

COFFEE *times*

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ALPS COFFEE | NEWS & TRADITION



Get up, coffee,
good mood!

Allow
yourself
some!



EDITORIAL

Dear customers
and
coffee lovers,

How do you actually start into the day,
and what is your perfect breakfast?

Do you like it savoury or sweet, rich or
health-conscious, with many extras or

just coffee?

A topic which we as coffee roasters in-
evitably think about.

After all, coffee is our daily bread, and,
like the latter, an indispensable part of
most breakfast tables. Different coun-
tries, different habits - this certainly
also applies to the way in which we usu-
ally start into the day.

And each country and each person have
their own preferences. Some love enjoy-

ing a coffee and a brioche in a bar, oth-
ers celebrate an abundant breakfast.

It is a fact, however, that for the majority
of us, breakfast - in whatever form - is
a fixed part of our morning routine, for
which we usually like to take a bit more
time, when the weekend is just around
the corner or we are on holiday.

And, whether you start into the day with
a chocolate croissant, muesli or cheese
on toast, we from ALPS COFFEE are
always pleased to be part of it and you

start your day enjoying our coffee spe-
cialties!

On that note, enjoy and have fun reading
the new edition of our Coffee Times!

Best regards,
Stefan Schreyögg



The perfect start into the day

The cup of coffee in the morning is a
fixed part of the breakfast ritual for
many of us.

As a stimulant, coffee has an invigorat-
ing effect, gives energy and helps us to a
good start into the day.

It is a matter of personal taste which
coffee beverage is preferred: Espresso,
cappuccino, latte macchiato, café crème
or the traditional filter coffee - there is a
big choice, and it varies from country to

country and culture to culture.

In Italy, for example, nothing can beat
a strong espresso or a creamy cappuc-
cino with a classical brioche; in Austria
they love a melange at the Kaffeehaus;
in Germany the traditional cup of filter
coffee early in the morning is popular,
and in the East a mocha is the epitome
of hospitality.

In a nutshell: Different countries, differ-
ent coffee cultures. ☿

PRODUCT AND COMPANY CERTIFICATES

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



The **breakfast specialists** from ALPS COFFEE

Bespoke coffee enjoyment. Diverse, individual and honest. For every taste and for every type of coffee making. Products which could not be more different. And yet, with a common basis - the understanding of quality of ALPS COFFEE, as it has matured since 1890.

 **For the manual espresso machine**

- Caffè Espresso Bio Organico
- Caffè Espresso Bio 100% Arabica
- Caffè Espresso Aurum
- Caffè Espresso Exquisit

 **For the mocha machine**

- Caffè Espresso Bio Organico
- Caffè Espresso Bio Mondo
- Caffè Espresso Classic

 **For the fully automatic coffee machine**

- Caffè Espresso Bio Biomatic
- Caffè Espresso Barmatic
- Caffè Espresso Allegrìa
- Caffè Crematic

 **For the filter coffee machine**

- Filterkaffee Bio Harmonie
- Filterkaffee Bio Natura
- Filterkaffee Extra



Top-quality **drinking chocolate**

Biancolat and Caolat in cans of 1000 g

How about some chocolate for a change? The dark drinking chocolate Caolat from ALPS COFFEE and its white counterpart Biancolat are the best choice for a sweet start into the day. For a perfect experience for your taste buds we recommend that you use fresh whole milk with a fat content of 3.5%.

Preparation: Stir 25-30g chocolate powder into 100-120ml milk and heat slowly or heat with the steam nozzle of the espresso machine. If you like a thicker consistency, just heat it for a bit longer.

Keep cool and dry at room temperature (18-25°C).

Suitable for professional manual espresso machines with a steam wand.



Caolat
1.000 g can



Biancolat
1.000 g can

There are many different types of **milk**

Right from the farm or from the chilled shelf, whole milk or haymilk, fresh or extra long life: never has there been such a variety in milk before. And not always are the differences clearly visible to the consumer.

Basically there are three important criteria which come into the choice of the type of milk: **the fat content, the protein content** and the **heat treatment**. If you like the full-bodied taste of milk, you should use **fresh whole milk**, because its natural fat content of at least 3.5% gives you that wonderfully creamy taste experience on the palate. **Semi-skimmed milk**, however, has a slightly watery taste, but contains fewer calories. With its much longer shelf life **heat-treated longlife milk** it is a suitable alternative to fresh chilled milk - particularly for stockpiling.

And which type of milk is best suited for the perfect milk foam and flavour in the coffee? For this to work, the protein and fat contents must be just right.

Milk with a protein content of 3.3 to 3.8g per 100ml is ideal for a fine-pored and stable foam. And the fat content must not be too low either, because it provides the creaminess. So whole milk, best of all out of the fridge, is the best choice.

By the way: if you are lactose-intolerant or follow a vegan diet, you need not do without the perfect foam in your cappuccino.

A hood of milk foam can also be conjured up of plant-based lactose-free milk or milk substitutes on a soya, oat or rice basis. But in this case the barista variant with the right protein content should be chosen. ☘

Popular coffee beverages with milk

Cappuccino

consists of an espresso and of creamy frothed milk. 25ml espresso and about 100ml foamed milk.

Espresso Macchiato

Spotted espresso, topped with a dollop of milk foam, served in an espresso cup or in a glass. 25ml espresso and about 20ml foamed milk.

Latte Macchiato

consists of three, ideally clearly discernible layers: hot milk, milk foam and an espresso, served in a high glass. 200ml foamed milk and 25ml espresso.

Caffè Latte

Half coffee and half hot milk, possibly with a crown of milk foam. 250ml in all, served in a jumbo cup.

Cappuccino with



This is how it works

Perfect for getting started: pouring a heart pattern.

You start with the initial pouring. The perfectly foamed milk is poured into the coffee surface from a height of 10cm and without changing position. The milk foam spreads as a white spot in the centre of the cup. The pitcher is pointing downwardly, the distance from the surface of the beverage is reduced. Just before the cup is full, the pitcher is inclined a bit more ... and pulled through with a straight movement. And that's the heart in the cup done.

And always remember: practice makes perfect!



The variety of coffee making



Peter Schreyögg:
Although new coffee specialties are emerging all the time, filter coffee is still popular all over the world.

The filter coffee machine

In the filter coffee machine the coffee powder is brewed with water heated to just under boiling temperature and filtered through a paper or micro filter.

The filter paper and the grind size should be adjusted to each other.

Ideally brewing takes 4 to 6 minutes. In the filter coffee machine larger quantities of coffee can be prepared in a short time as well, but the quality of the beverage decreases with the time during which it is kept warm, since the acidity increases and the aromatic substances are lost.

Nevertheless, filter coffee is as popular as ever - in particular, as a breakfast coffee or for the long cup in-between.

Due to the traditional long roasting, the filter coffee blends from ALPS COFFEE are particularly balanced and full-bodied. ☪

The French press

For many, the French press is the best and easiest way to prepare coffee. Grind size, steeping time and temperature can be adapted individually.

The desired quantity of ground coffee - a medium-coarse grind is recommended - is put into the pre-heated pot and a little water is poured over it and slowly stirred in. After brief swelling the remaining water is added and stirred with the coffee again. Then the lid is put on and the plunger is pressed down slightly to hold the coffee powder under the water.

After an extraction time of about 3 to 5 minutes - depending on the desired strength - the plunger is slowly and evenly pressed down.

This leaves the coffee grounds under the plunger, and the coffee is ready to be poured right out of the pot. ☪



Stefan Schreyögg:
The French Press works fast and is easy to use, and it is available in different sizes.



Patrick Linser:
When Italians speak about caffè, they mean either espresso or the coffee from the mocha. A real classic - not just in Italy.

The espresso or mocha maker

The mocha maker consists of three elements - the bottom chamber, also called water heating vessel, the funnel with the filter plate and the coffee collector with the coffee pipe.

It follows a simple principle: the water is heated; this generates steam, which presses the hot water through the funnel.

That's where the water contacts the coffee powder and flows into the coffee collector via the coffee pipe as fragrant espresso coffee.

The pressure building up in the bottom chamber goes up to about 1.5 bar. By comparison: in a professional espresso machine the coffee is extracted at a pressure of 9 bar. But even if the coffee from the mocha pot does not reach the fullness of an espresso, it is very tasty and easy to brew. The low acquisition costs are certainly one of the reasons why the mocha pot is found in practically every Italian household. ☪

The Chemex coffee maker

When coffee is made using the conical shaped Chemex coffee maker, it flows through a special Chemex filter, which is firmer than conventional paper filters and folded in three layers towards the spout of the pot.

The contact time of the coffee and the water is quite a bit longer, so that the flavours are extracted evenly. The result is a distinctive, rather full-bodied taste. For the Chemex you should use a medium-fine ground, light roasted coffee blend. After the so-called "blooming", which means that the coffee powder is moistened with water of about 90°C and left to swell for 30 seconds, the actual brewing process starts. In circular movements the hot water is slowly poured while maintaining a constant water level.

An extraction time of up to 8 minutes makes this type of brewing a ceremony for the special coffee gourmet. ☪



Notburga von Lutz:
The stylish Chemex turns coffee making into a real ceremony!

Voilà, Cappuccino mousse from Pupp

How does the perfect morning start at Café Pupp in Bressanone? With a full-bodied espresso or cappuccino and oven fresh breakfast pastry.

Patissier Christian Pupp created the cappuccino mousse gâteau for ALPS COFFEE, extending his range of sweet delicacies by a special piece to indulge in. Christian Pupp has been running the traditional Café & Konditorei PUPP on Altenmarkt-gasse in Bressanone for many years with his wife Simona.

A passionate patissier and qualified ice cream maker, he keeps surprising his customers with original creations and an art of baking resulting from the combination of tradition, craftsmanship and carefully selected ingredients.

What could go better with this than the top-quality coffee blends from ALPS COFFEE? ☪



Christian Pupp

COFFEE RECIPE:

Cappuccino mousse gâteau

Cream (ganache):

175 g cream
25 g sugar
125 g dark chocolate glaze
2 ½ tbsp instant coffee from ALPS COFFEE
20 g butter

Stir until creamy with a mixer.

Coffee mousse:

75 g ALPS COFFEE coffee beans
400 g milk

Bring milk to the boil briefly - allow coffee beans to infuse the milk for about 2-3 hours.

2 g instant coffee from ALPS COFFEE

3 gelatin sheets
500 g white chocolate glaze

600 g cream

Fold the cream into the coffee mousse to make a 300g mixture (infusion).

Sponge cake base:

9 eggs

200 g sugar

1 pinch of salt

Heat up to 55°C in a saucepan and whisk with a balloon whisk.

Finely sift 250g flour

A little lemon zest

Add to sponge cake base and bake for about 35 minutes at 190°C upper and lower heat.

Chocolate base:

9 eggs

200 g sugar

pinch of salt

Heat up to 55°C in a saucepan and whisk with a balloon whisk.

Finely sift 250g flour

50 g cocoa

Heat 100g butter and fold into the mass.

Add to the chocolate base and bake for about 40 minutes at 190°C upper and lower heat.

Put sponge cake base and chocolate base into an oiled or greased cake ring and leave in the fridge to cool overnight.

Layering:

Chocolate base - creme mousse - sponge cake base - creme mousse - decorate and cut into pieces.



Simona and Christian Pupp

We always look for a stable partner,
never for a supplier.

With ALPS COFFEE

we have found what we need,
down to earth, reliable,
great service - in brief:
a partner.

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Tel. +39 0472 834736
www.pupp.it



Great-greater-coffee-enjoyment!

Meeting for coffee with...

Schönrastalm in Aldein at 1,699m ... on the high plateau of Regglberg mountain

www.epircher-laneralm.com

“Every minute spent being angry, you miss 60 happy seconds of your life.”

This is what you find on the website of Schönrastalm, and this is just the programme of the cosy alpine cottage.

Landlady Martina and landlord Albert are well-known for their relaxed hospitality and receive their hungry guests with typical mountain specialties and a very special highlight: the Alm brunch. An abundant breakfast with everything the heart could wish for: home-made juices, cakes, egg dishes, coffee from ALPS COFFEE...

and the appetite-stimulating mountain air and a fantastic mountain scenery. Pure enjoyment! ☘



Landlady Martina and landlord Albert:

A good day at Schönrastalm starts with ALPS COFFEE.



Natural & sustainable

The refreshing coffee ice cream from Venostes from Prad on Stilfserjoch mountain

“ Tradition connects, just like a common understanding of quality. This is also witnessed by our new ice cream composition in which our dairy ice cream merges with the coffee beans from ALPS COFFEE in perfect harmony. By the way: the name Venostes goes back to our origin: This was the name of the original inhabitants of Vinschgau. ”



For our company Eis Total from Prad, sustainability is mainly one thing: a unique experience for your taste buds, which combines top quality with respect for people and resources and a high environmental awareness.

Since 1998 Eis Total has been producing tasty ice cream under the name of Venostes - and it does so passionately, with much love and like the best Italian craftsmen. Local ingredients are used for the ice creams exclusively - such as the fine coffee beans from ALPS COFFEE, which give the Venostes coffee ice cream its pleasant intensive touch.

Also part of the range: vegan, lactose and gluten free flavours. ☘



Venostes coffee ice cream is available in different sizes, for both hospitality clients and retailers!

Training centre for special coffee moments with trainer Patrick Linser

You want to receive further training on coffee? Just participate in one of the coffee seminars and workshops of ALPS COFFEE!

Baristas, caterers and interested coffee lovers can look forward to exciting training courses.

In our programme: bundled expertise and plenty of practical training.

Explore the secrets of perfect coffee art...

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

You are also welcome to contact us personally at:

events@alps-coffee.it



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ANY QUESTIONS?

Dear reader,



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

Diana Schreyögg

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



RETAIL SALE & ONLINE SHOP

The competent employees of ALPS COFFEE will be pleased to advise you on everything to do with coffee!

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We look forward to your visit!
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Your first contact!



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Jasmin Waldner,
Adviser on the customer service phone:
"It is a pleasure for us to help our customers every day, provide straightforward support on the phone or make the right contacts."

Online shop: alps-coffee.it/shop



You can simply order a large selection of coffee specialties from ALPS COFFEE as well as all our accessories online.

