the former Crown pub into a coffee shop. The previous owner also put in an application for change of use, but was told by the authorities that change from pub to café needed no special permission. In Launceston, a councillor has said that local residents should have a say in an application by Costa Coffee to open in a former chemist's shop. "Comment now, or it will be too late", he has said.

# Coffee begins with 'see'.



**Your trusted, global, green coffee merchants.**

We only know two types of bean. The right beans, perfect for each of our customers' needs. And rejected beans. If our high standards aren't met – we leave those beans to others.

For more than 44 years, we've been trading, innovating and succeeding in the coffee industry, aspiring to be the global 'one-stop' Coffee Merchant. Critical to us is bringing grower and roaster together, with a special focus on provenance, traceability, standards and quality.

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



DRWakefield

The Times of India reports that the country's Coffee Board has made a breakthrough in tackling the white stem borer, the single largest threat to the survival of arabica coffee cultivation in India. The Central Coffee Research Institute has been working on pheromone technology and has identified the existence of attractants known as kairomones within the coffee plants, which attract the pests towards them. Field trials of ways to fight the 'attractants' are now under way, says the Coffee Board of India.

And Brazil's government has approved the use of a certain pesticide to fight the coffee borer beetle. Farmers had been lobbying for the approval after the government said it would no longer allow farmers to use another product. The new one has been approved for use in the United States, the European Union, Canada and Japan, but environmental groups in America have said it "risks far-reaching harm" to many species of animals. Brazil's government declared a state of emergency in March because of the beetle.

The Irish chocolatier Butlers has closed its only UK café. The site in Westfield, London, shut with staff given two weeks' notice. Butlers in Ireland specialises as much in coffee as in its chocolate (at least one world barista champ started off with Butlers) but has said that it will concentrate on other international development.

A commercial awareness project called Afternoon Tea Week is planned for 11-17th August. The idea is that beverage operators can sign up with the website [afternoon-tea.co.uk](http://afternoon-tea.co.uk) to publicise their offers. The aim is to create trade for hotels during their quietest point in the season, and certain London hotels are offering 25 per cent off during that period. There is no charge for the listing, but bookings have to be made available through Bookatable, and operators have to become members of that group.

Starbucks is opening in the former Dolphin fish and chip restaurant in Aberystwyth, as the first opening by the Welsh franchisee Café Fortune. The local mayor said: "perhaps a lot of people will be anti-Starbucks, but I think anybody bringing in 20 jobs and taking over an empty shop is a good thing." She was correct in her first point – an online anti-Starbucks Facebook page set up by activists in the town received more than 900 fol-

lowers in its first week. One of the campaigners said: "we have decided to run a campaign of positivity on the page, by highlighting the wide range of high standard coffee places already in Aberystwyth."

If you heard of a roaster-retailer which was a one man and dog business, one of whom was called Patch and the other Cooper, which would you assume to be the human? Wrong – Coopers Coffee in Marlow is named after the black Labrador, and the man who does the roasting is James Patch. The business is a roastery-café in an industrial unit on an estate which employs several thousand people, and the owner saw an opening for the area's first stand-alone café. As a result, it is in the unusual position of being a roastery that serves food.

Kuni's Coffee in Daventry, which is a joint business offering coffee and 'popular culture merchandise', which is comics, manga (the Japanese cartoon comics), DVDs and so on, has organised a couple of signing sessions for sci-fi fans – Robert Llewelyn, who was Kryten in the comedy science fiction series *Red Dwarf*, visited in early July, and James Cosmo, who has appeared in *Braveheart*, *The Chronicles of Narnia*, and *Trainspotting*, came the following week. The coffee shop was opened last year by another *Red Dwarf* actor, Chris Barrie.

Another joint venture has opened up – Spa Ely, in the cathedral city of the same name, is a coffee shop inside a beauty salon. Those also involved are MasterChef finalist Tim Kinnaird, and the Grey Seal coffee roastery of North Norfolk.

Solaris Herbs, the organic infusions company from Ireland, has turned to the crowd-funding technique to raise money to pay for a new tea-bag filling machine. The company was looking for 25,000 euros, and, from what we can gather, the project was over-subscribed, with 181 investors offering support.

Lincoln and York has awarded its latest Coffee Shop of the Year prize - this is an interesting contest in which the contestants all use the roaster's coffee, and their entries are nominated by the distributors who supply them. This year's winner is Henri, a specialist French deli in Edinburgh, which was nominated by Myrtle Coffee. There were around 40 entries.

Lavazza has created the first capsule coffee machine to be used in space. It is the ISSpresso machine, which has been designed to work in 'microgravity', and will accompany the Italian lady astronaut Samantha Cristoforetti. The odd aspect of the work is that conventional brewing relies to a certain extent on gravity, in that water goes downward through coffee grounds; where there is no gravity, brewing requires a 'closed' system in which the water is heated, sent through the coffee under pressure, and into a 'pouch' from which the astronauts can drink. However, there are associated problems, notably to do with bubbles – in space, we are told, bubbles do not dissipate, but stay in the water, which can give the coffee an odd texture. And as there is no way of washing up or cleaning the machine out, hygiene presented another



**This is an entertaining adaptation of tea-bag design – this was devised for BOH, Malaysia's largest tea plantation and brand, by an advertising agency. When the bags are in hot water, 'they transform from a symbol that depicts stress to one that exudes calmness and good vibes' – typically, a bag shaped like a bird of prey changes into one looking like a dove.**

Meanwhile, in the UK, a curious point regarding pyramid tea has come up from Alice Rendle of Edgcumbes in Arundel, who has been active in support of the Dreams Come True charity for terminally-ill children.

The charity holds a Dream Tea fundraising event, and Edgcumbes has now created an actual Dream Tea product. This was devised between Alice and Malcom Ferris-Lay, the well-known tea consultant, and is a blend of Assam and Kenyan in a pyramid bag. The result, she says, is: "a tea that tastes of something – so many of these pyramid-style teabags lack strength of flavour."

That's an unusual comment to hear, because the whole argument in favour of pyramid bags is that they allow more flavour to be developed.

"The taste is improved for speciality blends using orthodox leaf tea, because it allows the tea space to properly infuse and expand," agreed Alice Rendle. "These teas tend to be quite delicate in flavour. The main issue has been with the English Breakfast style in pyramids."

"We are used to an English style of bright-coloured, robust tea which can only usually be achieved using dust-grade tea, and it is hard to get this right in pyramids as the tea can cloud, because the mesh doesn't hold the leaf in as effectively as tea-bag paper.

"But by using a blend of medium-sized orthodox leaves, we managed to overcome this and create a blend that actually tastes of something!"

There is to be a tea festival in Scotland to commemorate a little-known businessman credited with saving the economy of Sri Lanka. James Taylor brought tea to what was then Ceylon, in the mid-1800s, after disease destroyed the country's coffee crops. Tea is now worth £400 million a year to the island, and although Mr Taylor's name is still known there, he is virtually forgotten in the UK. The Scottish event will be held in Laurencekirk, and among the sponsors are the Eteaket tea company of Edinburgh, and also the Wee Tea Plantation, which is as yet relatively little-known as a British tea farm... but we shall be telling you more of it soon.

A former Young Chef of the Year is planning to open a 'zero waste' restaurant and coffee shop in Brighton, which is also the area of the UK's only Green Party MP. Douglas McMaster, who also holds a 'most irreverent young chef' title, is to create Silo, a business to which every supplier must deliver package-free and bottle-free, and which will use no chemicals, including handwash, bleach or washing-up liquid. There will be no waste bins, but there is a massive in-house composter said to be a 'first' in a British kitchen. The toilets will be flushed using waste water from the coffee machine. McMaster has said: "I want people to be inspired, and see that our system is not unrealistic." In a previous business, he tells us, he insisted that his coffee be delivered in tins which could be sent back to the roaster for re-filling,



Nescafé has created the folding take-away coffee cup – it actually appeared on card as part of a magazine advertisement, which the reader had to tear out and fold into shape.

  
**Boughton's Coffee House**  
 is published by Ian Boughton and Trudi Roark  
 The Old Farmyard, Mill Road, Dilham, North Walsham,  
 Norfolk, NR28 9PU  
 01692 535660 07702 348866  
[ianb@coffee-house.org.uk](mailto:ianb@coffee-house.org.uk)  
 MIX  
 Paper from responsible sources  
 The news website is [www.coffee-house.org.uk](http://www.coffee-house.org.uk)  
 The newsfeed is [boughtonscoffeehouse.wordpress.com](http://boughtonscoffeehouse.wordpress.com)  
 FSC® C008152



Now, here's an interesting coffee-themed window display in a prominent place. Origin, the Cornish coffee roasters, has opened up a café at a rather prestigious site – inside the food hall at Selfridge's in London. Origin is the first speciality coffee brand to have a concession in the store, which has been selling the roaster's seasonal coffees for a few months. Origin has also received the honour of a Selfridges window showcase.

## Yes, coffee shops do help the high street!

The latest report by Allegra Strategies makes the unsurprising claim on behalf of the trade that coffee shops bring significant economic and social benefits to the high street, and that the presence of coffee shops can be seen to boost local economy – the presence of coffee shops, it is said, increases footfall on the high street by up to 28 per cent, and over half of shoppers will remain in shopping areas for longer when there are coffee shops present.

The *Role of Coffee Shops on the High Street* reports that local businesses are generally positive about the benefits that coffee shops contribute to their area, and that coffee shops improve the viability of a shopping district by attracting footfall.

Of the shoppers questioned, a rather surprising 58 per cent said they planned to visit coffee shops as part of their trip to the high street, and 18 per cent said that a coffee shop was the primary reason for their visit. Eighty-five per cent agreed that coffee-shops play a valuable role in their local community.

The predicted trends from Allegra are that both the chains and the independents 'will make further efforts to strengthen links with communities with more locally relevant store designs' and that we shall see more partnerships between coffee shops and other

kinds of retail and leisure operators.

Elsewhere, yet another survey on the use of coffee houses as workplaces has come from O2, which says that two out of five workers spend four hours or more a week working from places away from the office.

It suggests, in one of those figures which begs for supporting evidence, that Britons spend 131 million hours a week working from coffee shops. By contrast, only eight per cent of those working outside the office do so from the pub.

The researchers note that new rules mean that the trend is likely to increase because employers will be required to consider, in 'a reasonable manner', any request for flexible working. One cannot help thinking that the coffee-house option might be considered more favourably than a request to go to the pub!



The Willow tea rooms in Glasgow, a business of significance because it was entirely designed and created by the architect Charles Rennie Mackintosh, is to be given to the city by its new owner.

The listed building has been bought by the new Celia Sinclair Charitable Trust, at a price thought to be around £400,000 – but it requires repairs costing twice as much again. The building and interiors were designed and built in 1903, and Mackintosh dictated every detail in the property, from the distinctive furniture down to the cutlery and uniforms. The head of the trust which has bought it said that the recent fire which destroyed other Mackintosh work in Glasgow had brought home the importance of preserving his work.



## Shade-grown Cuban Mountain Coffee

Ethically and sustainably  
farmed

batch roasted for freshness

beautifully packaged

Available in gourmet (medium)  
and espresso (medium-high)  
roasts

225gm bags

250gm tins

1kg bags

Nespresso compatible  
capsules



email us at  
[coffee@almacuba.com](mailto:coffee@almacuba.com)  
for wholesale enquires

[www.almacuba.com](http://www.almacuba.com)

Starbucks in America has launched the Solutions City initiative in which local authorities and constituents will come together for meetings in their local Starbucks store 'to tackle civic challenges and issues'. The mayor of Sacramento has made the fair point that "people want their communities to take ownership of local problems, but they don't always know a place to get started."

Debenhams is to test six trial instore Costa franchises. The first trial is in Guildford, Surrey, where customers chose Costa over rival brands. Other trials are in Derby, Exeter, Haverfordwest and Woking.

Tri-Star Packaging is distributing Handle-it, the latest version of a takeaway coffee carrier. There have been many variations on this concept, using materials as different as cardboard and old coffee sacks. The new one is made from kraft wet-strength board, and can be overprinted for branding.

The Bath Bun Tea Shoppe in Bath has doubled in size, having extended into a neighbouring property; it can now handle 76 covers. The owners, Nina and Laurence Swan, also own the Hands Georgian Tearoom.

Interesting sign of the economic times – the Patchwork café at Port St Mary, Isle of Man, always puts out a bucket of beach toys, free for their holidaymaking customers to borrow. Owners Rich and Adrienne Ashcroft say that last year, every toy was returned... this year, half of the toys disappeared for good within the first month of holiday-time trading.

At Cappuchaino in Nottingham, thieves who forced their way under a metal shutter stole £500 in cash and did damage which will cost £2,000 to repair. In spite of that, the café was open for 10am the next day.

There has been a lot said about cafes now refusing to offer wi-fi – the Faraday Café in Vancouver, a temporary pop-up site, recently tested a distinctive feature to enforce it. There was a 'dead zone', consisting of an 8ftx16ft cage made of wire mesh. Phone or internet signals do not get through. The artist who designed it got the idea when he learned about Faraday cages, structures which allow air, sound and light, but repel electro-magnetic signals. Several coffee shops now offer more conventional quiet zones – another Vancouver site gives a lock-box where customers can store their phones, to ensure they remain undisturbed.

A tea hut owner has been amazed by the level of support shown in support of his protest against the local authority's decision to put his lease up for tender – over 8,000 people signed a petition in support of the Hill Wood tea hut in Epping Forest. The operator said: "I would never have expected it. I'm astounded."

An American case alleged strong-

arm tactics by one of the big chains – it is claimed that when Starbucks opened up a coffee concession in a 14-storey Bronx office block, the operator of a news-stand at the building entrance was told that he was now contractually barred from selling coffee to the office workers, which he has done for 15 years. Four hundred workers signed a petition in protest; Starbucks claims that it made no such conditions.

Caffe Nero has been threatened with a town boycott from a community near Dublin. In Dalkey, the chain has received planning permission to open, having persuaded the council that it 'would not diminish the vitality and viability of the traditional character of the street', but residents are to appeal. Six years ago, the community did the same to Starbucks, which opened up and closed down within eighteen months.

Greggs, the retail baker which made a considerable move for coffee business, has reported a 3.2 per cent rise in like-for-like sales in the half-year to 28 June. During this period, Greggs finished 131 refurbishments, opened 26 new shops and closed 36. It now has a total of 1,661.

An unusual partnership has created a village community café in Hurworth on Tees, near Darlington. The local Methodist church wanted to create a café within the church building, but the minister realised he could not do it on his own – so he approached the Clervaux Bakery and Artisan Cafe, which operates in Darlington, Northallerton, Stokesley and Thirsk. The result is the Clervaux at Hurworth Cafe.

Along the same lines, the Living Waters coffee lounge in Hunstanton has been rebranded; it was the Mustard Seed, a contact point for Christians, offering Fairtrade coffee and staffed by volunteers from local churches. It still is - but, to show that the cafe is not in competition with the tourist cafes in the town, it adopts a policy of closing at lunchtime.

Time Out Coffee has received council approval to convert the former Oliver Bell betting shop in Diss into a coffee house

Friends Fun Wine, which sells wine in cans, has introduced two coffee-related new additions to its low-alcohol, low-calorie range. These are Cabernet coffee espresso and Chardonnay coffee cappuccino. Not surprisingly, the company says it is a world first in wines – reviewers have suggested it tastes like 'a coffee dessert'.

Culture Café has opened in the bus station at Slough; it is supposed to be part of a new office development, but that will not be ready for two years, so the café is operating from a portable cabin for the time being. The new venture is owned by Will Skewes and Beth Baxter, who also plan to offer coffee tasting sessions.

## Hoffmann's occasional journal

**A very welcome, if a little pricey, entry into coffee-related publishing has come from the UK's first world barista champ, James Hoffmann of the Square Mile roastery. He has created *Longberry* magazine.**

This is not a 'magazine' in the usual sense – it is 'an occasional journal on coffee' and is a collection of essays on coffee-related topics, rather like a coffee-table book in miniature.

There are some truly fascinating pieces to be found— an interview with Honduran coffee farmers about the practicalities of high-altitude and high-quality micro-farming, working on the slopes of a mountain, is neatly placed beside another interview with a farmer in Guatemala, which addresses the puzzles faced by a co-operative manager working with members who all farm an acre or two, with different outlooks. Some of them like the idea of advancing quality for a better return, others just want to stay doing what they always have; others have abandoned coffee for other crops.

In an interesting remark, the co-op man says that if his members are not better trained in coffee, they will not recognise that they are growing something very good, and will lose out on the true value of their crop: 'they don't see that they have gold in their hands... others take advantage of them'.

More chilling is the story of another farmer, who recalls life farming in civil war situations, where fifty guerrillas



might suddenly appear on the farm, possibly to be soothed by food and drink, but equally likely to kill the occupants.

To argue with the guerrillas would mean death, and to report their visit to the authorities would simply mean the rebels would return later to deliver retribution. Somehow, this farmer always managed to talk his way through, to stay on the farm and survive.

*Longberry* has its humour - there is a super item on the taste of paper filters, suggesting what they bring to the coffee that passes through them – in one case, 'the horror of licking manila envelopes'. Super! And there is some unintentional humour in the writing, occasionally a little self-consciously 'literary' – our favourite heading is 'how the cappuccino became a thing'.

There is a very small print run, and while paper copies (at £7!) may now be a collector's item, it is possible to buy a digital version for just a couple of pounds from the Square Mile website.



There is the usual handful of coffee-related businesses in the annual Restaurant & Bar Design Awards shortlist. Of around 900 entries, the beverage trade is mainly represented by the Pavilion Tea Company in Brighton, and the Dining Car café at the national railway museum in York (above).

**It is reported from Ireland that Bewley's has lost the long legal case over the rent charged on its famous Grafton St café in Dublin.**

The case rested on a quite vast increase levied in 2007, at the peak of local property values – at that time, the rent went up to 1.5 million euros. At the next rent review, in 2012, Bewley's maintained that this price was unrealistic in terms of the current property market, and requested a reduction. This went to court, and Bewley's won a reduction back to 728,000 euros... but the landlord appealed, and the Supreme Court has now ruled against the coffee company. The original rent agreement, it turns out, allowed only for upward revisions, and the matter had been seen as a test case for putting an end to such agreements.

Paddy & Scott's has created a smartphone app which, they say, 'will revolutionise the way consumers order coffee to go'. It allows customers to order, pay wirelessly from a registered credit card, and earn loyalty points. The brand says that the app is the first phone-based scheme to feature a charitable element – loyalty-scheme users can choose not to take their free coffee, but to donate the price to the Bean 2 School Foundation. Paddy and Scotts suggest that such apps can result in better queue management, can increase takings, and that they can also transmit personalised offers as an app user enters the store.

It comes as rather a surprise to realise that the latest edition of the London Coffee Guide is the fourth in the series – rather modestly, in the 'short history of London coffee shops' that graces a couple of pages in the latest one, the publishers slip in a mention that their first volume appeared in 2010!

The format of the Guide is now extremely familiar – generally, each page is devoted to one café (arts get a half-page). Each venue has a note of the coffee(s) it generally uses, its espresso machines and grinders, and this year we have a series of symbols which indicate such facilities as wi-fi, very helpfully recording which ones are wheelchair-friendly and which have mother-and-baby facilities.

We have always been slightly wary of the matter of 'ratings' in guide books. If this book is 'the definitive guide to London's top 150 independent coffee venues', then it follows that they are all going to be good – so why rate them out of five beans for coffee quality, when virtually all of them score four or over? (We noticed only two that rated three and a half beans, which begs the question of why they were included in the book!)

When every single venue seems to have scored a minimum of four stars in the 'overall' rating, this too seems superfluous. In a guide to the very best coffee venues, maybe ratings are irrelevant...but perhaps this is a trade which loves to judge!

There are some aspects of the Guide which, quite correctly, highlight aspects of the modern coffee scene which are worth discussion. Typically, the question of café furnishing style, and of the standard of barista presentation.

An informal discussion group at the Caffe Culture show reached a general agreement among several senior managers in the coffee trade who said that they were now tired of baristas looking scruffy, were tired of beards, tee-shirts and tattoos, and that they would now like to see a trend towards smartness coming back into the beverage trade.

Is this reflected in the Guide?

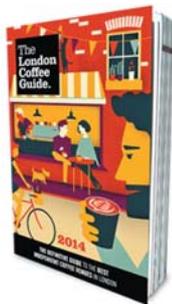
Yes and no – decor is not widely described, but in two reviews, one venue is described as having a 'delightfully grungy vibe', and another has a 'grungy charm'. The majority of dictionaries agree that one meaning of that adjective is 'dirty', which is a very odd reason for praise.

By contrast, the favourable review of Tried and True of Putney says that the café's style 'eschews vogue-ish shabby chic', which certainly appears to describe a move towards smartness.

As for the baristas featured, there is a great deal of very casual clothing to be seen in the pictures, but only one picture of a much-tattooed barista.

What trends can we expect to see? Is the time coming when we will see a move away from the fad for 'grungi-

# Good coffee guide - will more venues qualify?



Even the caterers from the royal parks now want to be in the guide to indie coffee houses... will they make it?

ness' in clothing and décor?

"There is certainly scope for better and slicker presentation," came a very careful response from Guide publisher Jeffrey Young. "But we are where we are... beards and tattoos are in, this is in line with a lot of the times today, and tattoos are not necessarily seen as they were in the past, a sign that you're not a respectable person!

"However, the slicker companies are now encouraging staff to 'uniform' to a degree, within certain parameters – the big chains use tee-shirt uniforms, and do so without being scruffy at all."

There is a deeper business question in this, he acknowledged.

"The bigger question is really about the execution of upholding minimum standards of excellence. The better organisations encourage high standards in everything, because they know you really must look at every aspect of your business.

"This is a very fine line for the too-cool-to-be-true brigade. The word 'artisan', by definition, involves a certain freedom of expression, but good business operation requires minimum standards.

"The good operators have considered their minimum standards, knowing that a 'slightly different' dress code is not the same as 'scruffy'. Those places without minimum standards, and with truly scruffy baristas, will not go far.

"Smartness is something I encourage, but that doesn't mean you have to wear suits and ties. It can be 'OK, wear jeans and trainers, but you wear this top, and it has to be clean and neat every day', or 'you can wear what you like, so long as it is obviously clean!'"

The development of this train of thought, agreed Jeffrey Young, brings in the question of how far the concept of 'great coffee' has extended beyond the hip and cool specialist coffee shop sector, into the kind of establishments where the wearing of a tee-shirt by staff would be a firing offence.

were asking me: 'how do we get into your guide?' I was fascinated!

"I would hope, love and welcome that 'great coffee' extends into the non-specialist venues. It would be wonderful to applaud somewhere like Fortnum and Mason for their coffee, and I definitely, absolutely, would want to record such places in any future guide to great coffee.

"The reason we have not done so before is that not many of these places stepped up to the plate. That is why we decided to concentrate on the independent cafes.

"But we did have Buckingham Palace in our first edition; in the latest edition we have a café at a swimming pool, and at the coffee festival, we had all the contract caterers coming in among the trade visitors."

So, perhaps, he added thoughtfully, more suit-and-tie establishments may well now come to qualify for inclusion in a guide to great coffee.

And if they do, he acknowledged cheerfully, it will arguably be the influence of the tee-shirt and tattoo brigade which has inspired the more formal venues to raise their game sufficiently to qualify!

EXPOBAR  
CARAT ECO

**CARAT ECO**  
Using innovative design and technology we have created an eye-catching 1 or 2 group machine with genuine class leading credentials. Being one of the markets most energy efficient machines the Carat Eco is fully adapted to modern environmental requirements as well as everyone's interest in a clean and healthy lifestyle - so go ahead and enjoy a guilt free cup of Pure Passion.

**CARAT ECO**  
Turbo Steamer is an automatic milk foamer system for producing frothed milk at the touch of a button. The cycle stops automatically once the programmed milk temperature is reached reducing work load and giving a constant result by using an air injecting system via a peristaltic pump. These characteristics make it stand out from other systems on the market.

**CARAT ECO**  
Automatically learns how you use it and adapts its energy consumption in a way that the machine is always ready when you need it and when you not it automatically switches into energy saving mode. Both good for the environment and your wallet.

Using **50%** less energy

Saving **£315** each year

Reducing CO<sub>2</sub> **370 kg** each year

Source: The European Environment Agency (EEA)

Crem International UK Ltd Unit 3b Bentley Wood Way, Network 65 Business Park, Burnley, Lancashire, BB11 5ST  
Telephone 01282 458473 E-mail [info.uk@creminternational.com](mailto:info.uk@creminternational.com)

A strong brand of Crem International **EXPOBAR**

www.creminternational.com www.expo-bar.co.uk

What really is going to happen to the world of the espresso capsule? The concept of single-serve coffee has now been with us for almost forty years, but it is only in the very recent past that the capsule has been truly appreciated.

Up to very recent times, the Nespresso capsule was derided – and then it all changed.

Within the past six or seven years, the amount of capsules sold has risen into the tens of billions, the number of capsule-machine users has risen to astonishing amounts, and the rest of the coffee world has changed its attitude to the concept.

Typically, the marketing manager for a giant Italian brand has conceded that while he too first dismissed it, he now thinks that for any restaurant wishing to serve decent espresso, "the capsule is a no-brainer".

And suddenly there is a wide number of capsules to choose from – some coffee machines use their own format, but more and more are compatible with the Nespresso.

And at least seven companies who make compatibles have used the services of the same consultant – he is Andrew Richardson, who was the head of Nespresso's out-of-home division during most of the years that the mainstream coffee trade failed to catch up with the concept.

But, he told *Coffee House*, his own coffee experience goes back beyond Nespresso.

"I got involved in coffee in the 1990s, when I was working in

# The capsule theories

The 'single-serve' coffee market, the 'capsule' concept pioneered by Nespresso, took some years to win its credibility... and then it took off like a rocket. Andrew Richardson is in the unusual position of having worked for the leader, and having advised at least seven of the 'compatible' capsule-makers



Andrew Richardson with a philosophy he approves.

(The A-board is outside Hayley Draper's Window coffee shop in Norwich)

Colorado. I had to write a business marketing plan for a start-up coffee company, who said 'we can't afford to pay you, because you're still writing the plan for the funding... but we'll give you a share in the company'.

"Well, we may have been doing the early meetings on folding chairs round

card tables, but even then the coffee was great, so I did it.

"They were intending to sell an American-made espresso machine, which was a huge mistake. The Americans may make some good machines now, but back then they were a disaster. We needed a more reliable machine, and I resolved to find one in Italy.

"I would love to say that it was my skill, understanding and perception which led me to La Cimbali... but it was sheer luck that I found one of the few companies which is a genuine machine-maker in Italy, not just an assembler of parts."

“ The sales force was convinced that the only way to sell was deep-discounting, knocking prices down... so I fired them all! ”

This came as a shock to his American sales team.

"I had to convince a sales force in Denver to sell a quality espresso machine that was twenty-five per cent more expensive than anything else on their market. I went through all the advantages it had over existing American machines, and what I got in return was a series of 'ohmygaaaad'!

"They asked about discounts, and I said no, you sell the features and benefits, to get a better price. This sales force was convinced that the only way to sell was deep-discounting, knocking prices down. I asked them if they all felt the same way about this, and they all did – so I fired them all!

"I hired a new sales force with no

preconceived notions, and we soon became the second-biggest importer of Cimbali in the States, with the entire cowboy country in the west.

"It all came to an end when I found that although I had brought a lot of investment into the company, the boss had used it to build himself a conservatory – so I quit."

There followed a disastrous spell in building a cafe chain.

"I came back here in 1997, to find that I had more experience of building espresso bars than the rest of the British trade put together... so we started opening them, until Starbucks began gazumping us. What I had not understood was the importance that real estate had begun to play in the coffee house business.

"So we sold up the chain we had started, to pay our bills. If we had got to fifteen or twenty units, perhaps we would still have been around... but we weren't big enough to compete."

Then Nespresso came along, although he nearly turned it down.

"Nescafe likes to promote from within its business. But of course, you do not get entrepreneurs from within a juggernaut, because they have all got into the corporate thinking. Nescafe was clever enough to see that sometimes, there are skills which you just have to bring in from outside.

"I nearly didn't go for the interview, because it hadn't clicked at first that Nespresso was Nescafe, and when I realised, I nearly cancelled my ticket – I thought if my friends heard I'm going to work for Nescafe, they'll think I've sold out to the devil!

"As it turned out, I got to the interview five hours late. I had to wait until they could find another slot, and the receptionist invited me to use the machine while I was waiting. As the espresso poured, I looked out of the window at Lake Geneva, and when I looked back, a perfect crema had formed. I said to myself: 'Richardson, you've found it!'"

He was hired to promote the machine to the catering trade and office users in the UK.

"In 1997, they had all their machines aimed at the home market, for the upmarket housewives with a BMW parked outside – and I'm not being snobby, I'm being demographic!

"The machine by that time had gone from being 'difficult' to being 'good', with some more rigorously-designed machines, and they came up with a scheme for the workplace market, in which they would supply an office with

a free machine and a hundred capsules. If the customer liked it, they could keep the machine, by opening a contract for capsules – it was the classic example of the profit being in the consumables, not in the machine.

"So one of the most aggressive things I did was to bring awareness of the Nespresso machine to offices in London. We desperately wanted to get into Canary Wharf, but you do not stand a chance of getting past the reception staff there.

"So I hired six gorgeous girls, in designer dresses that had 'Nespresso' at the point where most people would be looking, and stood them outside Starbucks, Caffe Nero and Costa.

"My thinking was this – the bosses in Canary Wharf would send a secretary down to Starbucks to get coffees for a meeting. That secretary knows she is wasting twenty minutes just getting the order, and that the coffee will be cold when she gets back.

"The girls' pitch was: 'wouldn't you prefer to be making that espresso on the credenza in the meeting room, right in front of your clients' eyes?

"We called this Starbucksing, and it got us a huge amount of business!

"But I didn't believe in that model for the catering market. Restaurants go out of business faster than anyone else, so we would just be losing a lot of machines, so better to sell them.

"How do you sell a concept that nobody knows exists? We did it with a hell of a lot of money on end-user advertising. When you have a brand of that size behind you, you tend to be afforded a certain amount of arrogance and a budget to match.

"It cost 4p to make, it sold for thirty-odd pence, and the bit in the middle paid for George Clooney. No wonder that as a brand, it went right up there with Bentley and Prada!"

Nespresso's image also did well by having three machines used in the Fat Duck, the ultra-chic restaurant owned by the experimental chef Heston Blumenthal. The story going round the coffee trade was that this was a paid-for 'placement' for which tens of thousands of pounds had changed hands.

"Bull! It was Heston who called me, and at the time I had no idea who he was... just some pub chef.

"The thing you have to understand about Heston is that he does a lot of research. He just called me one day, said he had been looking at espresso machines, and would I go to see him.

"The day I arrived, it had just been announced that he had got his third Michelin star and been named 'best restaurant in the world'. So I pulled up to find the media of the world outside with their cameras and satellite vans, and I had to walk through them all.

"I got in because his maitre d' peeped through the curtains, and let me in... Heston took me through to the back for a coffee and said 'is it true there are some people outside?'

"And we started to talk coffee. Much

“ I still will not tell the secret of the Nespresso crema, but I will say that any roaster who got to go round the plant would spot it immediately. ”

later, I got to work with him for three or four days in his laboratory, getting to see the crazy stuff he does when he's experimenting with food.

"No, it was not a paid-for placement deal. But it did have some advantages for me, the best being always being able to get a table at the Fat Duck!"

Really, how good is the coffee in Nespresso capsules? Competitors always take a swipe at this.

"Oh, it's good. I had learned roasting in Colorado, I know what goes into a decent espresso, and at the time I got my interview with Nespresso, I was of the same opinion as everybody else... but it was good.



Andrew Richardson

"There have always been questions about what goes into the capsules. Some people say it's instant coffee, some say there's a foaming agent like Fairy Liquid. That's all bull, because it's real coffee, and there's a reason behind it.

"In 1952, the then-president of Nestle realised that in some parts of the world, his market share had grown to a ridiculous 92 per cent. He convened a major study to find out why.

"The answer came back that his most successful coffees all shared certain common factors, and that the public identified a 'Nestle taste' which was based largely on Brazilian coffee. This is true – you can distinguish the 'Nescafe taste' when you compare their coffees to other instants.

"So he created the Golden Rule – every Nestle coffee from then on had to contain those characteristics. This was an extremely sensible thing to do, and it contributed a great deal to the success of Nespresso... it was a very popular coffee taste, even if it compares to what you might think of as an instant coffee taste.

"They stuck with what they knew was popular.

"So, despite all the rumours and bad-mouthing, what is in the capsule is real coffee. I've been to the plant, and I know what is the secret of Nespresso's consistent crema. I still will not tell, but I will say that any roaster who got to go round the plant would spot it immediately."

Virtually every competitor and compatible capsule maker now sells their product on a 'better coffee than Nespresso' ticket. Is this fair?

"In many cases, this argument is

rubbish. No, most of them really are not better."

Further, he suggests, quality is only one part of a Nespresso-fighting strategy. It has to be matched by an appreciation of the whole market.

The Richardson theory relates the quality of capsules to their availability. That is to say, Nespresso itself may be regarded by the public as high in its quality, but low in availability because the product can, deliberately, only be bought in a limited number of places.

"A lot of Nespresso-users are hacked off that they can't just walk to the corner shop for their capsules.

"So of course, the competitors who have jumped in have all said that they will put compatible capsules into supermarkets, at twenty per cent less.

"But this means they've all got to pay for the middleman as well, which means that they have to put cheaper coffee into their capsules to compete.

"So, while there has been a new player in capsules every two months for the past two years, they all end up in the same cluttered category – why would anyone want to do that?

"The market sector that nobody has got into is premium quality with wide availability. The market now has to go in that one direction."

The whole idea of compatibles is of course unpopular with Nespresso.

"Yes, this is what it has spent millions fighting in the last few years. But it will come – you can see what the judge in the Dualit court case meant when he said that Nespresso's case is like selling a toaster on the condition that you can only put Hovis in it."

So what does this mean for the future of the capsule market?

"It may not go down well with artisan roasters, but capsules are the fastest-growing thing in speciality coffee, and will continue to be, because they mean the average woman in a kitchen can do what an artisan coffee-house can do, at a fraction of the price.

"The big difference is this: a roaster can put all the brewing instructions they like on a bag of beans, but they can't be sure that the consumer is going to follow them.

"But we do know that the capsule is going to be fresh when they pop it.

"Roasters may be able to teach me a lot about coffee, but I can teach them a hell of a lot about capsules, and what they have to understand is how, in capsules, all the artisan work is done before encapsulation.

"So the third wave of coffee may still decry Nespresso, but they now have to accept that finding access to a capsule system which will allow the artisan roasters to sell great coffee in capsules to home users has to be the next big move.

"The artisan coffee roasters must now seriously consider their offer to the owners of Nespresso machines."

CAFE OLOGY.COM  
Love Coffee. Love Nature.

**LOVE COFFEE.**  
Our 100% Arabica coffee is grown in the shade to allow it to mature slowly. The result gives this speciality coffee a unique and stunning flavour profile.

**LOVE NATURE.**  
If you love nature you'll love this Cafeology coffee. Grown under native trees it helps protect rainforests and wildlife, is free from pesticides and supports the well-being of local farmers.

giving nature a home  
FAIRTRADE  
Produced & Packaged in the UK  
CAFE OLOGY.COM



EVERPURE



# YOU'RE SERIOUS ABOUT MAKING GOOD COFFEE

## SO GET SERIOUS ABOUT CHOOSING THE RIGHT WATER FILTER

PENTAIR - EVERPURE is the largest water filtration and water treatment systems provider to the global foodservice industry. Our dedication to providing you with effective, smart solutions is evident in all our products.

To discover more visit our website or call us on 0845 003 9972.

[www.pentairfoodservice.eu](http://www.pentairfoodservice.eu)

FILTRATION & PROCESS

## Cheltenham cafe opens up to nursing mums

Following recent criticisms, there have been two positive moves on the question of breastfeeding in public cafes, one in the UK and one in America.

In Cheltenham, the Brasserie Blanc has made a rare promotional feature of the subject, with a sign which reads 'pop in and have a free cup of tea if you need a pit stop... no need to eat, no need to ask - please relax.'

The general manager said she came up with the idea after having offered a free cup to a new mother who was clearly stressed by finding somewhere to feed her baby. She said: "the woman looked so stressed out, as if she had lost her confidence. I remember feeling the same way, and I wanted to help, so I offered her a nice place and gave her a cup of tea. She was delighted.

"Since we put out the sign we have had many mums ringing up and sending e-mails about it. I never thought it would attract so much attention."

In America, a barista at Starbucks came in for widespread praise for his response to customers who had objected to a woman breastfeeding in a café - he offered the nursing mother a free refill of her drink, handed her a voucher for a free drink, and said: 'I'm sorry you had to deal with such unpleasantness today'."

The complaining customer stormed out, but the barista was complimented in newspapers and blogs.

## Continental coffee more consistent than ours...

There has been another scientific research into the 'strength' of coffee (a term which often annoys people in the coffee trade, who believe it to often be used wrongly).

The study was done as a three-part exercise by scientists in Parma, Pamplona and Glasgow, so the popular press have had a field day with headlines saying that Glaswegian coffee is stronger than that served in Italy or Spain; however, the research has brought up one interesting point for the trade, on the fraught topic of 'consistency'.

In what has been described as 'curiosity-driven research', meaning that the project did not receive funding, the three each measured a hundred espressos.

As might be expected, and as is usually reported, the researchers said their findings 'have implications for

people who needed to watch their caffeine intake', but also pointed out that counting how many cups are drunk cannot be used to measure how much caffeine is being consumed.

The researchers discovered that coffee in Scotland varied widely per serving from 72mg to 212mg, with Italy ranging from 73mg to 135mg per serving and 97mg to 127mg in Spain, and concluded that 'a cup of coffee is an exceedingly variable unit'.

With regard to the trade's obsession for 'consistency', the researchers reported that the most consistent servings of coffee were not in Britain - they were in Spain and Italy.

Paul Meikle-Janney of Coffee Community, certainly among the most experienced barista trainers in the industry (he brought out a CD/DVD on espresso work a clear fourteen years ago) is to open the Dark Woods roastery in a village on the Yorkshire moors, very close to the established Bolling/Bewley's roastery... and indeed Bolling's Damian Blackburn is to move from the Grumpy Mule brand to join the new enterprise.

The maker of Tiptree jam, Wilkin & Sons, now has its sixth tea room - it has acquired the lease on the Courtyard tea room in Saffron Walden.

TV presenter Kate Humble, who appears on Springwatch, has opened a café at her farm in Monmouthshire. She proposes to provide a showcase for local food producers - among them is the delightfully-named jam company The Preservation Society.

Another 'new kind of café' is set for east London. Draughts, in Hackney, will be 'London's first board-gaming

café', and will offer 500 popular gaming titles. It is run by a games fan who has had the idea for a long time. The first board game café to open in the UK was Thirsty Meeples in Oxford. That café, which also makes a big feature of coffee from a local roaster, works on a cover charge principle, and also takes bookings for games sessions. Games can be picked off the shelf, or purchased outright. The founder of Thirsty Meeples has suggested that the growth of the board game café is an expression of public 'rebellion' against cafes dominated by laptop users. He has said he thinks it inevitable that more coffee-house owners will take on the idea.

A new tea-room in Richmond, north Yorkshire, has selected an unusual theme - its main feature is scones. The Scone Bar was opened by Lesley Metcalf in May, features staff in Edwardian dress and rotates around thirty different scone flavours... including lemon meringue, chilli cheese and black forest!

The local paper in Hildenborough, Kent, is running a rather unusual competition. It's nothing unusual for local papers to work promotions with local cafes, and this year you can't move for local rags running 'vote for your favourite coffee shop' contests... but this one is a bit different.

They are asking readers to guess the name of the café to be opened at the end of August by Dame Kelly Holmes, the Olympic athlete.

Ever since Kelly won permission to open the café, against a few objections about parking and similar things, she has refused to say what the name will be.

She hasn't even told us – the only clues she will give are that it has something to do with the Athens Olympics, where she won two medals; it has a relevance to all of her six races there, and to the opening being on the tenth anniversary of her success. Her other clue is that by watching the races on YouTube, the name "will be there blatantly in front of you."

With a few weeks to go before opening, we enjoyed seeing pictures of Kelly posing for pictures in hard hat and workboots, sawing wood and working away at the shell of the building where, as is well known, she once worked as a paper delivery girl. Just posing, we teased?

"No, I'm down there all the time," she replied. "Everybody thinks I'm just lording it over the builders, and I'm really loading skips and carrying things, but nobody sees it!"

Looking beyond the 'celebrity' aspect of her involvement and concentrating purely on business issues, is Hildenborough a good place to open a coffee house?

"Yes... in that we don't have any. The only social location here is the church hall, once a week, for two hours. We have five schools, lots of mums, and we've had a bakery and a grocer, but nowhere to go and take kids. We also have a big OAP community, and they all say 'we need somewhere to go'.

"I know this, because I've lived here all my life. The reason I'm doing it is because I have always believed that a café would be good for the village."

There are practicalities in this, she knows. Stories of buggy-unfriendly cafes have not escaped her.

"This is a big building, and it will be all open-plan, so it will be conducive to buggies, but also to parties of cyclists, running groups, and so on. We expect a lot of them at the weekend, because we have a lot of good walks around here, and we'll have walkers' maps in the café."

The obvious expectation is of a sports theme.

"I have an interior designer, whose job is to get the vision out of my head! It's a bit 'vintage', with exposed beams, and it will not be 'themed', but it will have subtle elements of sport..."

# Gold-medal barista

In August, a new cafe will be opened by an Olympic athlete... who does not drink coffee



there's a bit round the doorway which is 'tartan track' running surface. But, no, there'll be no gold medals hanging from the rafters."

It has often been pointed out that running a café is a familiar dream, which obscures the sheer hard work involved. Is Kelly being over-romantic, or is she ready for the hard graft?

"I expect it to be very hard work, and I expect to get a lot of it wrong."

"At the moment I'm doing two jobs, project manager of a construction site, and manager of a forthcoming café, and I know that a big problem is thinking too superficially, thinking about the cups and saucers and forgetting the legalities."

We have reported in recent years that Kelly has been seen at various trade shows and festivals. What has she learned?

"The first thing I learned was that the coffee industry is huge, but also vibrant and energetic. But I didn't realise how in-depth a subject coffee is... because I don't drink it!"

"Well, I was always worried about the caffeine content when I was an athlete, so I didn't drink tea either. Now, I've drunk more coffee in the last three months than in the rest of my life, and I find... it's alright!"

She prefers hot chocolate, and names Paul Eagles of Kokoa Collection as one of the trade people who has steered her through the industry.

"He's been a great help. I'm a chocolate fan, and at home I have all the samples of his single-origin chocolate discs... you can eat them as well as brew them, so I have to tell myself 'these are drinking chocolate ingredients', and force myself to walk past them."

What did she learn from trade shows?

"I found a lot of ideas, in terms of how to present, in terms of look and feel. I learned a lot about the side

“  
“Think big...I didn't win my medals without thinking big!”  
”

issues – I was fascinated by how the size and shape of the cup can be important.

"In terms of machines, I just didn't realise how big the subject was. I'm using the La Cimbali M100, and I've been to their museum, which taught me a lot about how machines work. I picked it after going around a lot of places, and deciding that yes, it has credibility as a good machine."

"The coffee comes from roasters in Kent. I've already trialled them at an event in Hildenborough, and we have one which is all Brazilian Arabica, and another which is Guatemalan, Costa Rican, and Vietnamese robusta."



The kale and strawberry smoothie

"I've tried to keep suppliers as local as possible – I'm into green teas, because they have health benefits, allegedly, and I've been working with Alex Probyn at Blends for Friends in Kent. He can achieve blends which both taste and smell lovely... he's another supplier that I can go to and say 'I've got an idea for a theme, can you match it?'"

"With tea, there have been a lot of lifestyle messages going out, and it always used to be the case that generally, things which are good for you don't taste good... today, there is a better balance."

That applies to fruit juices as well. Kelly has become an enthusiast for blending vegetables and fruit together in smoothies, and one of her favourite creations includes, of all things, kale.

"They say now that you should not have all-fruit juice, because it's not as

good for you as one which is 50-60 per cent greens. Spinach and kale is good – strawberries and kale, with a bit of apple and lemon, is lovely!"

"Beetroot, allegedly, is also very good for you, so I blend beetroot, apple and carrot together, maybe with sunflower seeds... great!"

"My next mission is for a juice and frozen yoghurt chain."

A chain, we asked?

"Yes, a chain – think big," came the chiding response. "I didn't win my medals without thinking big!"

How will these coffees and teas go down with her target market of OAPs, mums, walkers and cyclists?

"These markets have changed. I think there is a consumer group who 'know' coffee, but a very big group who 'like' good coffee and like to know where they can get it."

Her own barista training is coming along.

"What is really good is being taught by someone at La Cimbali who can help me understand things like the matter of burning milk. Now, when I go into chain coffee shops, I can recognise if they're doing something wrong."

"I have been round the east London coffee shops, to see what they're doing. I do like the relaxed atmosphere of these coffee shops, in the way that they're not bland and corporate, but are homely and relaxing places to walk into. I've been watching what places 'feel' like as much as checking on their cup sizes."

The founder of Coffee Republic once told us that she used to secretly take pictures inside competitor coffee shops, and was thrown out for it.

"Yes, I've been taking secret photos, too. I think of it not as 'copying', but that you can create 'further visions', by seeing something that someone else has done, and thinking: 'well, I can't do that, but it's made me think of something which I could do...'"

It is this attitude, says her machine supplier, which has made the athletics star an interesting client to work with.

"You have to take your hat off to her, because she's very open about what she doesn't know, she has put herself right at the forefront of training, and she's kept a smile on her face," says La Cimbali's Matt Tuffee.

"Her attention to detail is quite incredible. I've realised that it is the athlete mentality that means every aspect gets considered, because there is something underlying in there which pushes her to always try and do a bit better."

We could not help but ask of Dame Kelly how well she will fit into the world of cool coffee shops... is she, for example, sufficiently tattooed?

"Oh, I've got the tattoos," she replied cheerfully. "You can't see them, but hang on, I'll count them... there's six of them, and they're all motivational words."

"So I must fit in!"

Not many brands can claim to have established an entirely new product sector for the trade – but the Byron Bay cookie company did, and the value of it was shown at the recent Caffe Culture show, when the latest me-too products could be seen to be quite clearly 'influenced' by the original.

Byron Bay is an Australian product. It achieved significant success in Britain when it was championed by Beyond the Bean, its first and biggest distributor, but the significant move was when it stopped freighting cookies all the way across the world, and opened up a production site in the UK.

Of course, it contracted the job out – the Farmhouse Bakery in Lancashire got the job, with the instruction to use fresh British ingredients, sourced as locally as possible. The strategy had a perceptible effect on quality.

The man who put the Byron Bay job to Lancashire was Mark Perrin, who discovered the cookie very early on.

"As a chef, I travelled the world, and my background was also with Walkers Shortbread and Duchy Originals..."

"Byron Bay came here because Harvey Nichols had gone out to look for products for an Australian-themed promotion, saw Byron Bay, and said 'we'll have a couple of pallets of this'."

"The Australian government then put some export finance behind a few trade shows here, and the Byron Bay operation in the UK began in a garage in Watford, and some product airfreighted over."

"But a few years later, a lot of people

# Better than the original Aussie?

The Byron Bay cookie has now been available for more than eight years – it started a new product category for the cafe trade and is, says the British baker, a better product than the one made in the Australian factory that invented it



Mark Perrin

had begun to take notice of what was being said about 'food miles', and we too wanted the product to have more local ingredients – and fortunately, we now had sufficient business to be of interest to contract bakers here."

Even for a bakery with an existing reputation, this was a big job, says Tony Birbeck of Farmhouse.

"Our business began when the owners got snowed in on their farm and turned to baking – we now have 200 staff, and we lead the way in several bakery categories, without a doubt."

"We have been doing some things for longer than other bakeries... the gluten-free trend is not a problem for us at all, because we had our first client looking for it twenty-five years ago. With a lot of experience to draw on, we don't make the ones that taste like cardboard!"

Even so, the Byron Bay job was a challenge.

"Getting the Byron Bay contract was a weird experience, because I had read about their products in a magazine and thought 'they look quite cool'. It was the flavour profile which interested me, and the idea of creating 'high-inclusion' products with a high visual appeal."

"I might have tried making something like it myself, but within the month we had had the call from them... and within six months we were running with the product."

Seeing the product gave him initial misgivings.

"The first time I physically saw one, I thought 'we can't make this, without the right machine'. It was because of the size of the cookies, and the size of the 'inclusions' (chocolate chunks and the like)."

"The size of the inclusions is just humungous, and in most cases would be impossible... in a regular biscuit, the inclusions would be limited to 28-30 per cent of the product, but in the Byron Bay cookie, the 'inclusions' can be up to fifty per cent of the cookie."

"We also had to use 200-kilo and 400-kilo mixers... much the same as a kitchen Kenwood, but a lot bigger."

"We knew we just couldn't bake this kind of cookie on a normal machine. It was going to have to be a bespoke machine, and rack ovens with special cooling areas because, just like a steak continues to cook on the plate, so do these... because of the size of the 'inclusions', it would be very difficult to pack the chocolate chip one without proper cooling."

"But we did make some smaller samples with our existing kit, just to show what we could do. Suddenly it all went along at a fair old pace, and we needed two special machines."

What was the result?

"The original cookie certainly did suffer from being in a boat for eight weeks on the way here, and what we make now is very distinctive."

"I've been here 25 years and I don't often go over to smell the dough mix... but you really can tell when the triple-chocolate one is being made, and you just want to dip your finger in the mix and try it, but that's not allowed!"

"The current Byron Bay cookie is certainly different from what was brought in back then... and is our Byron Bay cookie a better cookie than the Australian one? Oh yes, it is!"

To parts of the market, the cookie is still an unfamiliar product.

"Byron Bay did create a category," notes Mark Perrin. "The sector of 'cookie' was not previously known, and it was lumped under 'bakery.'"

Some very active promotion by Beyond the Bean, during its period as main distributor, changed this – there

were reports that some tea-rooms had taken the UK-made strawberry and cream cookie for the Wimbledon period and sold it as a themed afternoon snack deal with a pot of tea. The 'cookie' became a product to be sold at a premium price.

"Those deal ideas did work, but we do still have a problem in some places – there are still people who have a certain idea of a 'biscuit' as something which is 20gm and costs 20p."

"So there's still an awful lot for us to do. We now have thirty regional distributors, but we have a lot to do in developing outlets like garden centres and visitor centres."

"There have to be more new ideas, and we'll have them soon – there will be a new seasonal one for Christmas, a fruit and spice cookie, and the samples of that will be ready in August."



## Ghirardelli Frappé

Capitalize on the fast growing popularity of iced blended drinks with Ghirardelli's Frappé Mix. Providing exceptional flavour in a cool, decadent drink. Easy to make with water or milk and ice.

June/July  
Special  
1 free in 6



June/July  
Special  
1 free in 6



Contact us:- sales@regencycoffee.co.uk  
0845 371 4423 www.regencycoffee.co.uk



**RANCILIO**  
*coffeeing the World*



THE **COFFEE MACHINE** COMPANY

Tel: 020 7237 6862  
[www.coffeemachinecompany.co.uk](http://www.coffeemachinecompany.co.uk)



**Ceado**  
think strong, work better



**EGRO**  
SWISS COFFEE TECHNOLOGY

There was a time, back in the 1950s and 60s, when the Kardomah was the archetypal high street coffee house. The passer-by outside a Kardomah received not just an aroma of coffee, but a positive blast of it at the front door.

The Kardomah was the Starbucks of its day, or as a northern writer has neatly put it – 'before they invented café culture, Kardomah already had it nailed'.

It was the place to go – the Beatles had their first meeting with the manager Brian Epstein at a Kardomah. The writers and artists of Manchester, including Lowry himself, were Kardomah regulars. The café in the film *Brief Encounter* was a faked Kardomah. And in Swansea, the artists and writers who grouped round Dylan Thomas used the Kardomah as their meeting place.

There is only one of the original Kardomah chain left. That is in Swansea too, and it has now marked its history by creating a blend to mark the centenary of Dylan Thomas' birth.

From being such a powerful force, how did the Kardomah chain come to fall to a single site? The Swansea one is run by brother and sister Juliet and Marcus Luporini, whose family came in while the chain was still a force.

"My father is Italian, and went into catering at a renowned restaurant in Milan," Juliet told us. "He went on to a restaurant in Paris, and to London in 1960 to work for the Forte Kardomah chain as a troubleshooter... he was a sorter-out of problems.

"Forte then began to franchise out the Kardomahs, and I think that at one

# The first of the great chain names

There is only one of the original Kardomah cafes left – but it continues to assert its role as its city's major meeting place



The Kardomah cafe as the artistic communities of different decades would have known it - from Dylan Thomas and Lowry to the Beatles

time there were 197 around the UK, and a few abroad. Our family moved to Swansea in 1970 to take on the Portland Street one – this is not the Dylan Thomas haunt, which had been in Castle Street, but that was bombed during the war.

"Dad bought the Portland Street franchise, and at some point after that Premier Foods got involved, and Dad bought the café out completely.

"There are still some Kardomahs elsewhere, but these are not from the original chain – we are the last of the originals. We also have the original tables, formica with the coffee-bean design, and we are legitimately retro, rather than 'retro by design!'"

Why was it that the Kardomahs suffered its decline and closure, when it should have survived to reap the benefit of the later coffee-house boom?

"I don't know why the chain failed. But I do think it's never the same when you start franchising out - you can't guarantee the standards. Yes, I know that is the big argument in support of franchising, but it all depends on the franchisees."

What is the difference between the way Kardomah's coffee is brewed and served today, as compared to the Dylan Thomas days? There were not a lot of espresso machines around in those days, and while the café's current menu does carry the standard espresso-based menu, there is no flat white to be seen, and certainly not a piccolo, macchiato or mochachino.

"When Dad took over, we were very reliant on pour-and-serve, and I guess this would have been the same in Dylan Thomas' day. I think he would have been the kind to drink his coffee black... he was not a latte kind of guy!

"With modern technology, we are now extracting the very most out of our coffee. We can do the modern coffees, and although Swansea will always be behind London in this, we do see society moving towards the top coffees... but 95 per cent of our customers want a regular filter coffee. Yes, we sell more lattes and cappuccinos, but filter remains big... and I think it was in Dad's day that he was the first to bring in the idea of a refill on filter coffee. He also created the all-day breakfast!"

How did the Dylan Thomas blend come about?

"I chair the Swansea Business Improvement District, and I said to my brother that so many things are going on around the Dylan Thomas centenary, why not a special blend?

"It's a very full flavoured triple-certified blend. I'm a Colombian drinker, and I always come back to that, but this has a nutty flavour and although

we will sell it either as bean or ground, in the restaurant we specifically brew it through Aeropress (from Cream Supplies) to get the most out of it... but if we're pressed, we'll do it as an espresso. Sometimes we take the Aeropress to the table, because that gives a great visual appeal."

(The blend is not roasted by Kardomah, but contracted out – the reason that Kardomahs always gave off a wonderful coffee aroma, says Juliet, is not because they roasted in-house, but because of a policy of always grinding right by the front door!)

The Dylan Thomas image of the coffee house, as a place in which intellectuals and others debated and argued, is probably the one that Starbucks always aspired to... has that image of the coffee house in general now disappeared? Does the Swansea Kardomah now cater instead for laptop users and remote workers? And what does the future hold for the grand of name of Kardomah?

"We have moved quite a lot into bean sales, which has become our growth area. We have a lot of hotels and restaurants for whom we blend, under their own names, and the future for us is growing this bean trade.

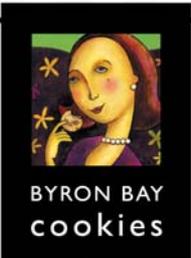


A memory from the days of formica, still in use – the Kardomah table-top bean motif

"In the café, we have very few laptop users, and we don't give free wi-fi - although, with my BID hat on, I can see that this is the way the whole city centre has to go.

"Swansea is fairly saturated with coffee shops, but we remain unique - we have full waitress service, which is what you would have expected in the 1930s, but we've kept it going. When you come into this place, you feel and hear the buzz of people meeting and greeting, and I would hate to lose that atmosphere. It's what we stand for. That's why we have had *Dr Who* filmed here, with David Tennant for the Christmas special, and the BBC filmed *Set Fire to the Stars* here, the Dylan Thomas film.

"We may have been innovative in some things, but we will not lose our timeless, retro, meeting-place appeal. The reality is still that we are Swansea's meeting house."



**BYRON BAY cookies**

## THE ORIGINAL CAFÉ COOKIE



**Made using the finest ingredients and baked to perfection in the UK, Byron Bay Cookies have won awards around the world for their quality and taste.**

*deliciously decadent since 1990*

For all distribution enquiries, please contact us at [cookies@byronbaycookies.uk.net](mailto:cookies@byronbaycookies.uk.net) or 07809 225 514.  
[www.byronbaycookies.co.uk](http://www.byronbaycookies.co.uk)



The St Austell brewery, which recently created its Brewer & Bean coffee concept using Miko coffee, has opened its latest in-pub coffee shop. This is at the Old Custom House in Padstow. St Austell has also joined J D Weatherspoon, Fuller's and others in placing a complete ban on e-cigarettes across its entire estate. (By contrast, Coffee Republic is involved in supplying coffee to Ecigwizard, a 'smoking' coffee shop in Brigg, Lincolnshire.)

Another addition to the move by pub companies towards hot beverages is the opening of a 'vintage' tea-room at the Royal Oak pub in Poringland, Norfolk. The publican gave a candid reason: "lunchtime pub trade is dying. We have now had to think outside the box and we didn't want to go the traditional pub food route, because that would make us no different to other pubs around us."

The Daily Goods coffee shop of Camberwell, London, is to be run by American Carter Donnell, once of Ninth Street Espresso in New York. He has been running a coffee bar as an in-store concession at the Kinoco cycle shop for a year or so.

The latest 'barrister to barista' story is of Heidi Cotton, who has opened the Broom Wagon Cafe, Refford. She has said that she was faced with the choice of being a barrister for another twenty years, or doing something which she was enthusiastic about... and chose coffee. It is, she says, without the long-term worry of 'the consequences for other people' from legal work. The café is another bike-themed business – the Broom Wagon is the support van at the rear of a race.

Another old bus has turned up as a café – the Double Decker café of Hastings turns out to be just that, being the rebuilt version of Huddersfield Leyland Atlantean bus no. 6299, which went out of service in 2003 and appeared in Last of the Summer Wine before being sold on Ebay for £5,000.

There has been yet another case of someone turning their house into a café – in this case, it is in Caerphilly, where Cheryl Campbell found she had several empty rooms after her children had left home, and turned her living room into the Front Room cafe. She said the inspiration came when a stranger stopped her in the street, asking where to go for 'a nice cup of tea'.

Kingdom Coffee of Reading has raised £1,800 for the local charity Latin Link, which works to support children affected by violence and extreme poverty in Colombia, and education among the poor children of Los Guido shanty town on the edge of San José, Costa Rica. The cash was raised through a project at the recent Christian Resources Exhibition at Sandown Park.

Costa is to create a drive-through at Milton Gate, the business and science park at Oxford, and confirms that its long-term strategy is for more such outlets at 'prime transport locations'.

Brains, the Welsh brewer which took over the Coffee#1 chain of cafes, has opened its third new site of the year. This was in Southsea, Hampshire, and is the fortieth in total, from what the chief executive sees as a possible chain of a hundred cafes.

In Cornwall, a Costa could replace the front office at the police station in Falmouth. The local police have suggested renting out the front part of their premises as a way of offsetting budget cuts which could otherwise cause the closure of their public enquiry desk.

The value of defibrillators has again been shown, with staff at the Welcome Cafe in Morecambe attending to a 75-year-old lady who collapsed. A staff member said: "there were no signs of life, but your goal is to bring the person back - luckily we did." The defibrillator was bought after the staff raised the £700 cost themselves, and then underwent training for it - they have only had it for six weeks.

Morrisons is the latest supermarket to make serious use of its instore coffee shops – a new cafe concept has been launched at its Crawley store with new moveable seating to make the cafe space better able to accommodate buggies and wheelchairs. The company's café planner said that: "the way customers use cafes has changed and we have responded to that." The pilot refit at Ripon produced an increase in footfall of 40 per cent in its first week.

The Coffee Mill in Lynmouth, north Devon, has been sold for the first time in 60 years. It occupies a fairly unique outdoor position between a hotel, with which it was formerly linked, and the point at which a river leaves Exmoor to join the sea; it probably had the first espresso machine in the west country, some time in the late 1950s. It was sold with a 10-year lease from a guide price of £150,000; its turnover for the year ending February 2012 showed sales of £258,553. It was, says the agents, purchased by a couple seeking an 'alternative lifestyle'.

Another one in the 'new concept' sector is Ca'puccino, which says it has 'unveiled a unique new concept' in The Queen's Terminal, Heathrow. It is a 140-seat coffee house with Italian speciality coffees. These include the Bicerin from Turin (espresso, dark hot chocolate and steamed milk) and the Caffè del Professore from Naples (espresso and hazelnut cream with a whipped cream top). This is similar to the café the same brand opened in Harrods about ten years ago.

## Spent grounds scheme gets big backing

The Bio Bean project, which seeks to collect coffee grounds for recycling waste into both biodiesel and biomass pellets, has won two support grants within the space of a few weeks. It took the £20,000 first prize in the Santander Universities Entrepreneurship Competition, following a promise of \$100,000 in funding from the International Class of 2015 programme. Bio-Bean had previously received seed-fund backing from a UCL Bright Ideas Award in 2013.

The Bio-Bean project rests on the concept that massive amounts of coffee-ground waste from London cafes currently goes into the normal waste streams, when it could be easily segregated and used for fuel. It assesses the amount of waste grounds from London alone at 200,000 tonnes a year.

The coffee-to-fuel theory has the support of the London mayor, Boris Johnson, who we are invited to believe has described it (heaven help us) as 'absolutely full of beans', and apparently is keen on the idea of a coffee-powered London bus.

The concept was created by Arthur

Kay, who was designing 'closed loop' systems based on a building using its own waste to generate power, when he had the idea. Bio Bean argues that it is practical for waste producers to separate their coffee grounds for diversion to recycling, and says that most coffee shops already do so, even if the grounds end up in normal waste streams; however, Bio-Bean has no plans for its own collection vehicles, so recovery needs to be organised in partnership with existing waste companies.

Bio Bean claims to be "working up contracts for most of the high street chains at the moment".

## Garden centres - a 140-strong coffee chain

Another indication of the growth of speciality coffee into garden centres comes from the Garden Centre Group, as part of a new in-house catering plan which involves launching the Garden Kitchen concept at 140 garden centre sites. The man behind it is Jason Danciger, who formerly ran 300 in-house cafes for Marks and Spencer.

He tells us that he has chosen a coffee from Green Cup, which comes from the Swedish roaster Lofbergs. "Green Cup will pick up our used coffee grounds to be recycled into panels which the garden centre chain will use as coffee table tops and perhaps sell as a soil nourisher; the side panels of the San Remo machines are also made using recycled coffee, and the group plants a tree with the charity Trees for Cities for every machine."



**With more than 100 flavours, create endless applications with MONIN.**

Discover ultimate recipes on [www.monin.com](http://www.monin.com).

Tel: 01795 413705  
Email: [dling@b-opie.com](mailto:dling@b-opie.com)



It is always entertaining to see how a simple casual mistake can have horrifying consequences – so long as you don't make it yourself, of course.

A souvenir mug company decided to sell 'collectable' coffee mugs for the World Cup, and outsourced the job to a sub-contractor, whose job was to find royalty-free pictures of each member of the England squad.

Astonishingly, the member of staff searching for a picture of defender Chris Smalling picked the wrong face... they selected a picture of President Barack Obama. Worse, without anyone checking or noticing, it ended up on a mug... indeed, on hundreds of them.

It all seems to have worked out well for the company that planned the campaign – 500 were sold to American buyers like a shot, and it is reported that Ebay has seen bidding of up to \$255.

Everyone has read the usual collections of schoolboy howlers, but the Times Higher Education supplement goes further, with its annual competition for best university-level gaffes. The history department of the university of Exeter reports a student writing of the early coffee trade that: 'within the new coffee houses, men from all parts of the world could interfere with each other...'

An optimistic attempt by a penniless man to pay for a coffee in Malacca, Malaysia, has failed. When a kiosk operator served the man, he responded by unzipping and 'flashing' her; after being arrested, he claimed that he thought the exposure would be acceptable as 'payment'!

The ever-irreverent Street Coffee of London has achieved a first this month by getting into trouble for two separate reasons (one a month is its usual average). First, the company received a letter of complaint from a lady customer who objected to the presence of a CCTV camera in the loos; Kaldi suspected Street to have put a dummy one in there for a laugh, "We've got dummies in all of them!" responded the owner cheerfully.

And then the café rebranded itself

on its headboard as 'F\*\*\*offee' (in full!), which predictably drew more complaints, and a visit from the police... who simply enjoyed themselves taking 'selfies' in front of the sign. (And, we are told, sales went up 20 per cent after the re-naming).

A man in Washington, USA, has been convicted of fraudulently claiming over \$42,000 in disability benefits, and of having used the money to try and support his business, which was failing. The business was a cafe called... Criminal Coffee, a reference to his previous conviction for fraud.

We hesitate to report this, but the 'deep frying champ' of Texas has given demonstrations of how to fry coffee. He fills pastry dough with chocolate-covered espresso grounds, deep-fries it, covers the result with coffee-flavoured syrup and sprinkles espresso grounds and powdered sugar on top. He refers to the result as a 'doughnut', and in a super observation on deep-south cuisine, said: "If you fry it, they will come."

We also hesitate to report this, but a café in China is designed on a theme of 'vampires'. It serves its drinks in blood bags in a cellar decorated with coffins. The bags contain red wine,



## Kaldi

cherry cola or blackcurrant juice, and are served by waitresses dressed as nurses.

Readers may recall the American customer who paid \$54 for the most expensive single drink ordered at Starbucks. Sadly, he has started a trend – a woman followed that with a \$57.75 drink, which almost immediately was topped by a West Virginia man who created a drink priced at \$71.35. The thing they all have in common is that they cost nothing – Starbucks made no condition regarding size or cost of the free reward drinks it gives in its loyalty scheme.



Sweetbird®

## It's still lemonade

Introducing Sweetbird ready to drink lemonades

Being ever so versatile, when life gave Sweetbird lemons, he made lemonade; with his own unique twist. Made with real lemons, the three flavours; **Watermelon & Rosemary**, **Blueberry & Mint** and traditional style **Cloudy Lemonade**, come in 400ml bottles which can be stored ambiently before enjoying chilled, over ice, or on the go.

Free from artificial flavours, preservatives and colours they are approved for vegetarians and vegans. Speak to your local Sweetbird distributor or call +44 (0)117 953 3522 to find your nearest stockist. Go on, feel the lemon love...

