

COFFEE *times*

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ALPS COFFEE | NEWS & TRADITION



ALPS COFFEE

Premium quality for supreme enjoyment.

Top-notch raw coffee, Mediterranean passion and the Alpine focus on quality find their best expression in the refined blends of Alps Coffee. For the Coffee Roasting Company Schreyögg from South Tyrol, perfection in the cup is much more than just a family tradition cultivated for decades. Unique coffee moments, celebrated since 1890. Exquisite, long roasting of single origin coffees, composed into most delicate symphonies of flavours with a wealth of experience. Honest, uncompromising, excellent.



NEW IN OUR RANGE

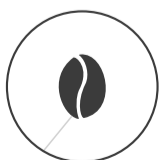
Pleasure and joi de vivre: CAFFÈ ESPRESSO ALLEGRIA

For the fully automatic coffee machine at home ... and even more joi de vivre in your everyday life. Every single cup. Now also available in retail outlets!

This refreshing composition for the sensitive coffee lover amazes with its lightness of fine flavours, with extremely subtle acidity.

100% Arabica beans from the best regions of Central America give this premium blend its velvety characteristics, with a slightly nutty flavour.

Whether it's an espresso or a long coffee, Caffè Espresso ALLEGRIA for fully automatic coffee machines seduces with its performance with an intense, full-bodied and unique aroma. Your personal quality coffee break at the push of a button. ☕



Tostatura | Röstung | Roasting

Chiara | Hell | Light

Media | Mittel | Medium

Scura | Dunkel | Dark

100% ARABICA



●●●● Aroma

●●●● Corpo | Körper | Body

●●●● Intensità | Intensität | Intensity

●●●● Equilibrio | Balance

●●●● Acidità | Säure | Acidity

CAFFÈ ESPRESSO ALLEGRIA 500g Beans

EDITORIAL

Dear customers and coffee lovers,



Spring at last! A season brimming with energy and verve. Nature is showing us how to do it! All of us will probably enjoy the big spring awakening even more intensively this year, the past few months having touched each and every one of us, occupied our minds and left their permanent mark on us.

Together with the first harbingers of spring, a sort of normal is now gradually coming back. For us as coffee producers the pandemic has also brought about some changes: At times, the enjoyment of coffee moved from our favourite café to our own four walls.

We have also made use of this time and worked on a new product for private coffee enjoyment. Pleasure and joi de vivre were the buzzwords in this development - and the programme is in the name: Caffè Espresso ALLEGRIA - a coffee blend developed especially for the fully automatic coffee machine at home, which will soon be available in retail outlets as well.

In this edition of the Coffee Times we focus on the suitable drinking vessel once again and introduce our new, exclusive line of cups. An example of the successful symbiosis of design and functionality.

There is good news from our training centre as well: The LatteArt courses will be held regularly again and can be booked. And the roasting facilities are open to visits of small groups again, too. For all the information you need, go to our website.

On that note: Stay loyal to us, keep drawing inspiration from Alps Coffee and enjoy our delicious coffee specialties!

Best regards,
Stefan Schreyögg

PRODUCT AND COMPANY CERTIFICATES

All you need to know at: www.alps-coffee.it



INSIGHTS INTO THE WORLD OF COFFEE

Even-greater-coffee-enjoyment! Meeting for coffee with...

Epircher Laner Alm ... in the beautiful skiing and walking region of Obereggen (1,830 m)

www.epircher-laneralm.com



From left to right: Walter Untersalmberger with his family



Enjoying coffee on high mountains? This is exciting!

The lower the air pressure, the lower the boiling point, which - in turn - affects the brewing process of the coffee. To guarantee perfection in the coffee cup, the professional technical customer service of ALPS Coffee is here for you; they are never afraid of even the highest mountain tops! The Alps Coffee team is not afraid of even the highest mountain tops.



And what does Alps Coffee say about Epircher Langer Alm?

Markus Platter, contact for sales:

"I am impressed by the team spirit and the many sophisticated details at the Alm. The result is a pleasantly relaxed atmosphere, even when it is really busy!"

”
**Mountain inn keeper
Walter Untersalmberger:**

*"If the chemistry is right
and the quality is good - well,
what more could you ask for?"*
”

A fresh wind for the Almhütte!
After the extensive conversion work two years ago, Epircher Laner Alm at the foot of the Latemar, in the skiing and walking region of Obereggen, is now showing its best side. The modern ambience with its open show kitchen is very inviting and cosy. Ideally positioned between the ski slope and the sledge run, typical South Tyrolean food as well as popular Mediterranean and vegetarian dishes are prepared here. And you can look over the chef's shoulder.

A culinary eye-catcher! The brunch menu of the mountain cottage is an insider tip! Of course, selected delicacies of the region and creative interpretations of local favourites are served here as well.

The sun terrace invites visitors to relax and enjoy the unique panorama with home-made desserts and coffee from ALPS COFFEE prepared with lots of TLC, while the little guests are having fun in the generously laid-out playground. ☺

EVERYDAY HEROES

Our customer service ensures that everything runs smoothly when it comes to coffee.

The technical service of Alps Coffee has been the company's centrepiece since 1982. Today a team of 7 specialists are supporting our customers every single day of the year. A well-rehearsed team which can draw on a wealth of experience!



Kurt Unterweger, member of the technical team and in the company since 1994

"The technical innovation of the last few years is really impressive - so it takes a little more than just experience to keep track. So we attach great significance to the professional instruction and training of the baristas. The great diversity of coffee machines - including traditional portafilter machines, fully automatic machines, filter machines and pod machines - results in a certain complexity. For choosing the optimum coffee machine and professional accessories, many different factors must be taken into consideration. At the moment several thousand machines and facilities are in use, which are supported and serviced by our team of technicians."

TECHNICAL CUSTOMER SERVICE
T +39 0473 967700

"Every day we do our very best to give our customers quick and straightforward support or to organise on-site service at short notice."

BIO - FAIRTRADE

Because we love the environment and because fair simply tastes better



... and over the years, the firm belief has matured that sustainable coffee production has many advantages. The balance of social, ecological and economic aspects creates stability and makes quality in coffee growing attractive and fit for the future. ☺



**Caffè Espresso
BIO ORGANICO**

This full-bodied espresso is convincing with its subtle flavour and acidity.

The choice blend consists of 90% top-quality Arabica beans from the highlands of Central and South America as well as 10% selected Robusta beans from Southeast Asia. All of them are grown organically and have Fairtrade certification.

Available in:
1000g beans
250g beans
250g ground

COFFEE-to-go



Bio-degradable:

The environmentally friendly coffee-to-go cups from Alps Coffee.

Alps Coffee offers its coffee specialties in cups made of biodegradable material.

The environmentally friendly "to-go" cups are available in three sizes - 90ml for espresso, 260ml for cappuccino and 350ml for latte macchiato.

They come with recyclable lids and wooden swizzle sticks. All raw materials used for the production of the cups are of European origin.

The printing inks are low odour and low migration and are in compliance with the EUPA Guidelines for food packaging.

PRACTICAL TIPS FOR BARISTAS

Why the perfect cup is so important for enjoyment ...

Talking to Peter Schreyögg



Peter Schreyögg

It has long become common ground that the material, shape and size of the cup influence the pleasure derived from coffee. So for the perfect coffee moment, it is not only the type of preparation that should be right, but also the drinking vessel. It is also inevitable for coffee roasters to think about this – because the choice of accessories is huge and a beautiful design does not always guarantee enjoyment. But what does it really come down to?

A good cup is a successful symbiosis of functionality and design. It is mainly about material, shape, workmanship and wall thickness. All these properties contribute to maintaining the temperature in a drinking vessel and allowing the coffee flavour to develop properly.

But it is also about thermal conductivity, and that, of course, depends on the material. Glass is currently very trendy – and this is not only down to aesthetic reasons.

A glass cup absorbs the heat of the beverage immediately, while it is being poured. As opposed to ceramics or china, a glass cup does not have to be preheated. The biggest drawback of the glass cup is the inability to retain heat.

"I am personally convinced that ceramics and china are the best choice for espresso. Glass cups can be used, when the cups cannot be preheated."



The cup should be **concave**, i.e. rounded inward, so that the crema can develop well during extraction, while it undergoes a rotary movement, and remain stable.



Enough **wall thickness** to ensure that the temperature is maintained.



For perfect presentation the **inside** of the cup should always be **white**.

PRACTICAL TIPS FOR BARISTAS

Aspects of the right choice of hospitality tableware

THE ABC OF CUPS

What does the ideal cup for an Italian espresso look like?

There is a whole philosophy behind this question – but in a nutshell, the ideal espresso cup is made of china, has a volume of 50-80ml and – if made of china – is preheated to 50°C.

Since the espresso flows into the cup at a temperature of about 80 to 90°C, it finally reaches the optimum drinking temperature of 65 to 70°C in the cup.

The cup itself should have walls as thick as possible to store the heat longer. But it is the shape of the cup that is decisive for the perfect espresso experience.

The bottom of the cup should be rounded inside, its shape should be conical and concave, so that a consistent and stable crema can form. A small cup opening prevents the flavour from evaporating and the crema from breaking. Both are important features of a good espresso!

**The classical espresso cup.**

Volume: 50 to 80ml, slightly conically tapering downwards, the opening not too wide at the top, since this would make the crema break too quickly. Slightly thicker walls for heat storage and resistance to breaking, which is always important in the hospitality industry. With a rounded bottom (conical), an even, stable crema will form.

The cappuccino cup.

Volume: 160ml for 25ml espresso and 100ml foamed milk. Cappuccino needs a cup which preserves the consistency and temperature of the airy milk foam for as long as possible. It is also important to be able to lift up the espresso while pouring the milk foam, which allows the creation of fancy decorations of the Latte-Art type.

The latte macchiato glass.

Volume: 220-250ml. Only in the glass can you watch the espresso slowly sinking into the perfectly poured milk foam. If prepared correctly, an attractive colour pattern of three layers will form. Coffee, milk and milk foam.

FACTS

- > Material and ergonomics
- > Practical and aesthetic advantages
- > Impact-proof and high-resistance edges
- > Dishwasher-proof
- > Functionality
- > Perfectly comfortably in the hand
- > Stackable for storage



SPECIAL COFFEE MOMENTS

Visiting the champaign bar Thaler Perlage

Since 1763, the traditional Thaler house in the historic old town of Bolzano has been the prime address for exclusive feel-good moments in a stylish atmosphere.

A microcosm of beauty and the good life – with select care and cosmetic products, fine fragrances, home accessories and its own little world of enjoyment.

When all the shopping is done, and the sites of the capital have been visited, there is nothing that could beat a side-trip into the champaign bar Thaler Perlage on the 1st floor of the building.

Because this a particularly elegant place to enjoy the perfect coffee moment.

The champaign bar Thaler Perlage has long become a popular meeting point in the city centre of Bolzano. A place to relax, to enjoy the good and the beautiful. ☺

The traditional Thaler house under the "Bozner Lauben"



COFFEE RECIPE: Coffee cocktail

Cocktail:

- 1 espresso Alps Coffee (iced)
- 2 cl coffee liqueur Neroncino Alps Coffee
- 5 cl apricot puree

Espuma:

- 5 cl apricot liqueur
- 100 ml Sahne

Preparation:

Mix the iced espresso from Alps Coffee with coffee liqueur and fruity apricot puree in a shaker, pour into a cocktail glass and refine with the cream espuma.

Mmh... Heavenly creamy!



Thomas Königsrainer and Martin Auer

Bar Thaler Perlage

Lauben 69 – 1st floor
39100 Bolzano
T +39 0471 313 000
www.thaler.bz.it

FURTHER TRAINING

Training centre for coffee events & highlights with coach Patrick Linser

The ALPS COFFEE seminars and workshops are a great opportunity for all those who want to get more involved with everything to do with coffee.

Expertise, special tricks and loads of practical training: Baristas, caterers and coffee lovers can expect all of this and a lot more from our exciting training courses round the perfect coffee experience ... ☺



For the current dates go to www.alps-coffee.it.

You are also welcome to contact us personally at:

events@alps-coffee.it



LEGAL NOTICE:

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ANY QUESTIONS?

Dear reader,



Do you have any questions or suggestions for the Coffee Times? Just send us your message at coffeetimes@alps-coffee.it. You will also find all issues of our magazine Coffee Times to download at www.alps-coffee.it.

Diana Schreyögg

Diana Schreyögg

Follow our editor in the social media and stay in the loop every week:



RETAIL SALE & ONLINE SHOP

The competent Alps Coffee employees will be pleased to help you and share valuable tips for the ideal preparation of your coffee. Apart from our extensive range of products, you will also find useful accessories, such as milk jugs, tampers, tamping mats etc.

We look forward to your visit!

Opening hours:
MON-FRI open all day
8:30-17:00 hours

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and SAT 08:00-14:00 hours

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Online shop

You can simply order from a wide choice of coffee specialties from Alps Coffee as well as all the accessories online at www.alps-coffee.it/shop.