

# COFFEE TIMES

ISSUE 4 – AUTUMN/WINTER 2013

COFFEE ROASTING COMPANY SCHREYÖGG. NEWS AND TRADITION. SINCE 1890.



Properly frothed up milk is creamy and tastes slightly sweet

## HISTORY

### Latest Sales Equipment

The price list 1913/14 of Josef Schreyögg's coffee roasting company advertises its products with the latest technology.

The advantages of the modern "sales equipment" for the storage of roasted coffee are advertised as follows: "1) The salesperson's hands can never touch the coffee,

since this would be unacceptable in terms of both hygiene and aesthetics. Such contact is inevitable with any other sales method. 2) The coffee is almost hermetically sealed in the equipment and protected from the influence of atmospheric air. 3) The coffee is removed and excessive amounts which have been removed are returned with the containers closed. 4) Erroneous use of the coffee shovels with other goods, which might exude any odours or flavours, is impossible, since the shovels are part of the equipment."

Schreyögg's Special Blend, which at the time cost 4.40 crowns per kg, is described as a specialty of the house composed with special care, the flavour of which satisfies even the most demanding palate. Unfortunately the formulation has not been passed down.



Modernste hygienische  
Verkaufs - Apparate  
für  
gebrannten Kaffee



## EDITORIAL

### Dear customers, dear coffee lovers,



The eye enjoys the beautiful things in life, so one creates a very special experience for one's guests by serving them a macchiato, cappuccino or latte macchiato with an unusual decoration. In order to teach the highly appreciated baristas this art, Coffee Roasting Company Schreyögg has been offering LatteArt seminars since the beginning of this year, which have proved to be very popular. Even we often cannot help marveling, when we watch the masters of milk frothing doing their work and see the true works of art which can be cre-

ated with milk. Therefore, may this fourth issue of *Coffee Times* inspire you with the many possibilities of the creative art of milk frothing to please your guests with a coffee which is a delight to both the palate and the eye.

As always, we hope you will enjoy reading this magazine!

Peter Schreyögg

## CONTENTS

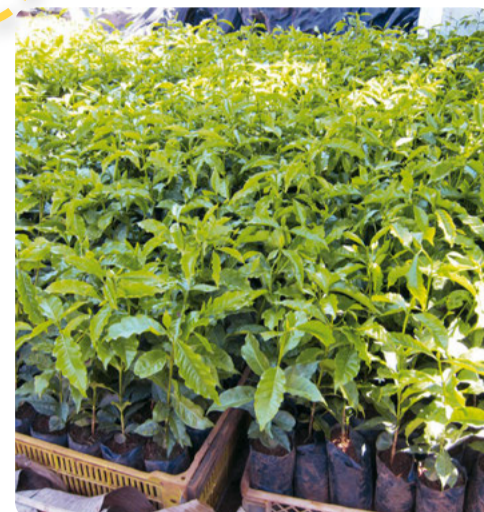
History	p. 1	Recipe	p. 3
Coffee Giant Brazil	p. 2	Coffee Encyclopaedia	p. 4
Milk Frothing	p. 2	Shop Window	p. 4
Insight into the World of Coffee	p. 2	The Schreyögg Online Shop	p. 4
Practical Tips for Baristas	p. 3	Dates & Events	p. 4

# Coffee Giant Brazil

With an annual production of more than 50 million sacks, which is approx. 3,000,000,000 kg of coffee, Brazil is the biggest coffee producer of the world. Enough reason for Peter and Stefan Schreyögg to visit the South American country of origin.

On the trip, which was made in winter – i.e. outside the harvesting season – they had the opportunity to extensively study and assess both the growth and the after-blossoming phases. Stefan Schreyögg was particularly impressed with the size, extension and diversity of the country – after all Brazil is the giant of the coffee market with more than 30 % of world coffee production; at the same time coffee is one of the most important agricultural export products of the country. The coffee is grown in the tropical and subtropical climate zones. On their tour Peter and Stefan Schreyögg visited coffee plantations in the highlands of São Paulo and the Minas Gerais region. They learned from the operators of the local consortiums that the more than four million coffee trees of the country grow on both big and small farms. The coffee trees may grow to a height of up to 18 metres, but on plantations they are cut back to the height of shrubs to facilitate harvesting. With more than 80 % the focus is on

the Arabica variety, the Brazilian Robusta variety Conillon makes up a rather insignificant portion of just 15 %, of which hardly any is exported, but which stays on the local market almost exclusively. Brazil's best known Arabica quality – Santos – is very popular due to its medium strong round body and slightly sweet taste. It is named after the port of the same name 75 km from São Paulo. This is where the trip ended – with a visit of the city, its big port as well as – last but not least – one of the best-known coffee museums of the world, which is in the building of the old coffee exchange.



From the blossom to the selection of the beans  
On the right: Stefan Schreyögg in a coffee plantation

## NEWS FROM THE SCHREYÖGG TRAINING CENTRE

# Exclusive LatteArt Seminars

Perfect craftsmanship is a sign of quality and also the pride of any barista. You, too, can contribute to your guests' delight by serving your macchiato, cappuccino or latte macchiato with an unusual decoration!

**Dates:** 1 October, 2 October, 3 October, 4 October, 4 November, 5 November, 6 November, 7 November 2013  
**Duration:** always from 9 a.m. to 5 p.m.

You will also find all the dates on our website, or just contact us at [mail@schreyoegg.com](mailto:mail@schreyoegg.com).



Learn the high art of milk frothing – the LatteArt seminar is aimed at everyone who wants to learn this special skill. You will learn what the constituents of milk are, what happens when it is heated, everything important on the properties of milk foam, which milk gives you the best result – and a lot more. The courses are held in German.



## INSIGHT INTO THE WORLD OF COFFEE

# Bean Mathematics



Not only of interest for maths freaks – how many macchiati or cappuccini does one litre of milk make, and how many espressi can be made of one kilogram of coffee?

Many will have asked themselves this question before, and it is obvious also to the layperson: of course, the exact number of macchiati, but especially of cappuccini, depends also on the cup size and the quantity of espresso used. It may, how-

ever, seem surprising that the protein content of the milk (3.5% is assumed as an average) and the way in which it is heated also have a bearing on these quantities – while the fat content is irrelevant in this respect, after all it is just a flavour carrier. Therefore, it should be mentioned that creamy milk foam with a silky structure is preferable over overheated and, thus, firm and mouldable milk foam – so-called building foam. This is not easy to calculate for macchiato, since the milk – as the name of the beverage suggests – should only

“stain” the espresso, it is nevertheless often decorated with an excessive quantity of milk. With a cup of 80 ml it may, however, be assumed that one litre of milk will make approx. 30 macchiati. One litre of milk makes about ten classical cappuccini of 180 ml, based on espressi of 25 ml. The question how many espressi there are in one kilogram of coffee is easier to answer: Since the ideal quantity per cup is 7 g of coffee powder, the coffee lover can enjoy as many as 143 cups of the dark beverage.

## INFORMATION

# IFS Certification 2013



In the sixth revised version of the “International Featured Standard – Food” Schreyögg was again awarded the certificate “at higher level” in April 2013.

Schreyögg has had the IFS Certification (International Food Standard for the food industry) since 2006. The International Food Standard was defined by representatives of the European food trade in 2003 and its purpose is to audit and certify systems to guarantee food safety as well as quality and legality in food production.

# Practical Tips for Baristas



LatteArt – Success Guaranteed

The secret of a perfect cappuccino is its basis of an excellent espresso, to which the optimum crema is added. But it takes a few prerequisites to make your milk foam a real success, starting with some practice and – most of all – patience.

## Which type of milk is suitable for the production of milk foam?

The choice of the milk is the basis for the production of perfect milk foam. Two aspects are decisive: Flavour and foaming capacity – the higher the fat content, the more intensive the flavour. Apart from that the milk should have excellent foaming capacity. The latter depends on proteins which coagulate when heated and agglutinate, thereby increasing the water binding properties. Therefore: the higher the protein content, the “more” milk foam. Although longlife milk has the same foaming properties

as fresh milk, it loses flavour due to ultra-high-temperature processing. Therefore, whole milk with a fat content of 3.5 % is preferable.

## The steam tap of the coffee machine.

The performance of the steam tap of the coffee machine is another important component for the production of good milk foam. It results from the steam pressure, steam moisture, uniform steam exit as well the exit angle of the steam. It is essential that the size of the pitcher and the steaming performance are geared to each other, and the steam force must be sufficient to fully swirl the entire milk in the pitcher. To enjoy LatteArt the pitcher must have as pointed a spout as possible – a pitcher with a wide spout (lip) makes pouring different patterns almost impossible.

## The Milk Foam Technique and its Phases.

The milk should ideally be beaten at fridge

temperature. The condensed water is blown out of the tap with a blast of steam. In the first phase of milk frothing air is blown into the cold milk through the steam nozzle. The steam tap is immersed a few millimetres into the milk and then opened completely; this increases the volume of the milk, the first, rather coarse foam is produced. The steam nozzle must never be immersed into the milk at either too flat an angle or too deep. Every time the pitcher is pulled down the quantity of foam is increased, the milk temperature has now reached a temperature of approximately 35° C. In the second phase the total quantity of the milk is rolled; the surface must not be opened up and the milk must be fully penetrated. The exit angle of the steam should be between 45° to and 60° in order to keep the total quantity of milk moving during frothing. The right milk temperature is now approx. 62° C. On completion of the frothing the milk in the steam arm is let out by briefly

opening it and the steam tap is cleaned with a special cloth.

## Proper Pouring of the Milk Foam.

Proper pouring completes and tops off the art of LatteArt. For this purpose the pitcher is slowly put onto the edge of the cup from above and tilted slowly, so that the first milk foam to be poured gets underneath the crema of the espresso. How and where the first milk is poured depends on the desired pattern, and it is important that further pouring should not be hectic. If the milk foam is not too compact, the crema of the coffee can easily be directed upwardly. If you quickly move the pitcher slightly back and forth in the same position, you will produce, for instance, a leaf pattern, and with a final movement vertical to the swivelling movement you will be able to shape a stalk. With some practice and routine you will soon be in command of the subtleties of pouring milk foam.



GERHARD WIESER'S COFFEE RECIPE

## Fake Mozzarella with Coffee and Milk



When the second Michelin star shines over the Hotel Castel in Tirolo near Merano rewarding Gerhard Wieser and his team for their outstanding performance, the international gourmet world's attention is drawn to restaurant “Trenkerstube” in the prize-winning South Tyrolean lux-

ury hotel. In the experienced top chef's philosophy the art of cooking is part of the craft, and it starts with shopping – because the product is the star of the kitchen, says Gerhard Wieser. His creed is: creative preparation should mainly reinforce the raw material's inherent flavour.

Serves 8

### Raspberry Cocktail Tomato

#### Mousse

- |       |                  |   |
|-------|------------------|---|
| 25 g  | natural yoghurt  | • Mix yoghurt, raspberry pulp and sugar                                   |
| 40 g  | raspberry pulp   | • Dissolve gelatine in the raspberry brandy and stir into yoghurt mixture |
| 15 g  | icing sugar      |   |
| 1     | gelatine leaf    | • Fold in whipped cream, fill into 3 cm half balls, freeze                |
| 5 g   | raspberry brandy |   |
| 150 g | whipped cream    | • Remove half balls from the moulds, put together to form balls, freeze   |

#### Jelly

- |       |                     |  |
|-------|---------------------|--|
| 150 g | raspberry pulp      | • Mix raspberry pulp, strawberry pulp, sparkling wine, water, sugar, lemon juice, gelatine and bring to the boil |
| 50 g  | strawberry pulp     |  |
| 50 g  | sparkling wine      |  |
| 50 g  | water               | • Stick the raspberry mousse balls on toothpicks and dip them in the boiling mass twice                          |
| 30 g  | castor sugar        |  |
| 20 g  | lemon juice         | • Let them melt a little, remove toothpicks  |
| 17 g  | vegetarian gelatine | • Decorate cocktail tomatoes with the glaze  |

### Yoghurt Coffee Whey Jelly

- |       |   |  |
|-------|---|--|
| 350 g | yoghurt                                 |  |
| 40 g  | castor sugar                            | • Mix yoghurt with sugar, cinnamon powder, coffee beans, bring to the boil without stirring  |
|       | cinnamon powder                         | • Pass mass through cloth, collect juice   |
| 10 g  | coffee beans, whole                     | • Bring 200 g of the passed mass to the boil with agar, add soaked and squeezed out gelatine; pour onto a flat 20 cm plate immediately and leave to cool |
| 200 g | yoghurt mass passed through a food mill |  |
| 1 g   | agar                                    |  |
| ½     | gelatine leaf                           |  |

### Curd Cheese Foam

- |       |                  |  |
|-------|------------------|--|
| 300 g | curd cheese      | • Mix curd cheese with cream and sugar   |
| 250 g | whipping cream   | • Dissolve gelatine in the raspberry brandy and mix with curd cheese mixture                       |
| 70 g  | icing sugar      |  |
|       | lemon juice      | • Pass mixture through a sieve, fill into an espuma bottle, fill into two cream chargers and chill |
| 1 ½   | gelatine leaves  |  |
| 10 g  | raspberry brandy |  |

### Coffee Ice Cream

- |       |                       |   |
|-------|-----------------------|---|
| 300 g | milk                  | • Bring milk with coffee beans to the boil and leave to simmer for 20 min.  |
| 120 g | egg yolks             |   |
| 120 g | castor sugar          | • Mix sugar and egg yolk, pour hot milk over the mixture and thicken slowly (81° C), pass through food mill onto glaze and put on ice |
| 50 g  | coffee beans          |   |
| 25 g  | espresso              | • Add cream at approx. 60° C and add espresso and whisky to taste   |
| 15 g  | white chocolate glaze |   |
| 5 g   | whisky                |   |
| 250 g | whipping cream        | • Freeze in icemaker  |

### Milk Skin

- |        |                    |  |
|--------|--------------------|--|
| 500 ml | milk               | • Heat milk up to just under boiling temperature, after approx. 20 min. a skin will form |
|        | cream for brushing | • Cover a plate with cling film, brush with cream  |
|        |                    | • Carefully detach milk skin on edge of pan, remove and put on brushed cling film        |
|        |                    | • Brush with cream again, cover with cling film, chill until used                        |

### Milk Skin Crisp

- |          |             |  |
|----------|-------------|--|
| 2 pieces | milk skin   | • Carefully detach milk skin from cling film, put onto plastic mat and sprinkle with icing sugar |
|          | icing sugar | • Then dry in dehydrator at 60° C  |

### More

Dark chocolate glaze for the stalks of the raspberry cocktail tomato  
Lemon thyme, leaves  
Raspberry segments  
Icing sugar

Info: „Trenkerstube“ Hotel Castel

39019 Tirolo near Merano | Tel. + 39 0473 923693  
www.hotel-castel.com



Gerhard Wieser

# From Preparation to Roasting

Drying, peeling, sorting and packing – before they are shipped, both cherry coffee prepared by the dry method, and parchment coffee prepared by the wet process must be further processed in the pulper.

All residues are removed from the bean in a peeling step carried out in a device or in the open. In the case of the coffee prepared according to the wet method this is the parchment shell and the silver skin, in the case of the coffee prepared by the dry process the residues of the dried pulp are also removed. The peel is either broken by pressure in the peeling machines or detached from the bean by centrifuging. After the numerous cleaning and sorting steps throughout the preparation process the final selection and classification of the beans follow the peeling process. During sorting by hand or with the help of electrical or mechanical sorting machines the last remaining residues are removed from the coffee beans and they are sorted by size, density and colour. The coffee, which has now been separated by quality, is then filled into sacks or shipped in containers as bulk material and can embark on its journey to the roasting plant.



Turning the Coffee for Drying



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NOW ALSO ON FACEBOOK

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HAVE YOU GOT ANY QUESTIONS OR SUGGESTIONS?



We look forward to your feedback at coffeetimes@s-caffe.com. We would love to take up topics of interest to you. Write to us!

Best regards,  
 Diana Schreyögg *Diana Schreyögg*

SHOP WINDOW

## Caffè Espresso Exquisit

250 g and 1000 g Beans

Also excellent for dairy drinks!

Wonderful coffee with subtle flavour nuances. It impresses with its special balance in taste, fullness and flavour and a subtle acidity. Even when milk is added, the strong coffee flavour is preserved. A particularly high proportion of Arabica beans from the best cultivation areas of the world gives the espresso an unmistakable flavour, making it very popular.

Our recommendation for: *espresso, cappuccino, caffelatte und latte macchiato*

Suitable for: traditional portafilter machines and automatic coffee machines

ONLINE SHOP  
 Visit us at:  
[www.s-caffe.com/shop](http://www.s-caffe.com/shop)



## Certified Coffee Enjoyment

The Schreyögg roasting company is a member of the *Istituto Nazionale Espresso Italiano (INEI)*, which has defended high-quality espresso by certification

since 1998. All espresso blends marked by the *INEI* symbol are qualified for the preparation of a certified "Espresso Italiano". More information at [www.s-caffe.com/espressoitaliano](http://www.s-caffe.com/espressoitaliano).

NOT TO BE MISSED!

## Dates and Events

05/10 – 09/10/2013  
**Anuga Cologne**  
 The world's leading fair for trade and catering  
 Kölnmesse/Germany

18/10 – 22/10/2013  
**HOST Milan**  
 International trade fair of professional hospitality  
 New Trade Fair Milan/Italy

21/10 – 24/10/2013  
**HOTEL Bolzano**  
 International trade fair for the hotel and catering industries  
 Fiera di Bolzano/South Tyrol

09/11 – 13/11/2013  
**Alles für den Gast Salzburg**  
 International trade fair for the hotel and catering industries  
 Messezentrum Salzburg/Austria

23/11 – 27/11/2013  
**IGEHO Basel**  
 International trade fair for the hotel and catering industries  
 Messe Basel/Switzerland

SLOW FOOD

## ... Responsibility and Enjoyment

With its subsidiary in Munich Schreyögg supports the Slow Food organisation for a live and sus-

tainable eating and drinking culture. More at [www.slowfood.de](http://www.slowfood.de)

