

COFFEETIMES

ISSUE 13 – SPRING/SUMMER 2018

COFFEE ROASTING COMPANY SCHREYÖGG. INNOVATION AND TRADITION. SINCE 1890



Only the freshly ground bean develops its full flavour

HISTORY

From the Company's History

In 1982, after his father Josef Paul Schreyögg's death, Peter Schreyögg took over the family business at the age of just 21. Despite the tough competition in the coffee business the coffee roasting company Schreyögg could not only maintain its market share, but actually increase it - mainly in the local hotel and catering sector.



In 1982 we finally established our own customer service in order to offer our customers comprehensive one-stop shop service. This meant that the highly intertwined processes of coffee production and the use of machines and grinders have been controlled by the company's office since then, with all the associated benefits. In 1983 a completely new corporate design followed: Not only was all the packaging adapted to the changed design, but also the company vehicles, all advertising material and the trade fair displays.

Since the old production site under the "Meraner Lauben" no longer met the requirements of the company, its place of business was moved to a new building in Luis-Zuegg-Strasse in the Passer commercial zone in 1987 – after almost 100 years in the old town. ■



EDITORIAL

Dear customers and coffee lovers,



2017 was a year of many highlights – the presentation of the new Caffè Espresso Artista was certainly one of the most important ones. It is not only the cooperation with the "Chef of the Century" Eckart Witzigmann which resulted in the development of this top-quality coffee, the trip to Nicaragua associated with it also contributed a time of intensive creativeness for everyone involved.

Nicaragua is a coffee-growing country which has produced a fantastic range of outstanding coffees with very characteristic flavour profiles. We also wanted to give a unique travel experience to our customers, so we auctioned off four trips to Nicaragua on 15 December 2017 in cooperation with the charity association "Südtirol hilft". The proceeds benefited a good cause – just like in previous years.

But we also want to share our day-to-day experience with the complex topic of coffee with you. So this time among other things our practical tips focus on grinding the beans, a process which should ideally always occur just before the brewing of the coffee. In this 13th issue of the *Coffee Times* we show you what makes for a perfect grind and what you should always bear in mind.

If you do not have the possibility to grind your coffee yourself, we obviously make sure that you can enjoy the full flavour with our ground coffee specialities.

We wish you a successful start into this spring, and – enjoy a soothing cup of coffee, whenever you feel like it.

Peter Schreyögg

PRODUCT AND COMPANY CERTIFICATIONS



The coffees – balanced flavour, pleasant acidity and gourmet aroma

-  INEI – Istituto Nazionale Espresso Italiano
-  EU organic logo
-  Fairtrade
-  IFS – Food

Information at: www.s-caffe.com/qualitaet

SÜDTIROL HILFT

A Trip to the Coffee Plantations of Nicaragua

This year the “Südtirol hilft” campaign of the coffee roasting company Schreyögg once again gave four travellers the opportunity to take a look behind the scenes of coffee growing and harvesting on location. This time four tickets to Nicaragua were sold by auction.



Nicaragua is the largest country of Central America, with a climate which is ideal for growing coffee. On the numerous mountain slopes the coffee shrubs grow under shade trees in a highly diverse flora. Final destination of the group, who travelled from Munich via Frankfurt and Panama to Managua, was the northern Region Jinotega. January is the ideal month for such a journey, if you want to take a closer look at the conditions in which coffee is produced, since some of the coffee is still on the trees waiting to be harvested, while some is already on the drying patios.

After a brief stay in Managua the group travelled on to Ocotol, a city in the north of Nicaragua in the Departamento Nueva Segovia about 225 km from Managua at an altitude of 598 m above sea level. The population lives mainly on coffee and tobacco growing. The tourist group actually had the opportunity to visit a cigar factory on the way to Ocotol – outside Estelí in the region of the same name, and to get an impression of cigar making on site. It is a complex process involving a lot of hard work from planting all the way to production, which requires much attention to detail – and from this point of view cigar making is rather similar to coffee production.

On the following day the group travelled on to the region of Jinotega with its capital of the same name, which is 1,078 m above sea level. The visit to the Finca Monte Cristo gave an interesting insight into the world of coffee. Coffee is grown here on large fields and in forests, harvesting had nearly been completed at the time of the visit. The coffee cherries are harvested by picking, i.e. by hand: with this method of several runs only the ripe cherries are harvested, so that the immature ones can ripen completely. Only the third and final round completes the harvest, when the remaining coffee cherries are harvested.

Before the so-called “wet preparation” is further processed, the workers sort the freshly harvested coffee cherries by hand and remove those which have not reached the peak of ripeness. After that, pulping machines separate the coffee cherries from the skin and pulp. The exposed beans are then fermented in tanks for up to 24 hours, before they are washed with spring water and dried. After that, the beans, which are still in their parchment skin, are taken from the finca to the processing plant of Beneficio de café, which was the third stop on the group’s journey. This is where the coffee undergoes the final drying step, which guarantees a minimal amount of residual moisture in the end product; after that, the coffee is put into interim storage there. The hulling process, which is the removal of the parchment shell from the beans, does not occur until a few days before they are loaded onto ships packaged in jute bags.

After this educational experience the travellers continued to León, the full name of which is Santiago de los Caballeros de León, the provincial capital of the León Department in the west of Nicaragua. León is the second largest city of the country. Among other things it has the largest cathedral of Latin America, the cathedral of León, which was declared a UNESCO World Cultural Heritage Site in 2011.

This last leg of the trip started at 4 a.m., when the group climbed the Cerro Negro volcano, one of the most famous volcanoes of Central America. The black mountain, one of the youngest active and smallest volcanoes, is at an altitude of about 730 m above sea level and about 45 minutes from León. But it is just one of a whole range of volcanoes which are part

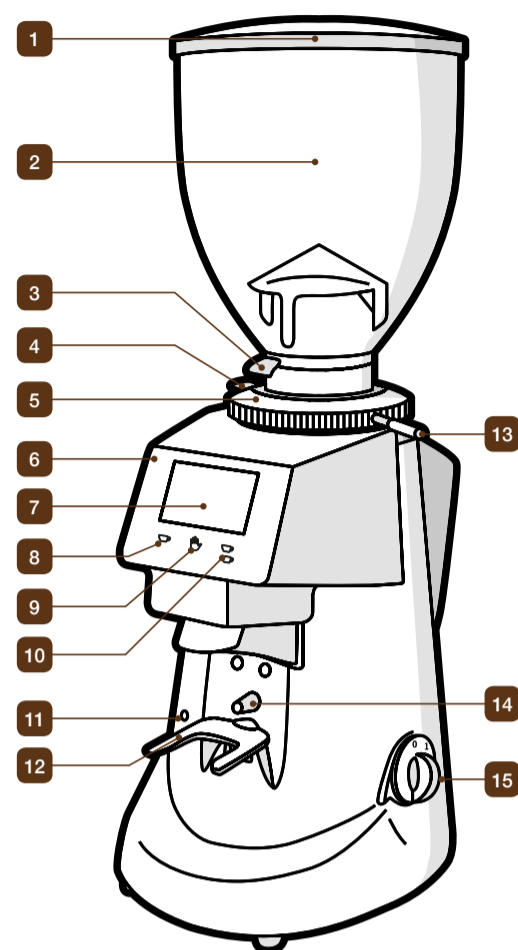
of the Maribios volcanic range. The Cerro Negro can be climbed on foot in just over an hour. The group reached it while the sun was rising and the reward was a fantastic view – it was even possible to look into the crater. To top off a memorable journey the group was served dinner by the seaside; then their trip took them back to Managua, from where the travellers finally went on their journey back home – having gathered a wealth of new experiences and deeply impressed with a highly diverse country full of contradictions. ■



südtirol hilft
L'ALTO ADIGE AIUTA, SÜDTIROL DEDDA

In 2017 the coffee roasting company Schreyögg once again supported the charity ‘Südtirol hilft’ with two campaigns – helping people who suffered hardship through no fault of their own. Apart from the special auction for a trip to the coffee plantations of Nicaragua, Peter Schreyögg also made a donation on behalf of the coffee roasting company at the traditional donations campaign.

The Advantages of a Fresh Espresso Grinder



- | | |
|----------------------------------|--------------------------|
| 1 Lid of the bean hopper | 8 Coffee one cup |
| 2 Bean hopper | 9 Grinding |
| 3 Sliding lid | 10 Coffee two cups |
| 4 Setting ring locking mechanism | 11 LED display |
| 5 Grind setting ring | 12 Filter switching fork |
| 6 Control panel | 13 Rotation control |
| 7 Display | 14 Microswitch |
| | 15 Switch |

It was as long back as 1982 that the coffee roasting company Schreyögg decided to set up its own customer service department in order to be able to deal with its customers' concerns internally to the greatest extent possible. All the customer service staff have a high level of technical expertise and know that coffee is exposed to numerous influences. Only the perfect coordination of the machine and the grinder with the natural coffee product eventually ensures an outstanding result in the cup. Among other things the right grind makes an important contribution to a perfect cup of coffee.

What happens when coffee is ground? Grinding opens the cells of the beans and releases the flavour and the constituents which are solved out of the coffee powder during extraction. Since ground coffee comes into direct contact with oxygen and then quickly loses flavour, the coffee should always be ground just before it is used.

The technical service department of the coffee roasting company Schreyögg is one of the key components of the company and consists of a well-attuned team of 6 specialists who apply their great wealth of experience. The equipment of a barista usually consists of several technical utensils, including, of course, the coffee grinder – which undergoes maintenance or repair provided by the technical staff whenever necessary. Professional espresso grinders are intended for grinding roast coffee and dispensing the ground coffee exclusively. Meanwhile the coffee roasting company Schreyögg largely relies on fresh espresso grinders, since the principle of fresh grinding has many advantages:

- Maximum diversity of flavours due to fresh grinding by portions
- No loss of flavour and consistent quality
- Since grinding only takes two to three seconds, guests can be served quickly even at busy times.
- Easy cleaning
- Low loss of coffee powder due to readjustment

The so-called “grind-on-demand” function allows the direct transfer of the freshly ground coffee into the portafilter without intermediate storage.

The quantity set precisely beforehand is dispensed as and when needed – which means that exactly the same quantity of coffee of the same degree of grind is always transferred from the grinder into a portafilter via a small transport bridge. But if the coffee changes due to fluctuating air moisture, the degree of grind may have to be readjusted. Such adjustment of fresh coffee grinders also necessitates a change of the grinding time. This is where the technicians come in, who ensure that the grinder is always ideally adjusted to the coffee used – and who train the customers so that they can make the necessary adaptations themselves in the event of any irregularities.

In humid weather the coffee powder should be coarser, otherwise the coffee will flow too slowly and be over-extracted; in dry weather the powder should be more finely ground, because otherwise the coffee will flow too fast and be too light and under-extracted.

The right degree of grind for an espresso is set, when 25 ml (+/- 2.5 ml) of coffee is brewed in 25 seconds with 7 g (+/- 0.5 g) of coffee (cup dose). ■

The “four M rule” for perfect espresso

MISCELA (BLEND) = the appropriate coffee blend

MACINAZIONE (GRIND) = the coffee grinder or the grinding process and the associated correct degree of grind

MACCHINA (MACHINE) = the coffee machine

MANO (HAND) = the person preparing the coffee

Stefan Hellweger on the art of the perfect grind



“Over the many years of my career a lot has changed. Modern technology is impressive, and, of course, we give our customers technical support in every respect – but eventually it cannot be done without human attention and perception, because it is only people who can tell if something has got out of hand. Therefore, we particularly focus on the precise introduction of our baristas and their employees to the operation of their equipment. Apart from that, regular service is a matter of course – and you can always reach us in emergencies anyway”.

Stefan Hellweger, head of the technical customer service and with the company for more than 30 years, is familiar with every detail, however small, to do with the synergy between technology and the human factor – a wealth of experience which is only acquired by years of work.

What are the regular steps in the maintenance of the coffee grinder?

First of all it is cleaning the bean hopper, before filling it. The bean hopper must be cleaned with hot water or an odourless fat solvent, so that essential oils and residues are removed. Apart from that, it is essential to check the coffee grinder every day. To avoid loss of flavour the bean hopper should be emptied at the end of the working hours and only be refilled just before operations are resumed. Please make sure that the set degree of grind is not changed accidentally.

When do the grinding disks have to be replaced?

This depends on the type of grinder and the size of the grinding discs, but also on the coffee and the hardness of the beans. Grinding discs with a diameter of 64 mm should be replaced after about 300 kg coffee.

When the grinding degree can no longer be adjusted correctly and the coffee powder therefore contains too many fine particles after grinding, the discs should be replaced; the same applies to the point in time at which the coffee loses flavour and has a smoky smell, because the powder remains in the grinder too long and overheats. Fine coffee powder will then be deposited in the cup. ■

- 1 Close the locking mechanism of the bean passage
- 2 Do not change the degree of grind
- 3 Remove the hopper and manually grind the remaining beans until the hopper is empty
- 4 If possible, clean it with a vacuum cleaner and finish off with a brush
- 5 Clean the transportation tunnel with a brush
- 6 Clean the bean hopper



ECKART WITZIGMANN'S COFFEE RECIPE

He was never bored in his life for even one second, says the Chef of the Century Eckart Witzigmann. And if you get the chance to experience his creativeness, you will be fascinated immediately: you can feel the enjoyment which is still driving him. The talent, the creativeness, the curiosity and innovativeness of the young generation keep surprising and delighting him time and time again and encourage him in his mission to continue his fantastic journey of discovery. Thus, it was not difficult to get him to share a creative coffee recipe with us. Of course, with his Caffè Espresso Artista. ■



Serving suggestion

Cherry latte macchiato

For 6 latte macchiato glasses

Cherry parfait (prepare on the previous day)

- 40 g egg whites
- 40 g sugar
- 1 pinch of salt
- Beat until stiff
- 100 g sugar
- 200 g cherry pulp
- approx. 10 g lemon juice
- Mix all ingredients
- 335 g whipped cream

Beat the cold egg whites until stiff. Gradually fold in sugar. Stir sugar and lemon juice into the cherry pulp. Whip the cold cream until stiff. Fold the beaten egg whites into the cherry puree and then fold in the whipped cream. Pour the cherry mixture into 6 latte macchiato glasses, cover and leave in the freezer to freeze overnight.

Coffee biscuit crumbs (crumble)

- 75 g butter
- 75 g flour
- 75 g brown sugar
- 75 g ground almonds
- 10 g coffee powder (finely ground)
- Cherries
- Pistachios

Knead all ingredients into a dough, "crumble" onto a baking tray and bake in a preheated oven at 170° C for about 6 minutes until golden brown. Wash, pit and possibly halve cherries and garnish the cherry parfait with them. Sprinkle the coffee biscuit crumbs over it, top off with the milk froth and finish it off with chopped pistachios.

Eckart Witzigmann

This is just how I have always wanted my espresso – with the close cooperation on the development of this unique coffee creation of Espresso Artista I had the opportunity to dive into what was a completely new world for me. I was fascinated to see the actual art behind the craft of coffee roasting.

Eckart Witzigmann
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80539 Munich, Germany | www.eckart-witzigmann.de



Eckart Witzigmann

SHOP WINDOW

Espresso, allrounder or long cup – our selection of blends intended for automatic coffee makers exclusively meets the requirements of the demanding coffee lover. Only what's best for your machine... and for you!



Caffè Espresso Barmatic

1000 g beans
The espresso especially for all fully automatic coffee machines: a fine aromatic composition of flavours, full taste and full aroma for all cup sizes. For espresso, cappuccino, café crème, caffè latte and latte macchiato.



Caffè Crematic

1000 g beans
Crematic, the special, balanced coffee blend of light roast, ideal for fully automatic machines. Soft, mild and aromatic in flavour, but most of all easily digestible due to the long roasting process, this coffee is particularly suitable for the long cup.

You can order the complete selection of coffee specialties from the coffee roasting company Schreyögg very easily online at www.s-caffe.com/shop.

NOT TO BE MISSED!

Dates and Events

2018
Guided tours of the roasting company in 2018
You can register through the Parcines Tourist Office or the Rablà office by phone:
+39 0473 967157
Coffee roasting company Schreyögg GmbH, Parcines

26/08/2018
The Unplugged Taste
At Gomp Alm in the Hirzer area you can see for yourself how coffee is roasted over a log fire.
Gomp Alm, Hirzer/Monte Cervina, Scena

TRAINING CENTRE OF THE COFFEE ROASTING COMPANY SCHREYÖGG

Coffee training



As a permanent training centre of the International Institute of Coffee Tasters the coffee roasting company Schreyögg always offers coffee seminars and workshops for baristas, restaurants and coffee lovers. Expertise together with practical training reveals the secrets of perfect coffee art to the participants.

Because of the great success of the training centre in Partschins and the resulting growing number of courses offered, the team of our trainers was recently extended. Patrick Linser will look after the courses, events and the retail business from now on.



TRAINING TO BECOME AN ESPRESSO ITALIANO SPECIALIST

Two-day course in cooperation with the "Istituto Nazionale Espresso Italiano". The course consists of two modules, a basic course (Espresso Italiano Tasting) and an advanced course (Espresso Italiano Specialist).



FIT IN "LATTEART"

Our trainer and barista coach Eric Wolf provides theoretical and practical LatteArt training for the participants: with much fun and power he explains how to froth and pour milk properly and how to creatively decorate a cup of cappuccino.



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Just send your message to: coffeetimes@s-caffe.com

Yours,
Diana Schreyögg

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More workshops will be offered and dates will be announced at the beginning of 2018. For the latest dates please go to our website www.s-caffe.com/schulungen. Or just get in touch with us personally.

Buy LatteArt courses as gifts and request a voucher at coffeetimes@s-caffe.com