

COFFEEtimes

ISSUE 23 | AUTUMN|WINTER 2023/24

ALPS COFFEE | NEWS & TRADITION



From raw coffee
to roasted coffee.

TRADITION & EXPERIENCE

How it **all** began... 130 years of **family history**.

The history of Alps Coffee dates back to 1890, when the merchant Josef Schreyögg establishes a delicatessen with colonial goods and coffees from all over the world in Merano.

He initially runs his shop at Kornplatz as a retail shop, but with the continuous extension of his range of products, the spice and delicatessen dealer would soon establish himself with a wholesale business.

With the tourism boom in the early nineteen fifties, the economy in general and the hotel and hospitality industry in particular receive a proper boost.



Delicatessen with colonial goods and coffees from all over the world in Merano at Kornplatz.

To meet the increased demand for coffee, a larger roasting machine - the so-called "fleissige Liesl" or hard-working Liesl - is introduced in 1960.

In the 1980s the company increasingly specialises in coffee production and the export business.

Numerous certifications in bio, fairtrade and food safety were to follow.

With the establishment of its own training and competence centre in 2012, the roasting company wants to promote and competently communicate coffee culture.

Thanks to the introduction of the new ALPS COFFEE brand in 2019, the company combines tradition and innovation to communicate Mediterranean passion and alpine quality focus even better on an international level. ☕



EDITORIAL



Dear customers
and
coffee lovers,

The roasting of coffee beans - and consequently the enhancement of the raw coffee - is at the heart of our company.

A craft with a long tradition, and an art to which we devote ourselves every single day with great enthusiasm and passion.

The roast level and the roasting time are essential for the flavours which develop in the coffee and the nuances in taste which are later discernible in the cup.

It is fascinating to see how much diversity and potential there are in a single coffee bean. With single origin coffees roasted in a long roasting process and enhanced in the finest of compositions, our coffees provide unmistakable moments of enjoyment.

Join us on an exciting voyage of discovery into our coffee world and be inspired by our highly varied range of products!

On that note, enjoy reading the Coffee Times with a cup of coffee!

Kind regards,
Stefan Schreyögg

1
RAW COFFEE



Peter Schreyögg

We procure our top-quality coffee beans from selected plantations round the equator.

We visit some countries of origin personally. We verify the growing conditions and the quality on site. Before shipping, we get samples of the raw coffee from all origins sent to us. This is the only way to guarantee that it meets our high quality requirements from the very start. ☪



Robert Baumgartner

We leave nothing to chance.

All incoming batches of coffee undergo roasting tests, analyses and tasting. We do not only rely on measuring equipment and laboratory analyses. To be approved for further processing, the coffee eventually has to convince the palates and senses of our team of experts. ☪



3

QUALITY CONTROL

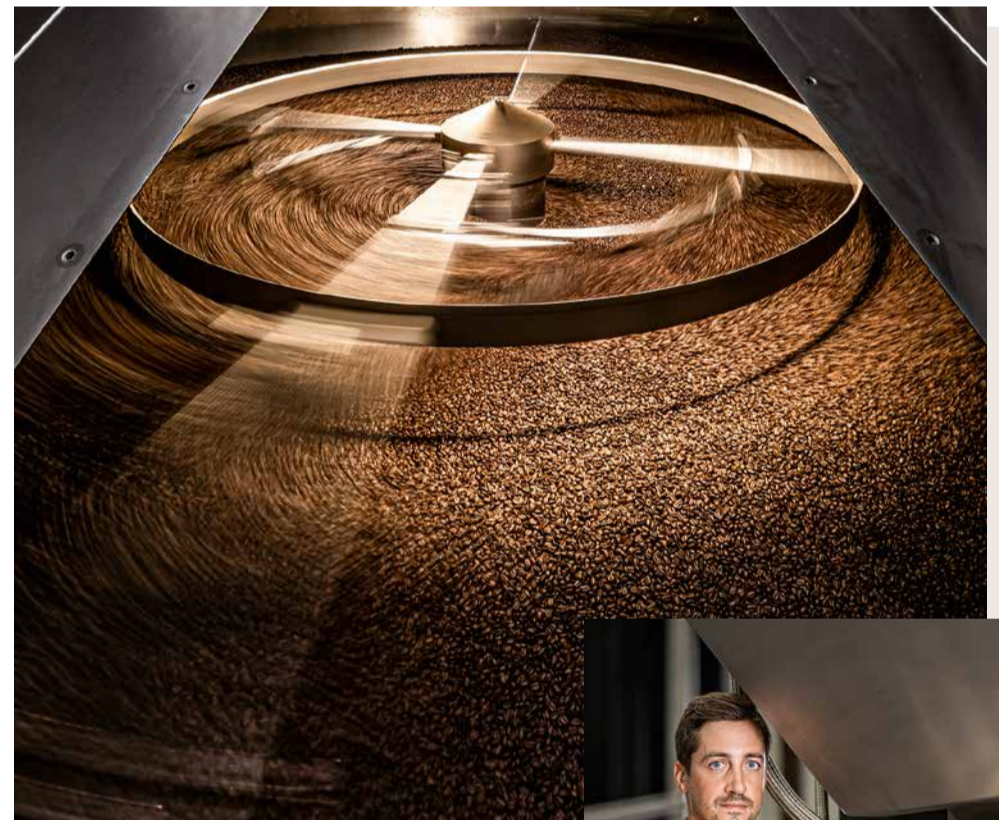
2 BIO, FAIR TRADE, SUSTAINABILITY



Patrick Linser

We actively promote sustainability.

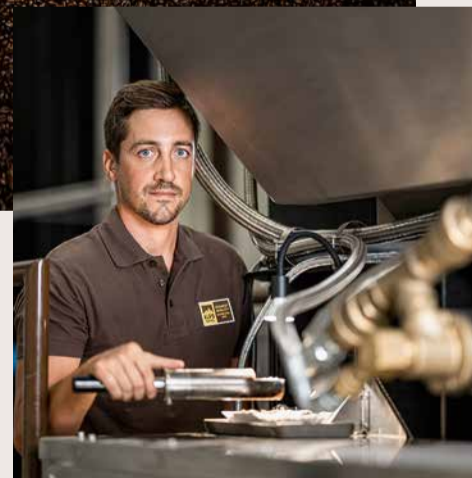
In so doing, we do not only promote fair trade and organic farming, but also support local smallholders. So partnership and respectful treatment of our environment and our fellow human beings go without saying for us. ☪



Simon Hafner

The single origin long-time roasting ensures the optimum development of the flavour and taste of every single coffee bean.

Every one of our raw coffee varieties has its own individual roasting profile. With a roasting time of 14 to 16 minutes and a temperature of up to 230°C, drum roasting gives the coffee beans the way to fully unfold their unique character. ☪



4
ROASTING

5 BLENDING & SELECTING

Franz Hellrigl

After roasting we create the mixtures of the individual coffee varieties, the so-called blends. Depending on the recipe, they may consist of up to twelve roasted varieties. Fine-tuning the flavour is an art in its own right.

Decades of experience, the latest technologies and the optical selection of each and every coffee bean ensure that our high quality standards are met. ☕



7 PACKAGING



Gerhard Kaserer

Whole beans or ground, our fine coffees are packaged in flavour-preserving bags, in tins, in vacuum bags or as individual portions in pods.

High-quality materials protect our top-notch coffees from their natural enemies: oxygen, humidity and light. ☕

6 TASTING

Stefan Schreyögg

Quality control has a particularly important role.

Tasting more than 100 cups a day, we personally guarantee the constantly high quality of our coffee as part of a team of eight experts, and ensure that only the very best reaches the cup. Our family has been standing for this for four generations. ☕



Peter Gschnell

Accuracy and precision are our motto, when it comes to ensuring continuous traceability.

More than 50 different coffee products leave our roasting plant every single day.

From espresso to coffee for the fully automatic machine - our competent team ensures that our customers can enjoy our excellent coffee every single day. ☕



8 LOGISTICS

SPECIAL COFFEE MOMENTS

A visit to the **Café Rose** and the **Café Frick**

The stylish cafés in the centre of Sterzing attract visitors with their very special ambience.

Florian Frick:

We enjoy playing around with the ingredients and trying out new recipes all the time. What could be better suited than the top-quality coffees from ALPS COFFEE? We look forward to spoiling our guests!

Right on entering the town, the two large sun terraces invite visitors to linger in a cosy atmosphere. The friendly staff spoil their guests with home-made cakes and ice creams, fresh meals of the day, tasty dishes as well as various coffee specialties. The hosts, Florian, Lorenz and Stefan Frick and their team, invite their guests to the regular sociable Aperitivo lungo. Long summer nights on large terraces tempt everyone to spend some more time and contemplate the day and life in general over an aperitif or a cocktail. What could be a better end to the day? ☕



Stefan, Lorenz and Florian Frick

Café Rose by Frick
Via Stazione, 1
39049 Vipiteno
instagram.com/caferose_byfrick



Café Frick
Piazza Untertor 3
39049 Vipiteno
facebook.com/cafefrick



Technical customer service

The technical service dedicated to ALPS COFFEE's customers is one of the company's flagships and is made up of a well-coordinated team of qualified and experienced specialists who boast a wealth of experience.

Outstanding expertise and fast support are the hallmarks of ALPS COFFEE's excellent technical customer service. A team of experts deals with the technical and technological aspects every day. We give particular importance to professional training. When choosing a coffee machine

with all the high tech annexes and increasingly advanced technology, various factors must be taken into account. It is important that our customers know how to make optimal use of the machines so that the result in the cup is the desired one.

Kurt Unterweger:

We are fully motivated to assist our customers in an easy and timely manner. No road is too far for us.



Coffee roastery

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RECIPE Iced Macchiato

Highlight of the stylish cafés: delightful **cocktail al caffè**



Ingredients:

- 50 ml milk
 - 50 ml cream liqueur
 - 50 ml double espresso from ALPS COFFEE
- Ice cubes**

Preparation:

Mix the milk and the cream liqueur in a cocktail glass and fill it up with ice cubes.

Pour a double espresso in over the back of a spoon, so as to produce several layers.

Voilà, the iced macchiato is done! An eyecatcher and a hit in terms of taste!

For the **alcohol-free version**, just substitute the cream liqueur with cream.

For the **lactose-free version**, use lactose-free milk and cream.



Shop - Direct sales

It will be our pleasure to advise you on everything to do with coffee!

SHOP Rablà - Parcines
Opening hours:
MON-FRI 8:30 a.m. - 5 p.m.

SHOP Munich
opening hours:
MON-FRI 7 a.m. - 6 p.m.
and SAT 7 a.m. - 2 p.m.



Events Trade fairs

HOST | MILAN
13 to 17 October 2023
Hall 22P - Booth D59 E60
host.fieramilano.it

HOTEL | BOLZANO
23 to 26 October 2023
Sector CD - Booth D24/62
fierabolzano.it/en/hotel/

ALLES FÜR DEN GAST | SALZBURG
11 to 15 November 2023
Hall 6 - Booth 342
gastmesse.at

FREE FROM FOOD | AMSTERDAM
21 to 22 November 2023
Hall 5 - Booth C25
amsterdam.freefromfoodexpo.com

BIOFACH | NUREMBERG
13 to 16 February 2024
Booth 7-351
biofach.de



Online shop: alps-coffee.it/shop

Simply order online from the comfort of your home: a large choice of coffee specialties from ALPS COFFEE as well as all the accessories are waiting for you!



Social Media

Follow our editor in the social media: Facebook, Instagram, LinkedIn



Certificates

