

COFFEE TIMES

ISSUE 5 – SPRING/SUMMER 2014

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



A close-up view:
a fair trade
coffee bean

HISTORY

Schreyögg Spices and Delicatessen Shop

The range offered at the spices and delicatessen shop on the square between the Kurpromenade and what is now Corso della Libertà was remarkable, raw coffee could even be purchased by the kilogramme. Apart from varieties as Santos, Java and Costarica, which we still know today, more exotic ones were also included in the permanent range. At the time the varieties were described in a very special manner:

Campinas: green, exquisite and of pure flavour

Domingo: very good, sheer high-quality coffee, particularly suitable for blends

Laquayra: an Arabic variety, blue beans, good, soft coffee

Guatemala: blue, very delicate and high-yield

Blue Java: large beans, extremely delicate and gentle coffee

Ceylon (until the middle of the 19th century only coffee was grown, which was completely



destroyed by a fungus): extra delicate, flower of Colombo, full powerful bean

Neilgherry: very delicate and extremely strong coffee, particularly recommendable for blends

Menado: genuine, brown, excellent heavy Java for fine blends

Pearl coffee: blue, delicious and strong in flavour

Antioquia: excellent, fine tasting coffee

EDITORIAL

Distinguished customers, dear coffee lovers,



Among other things this issue of the *Coffee Times* focuses on fair trade. The worldwide increase in fair trade has become an almost indispensable part of the coffee industry. The Coffee Roasting Company Schreyögg makes a contribution to better production conditions in the countries of origin with a certified espresso blend of high-quality coffee. The excellent "Aurum" espresso immediately caught on with our customers.

Fair trade coffee is not just about the implementation of the idea of a blend, but also

mainly about emphasising an attitude to fair trade. Being a high-quality coffee roaster, the Coffee Roasting Company Schreyögg has to rely on quality that is grown, harvested and offered on the market. Therefore, we support fair trade.

But why don't you try it yourself – we hope you will enjoy tasting it, and, as always, reading the *Coffee Times*!

Peter Schreyögg

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Fairtrade Coffee



compliance with the valid standards by producers, traders and licensees.

The organisation's central concern is that the producers, who usually are from emerging countries, be treated as partners and receive fair pay.

This social approach marked the very first initiatives which emerged in the US after World War II, but it was not until the nineties that today's Fairtrade organisation with its international standards was established. By the way, the first Fairtrade coffee was imported to Holland in 1973 by the Dutch S.O.S. Wereldhandel Foundation. At the time the coffee beans came from an association of small farmers in Guatemala, while today small farmers and workers from 70 countries benefit from Fairtrade and its achievements.

One of these is the determination of a minimum price, which is set above the world market price and which gives producers a higher and reliable income. Great importance is attached to long-term relationships between traders and producers as real partners, allowing the farmers to make investments and to acquire important knowhow; another focus is on socially compatible working hours and equal rights for women. In the last few years the ecological



A really fair product. The Fairtrade Mark – sustainability and social responsibility are guaranteed.

We see it everywhere, and yet one often wonders: what does the Fairtrade Mark actually stand for?

Fairtrade companies are certified according to international criteria. These are developed and set by FLO (Fairtrade Labelling Organizations International), which is an association of all national federations. Licences for the use of the mark are granted on a national level; an international certification body regularly monitors

aspect has also been gaining increasing significance. The FLO sets standards exceeding world market standards.

So the Fairtrade Brand stands for the idea of fairer distribution of profits along the way of a product from production to the end user, of

fighting poverty in the developing countries as well as of supporting sustainability and ecological conduct.

Partnership on an equal footing: Stefan Schreyögg is convinced that all parties benefit from fair trade.

INSIGHT INTO THE WORLD OF COFFEE

The Small Coffee Manual

The Italian classics – everyone has tried them and everyone must have certain preferences. Nevertheless the requirements of the *INEI* help make the preferred coffee beverage slightly more perfect.

ESPRESSO ITALIANO CERTIFICATO

Certified Companies

Since 1998 the *Instituto Nazionale Espresso Italiano (INEI)* has protected the quality of Italian Espresso by granting a certificate for the sensory profile.

grinders as well as coffee roasters. Caterers meeting the certification rules have the right to use the quality mark "Espresso Italiano Certificato".

This guarantees consumers that they always get perfect coffee in *INEI*-certified bars and cafés: not only the barista has completed the "Espresso Italiano Specialist" training, the coffee blend, espresso machine and grinder including the dosing device are also *INEI*-certified. *INEI* employees ensure compliance with these requirements by making regular control visits.

The *INEI* was established in 1998 for the purpose of protecting and advertising original espresso. Today this association boasts 37 member companies, and it has become one of the most important associations on the coffee market, including manufacturers of coffee machines and coffee



Espresso

When espresso is made, which must not contain any additives or flavourings, hot water flows through the powdered coffee under pressure. The pressure should be 9 bar (+/-1) and the cup should be filled with 25 ml (+/- 2.5 ml) within 25 seconds. The quantity of coffee to be used is approx. 7 g (+/- 0.5 g). The water temperature of 88° C (+/- 2° C) at the exit from the thermoblock results in a beverage which is 67° C (+/- 3° C) hot, when it enters the cup.



Macchiato

Espresso macchiato, also called caffè macchiato, is an Italian variety of espresso. The same criteria apply as to the production of perfect espresso according to *INEI*, and it is refined by a small quantity of milk foam on top of it. The basis is still the espresso cup as a quantity.



Cappuccino

A traditional cappuccino consists of 25 ml of espresso and 100 ml of steam-frothed milk. The milk used must have a protein content of no less than 3.2% and a fat content of at least 3.5%. Only milk which meets these criteria can guarantee a high-quality sensory profile. *INEI*-certified cappuccino has a white topping with a small brown edge.



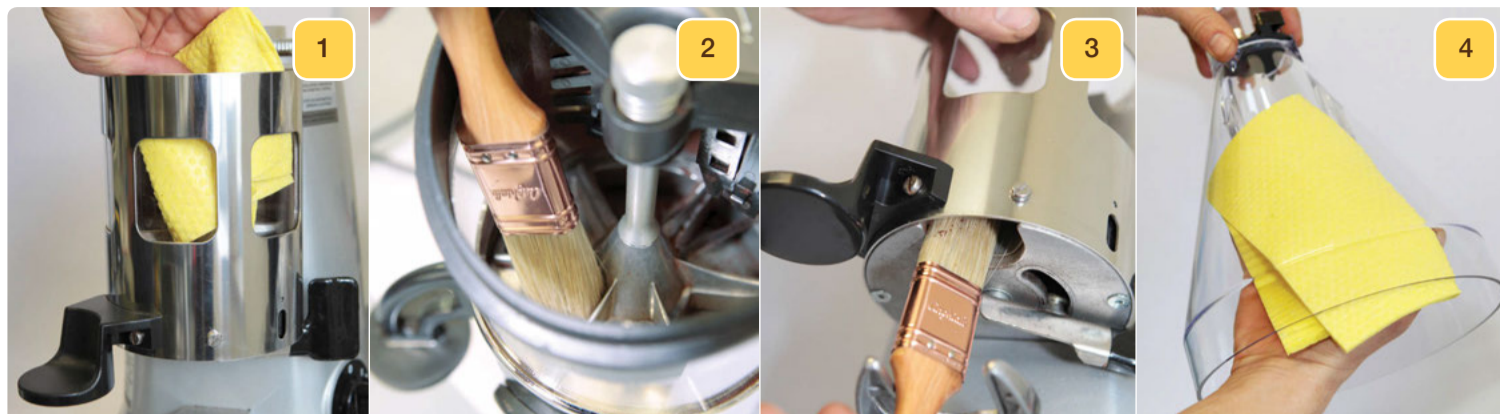
Do you need different coffee beans for the different coffee beverages (espresso, cappuccino, latte macchiato)?

No, they consist of the same basis: espresso. Therefore, if some basic rules are observed, the same coffee beans can be used. They should have an intensive flavour, since it is particularly important that the coffee flavour – which should be characterised by a subtle acidity – still predominates, when milk is used. This acidity in turn (which must not be mistaken for the negative feature "sour" for coffee roasted too fast and not long enough) is closely associated with the characteristics of the bean used. Arabica beans are predestined for subtle acidity. Even interfering bitter substances can still be tasted in a cappuccino or latte macchiato despite the added milk, which gives the coffee a somewhat sweetish flavour. Therefore, the coffee used should be tasty and round as an espresso, this makes it suitable for milk beverages on an espresso basis as well.

Establishments with the quality mark "Espresso Italiano":

Bistro Herilu Via Principale 11 39020 Laces	Café Vis à Vis Via Venosta 17/2 39020 Coldrano/Laces	Hotel Café Vilpianerhof Via Nalles 12 39018 Terlano
Café 2000 Via Kravogl 1 39011 Lana	Gasslbräu Via Conciatori 18 39043 Chiusa	Hotel Quellenhof Via Passiria 47 39010 S. Martino in Passiria
Café Frick Piazza Fuori Porta 5 39049 Vipiteno	Albergo Ristorante Huber Pradello 50 39043 Chiusa	Park-Bar Piazza Fuori Porta 2c 39049 Vipiteno
Café Pasticceria Steinach Via Steinach 35 39022 Lagundo	Albergo Ristorante Terzer Via Obergasse 5 39040 Cortaccia	Ristorante Café Sonnenheim Via Falzeben 63 39010 Avelengo

Practical Tips for Baristas



Tips for the maintenance of the coffee grinder with doser

Apart from cleaning the coffee machine, to which *Coffee Times* already devoted an article in the past, the coffee grinder also needs regular checking and immaculate cleanliness.

Maintenance of the grinder makes a decisive contribution to the quality in the cup. The following components should be cleaned regularly without any detergent:

1 Coffee powder container: clean the coffee powder container with a moist cloth.

2 + 3 Dosing star: free the dosing star with a suitably sized brush or a vacuum cleaner from coffee residues; these so-called leftover coffee grounds may affect the taste and flavour of the coffee.

4 Coffee bean hopper: regularly rinse the coffee bean hopper with hot water or an odourless degreaser, so that essential oils and residues are removed completely.

A number of routine measures should also be carried out every day. These include:

- emptying the bean container towards the end of the operating time. To avoid loss of flavour, fill it up again just before the beginning of the operating time;
- checking the setting of the fineness by professionally preparing an espresso (25 ml in 25 seconds);
- checking the mobility of the dosing star.



When do the grinding discs have to be replaced?

The life of the grinding discs depends very much on their size as well as the type of grinder, the coffee used and the hardness of the beans.

As a rule of thumb the discs of a disc grinder with hardened grinding discs and a diameter of 64 mm should be replaced after approx. 300 kg

of coffee have been ground.

When the fineness can no longer be adjusted properly or the coffee clearly loses flavour and has a smoky odour, because the powder stays in the grinder too long – resulting in the undesirable effect of fine coffee powder settling in the cup – it is high time to replace the discs.

LUIS HALLER'S COFFEE RECIPE

Char with Cauliflower and Coffee

There is no doubt: the view and ambience of Castel Fragsburg above Merano are phantastic. Young star chef Luis Haller with his close ties with his home region and nature thrills his guests with his extraordinary culinary arts. He first discovered cooking when

he was a child, finally gathered experience with master chefs all over the world and has now been running the kitchen of the gourmet hotel with great commitment since 2007. Labelled a shooting star among the chefs of South Tyrol, he convinces with traditional and modern South

Tyrolean cuisine and completely relies on the quality of his region: top-quality produce from the market or directly from farmers, seasonal freshness and refined preparation form the basis of his dishes. He sees his first Michelin star as an appreciation of his skills and an incentive at the same time.

4 servings:
4 char fillets of 80 g each
300 g cauliflower
100 g whipping cream
30 g butter
walnut oil
salt, pepper, nutmeg

Coffee sponge:
40 g peanuts
40 g coffee oil
3 eggs
80 g sugar
salt



Luis Haller



SHOP WINDOW

New in our range!



Caffè Espresso Aurum

1000 g beans

A balanced espresso with fruity notes, mild taste and subtle acidity. Selected arabica beans (95%) and high-quality robusta (5%) make it a distinct top-quality coffee, which is also excellently suited for milk beverages.

Our recommendation for: espresso, cappuccino, caffè latte and latte macchiato.

Excellently suited for both automatic coffee machines and traditional portafilter machines!



* The coffee is 100% fair trade and is grown by Fairtrade producers exclusively.



Certified enjoyment of coffee – high-quality espresso, protected by certification. This “Aurum” espresso blend, which is labelled with the *INEI* symbol, is also qualified for the preparation of a certified “Espresso Italiano”. More information at www.s-caffe.com/espressoitaliano

ONLINE SHOP
Visit us at:
www.s-caffe.com/shop

Preparation:

Clean cauliflower and divide into florets. Boil in salted water until firm to the bite and quench with cold water. Boil cauliflower stems in cream and some chicken stock until soft. Puree with a blender and season with brown butter, salt, pepper and nutmeg.

Separate the char fillets from the skin and sauté the skin in a frying pan between baking parchment until crisp. Brush fillets with herb oil and cover with cling film. Cook in the oven at 60° C for approx. 6 minutes, the fillets should remain translucent.

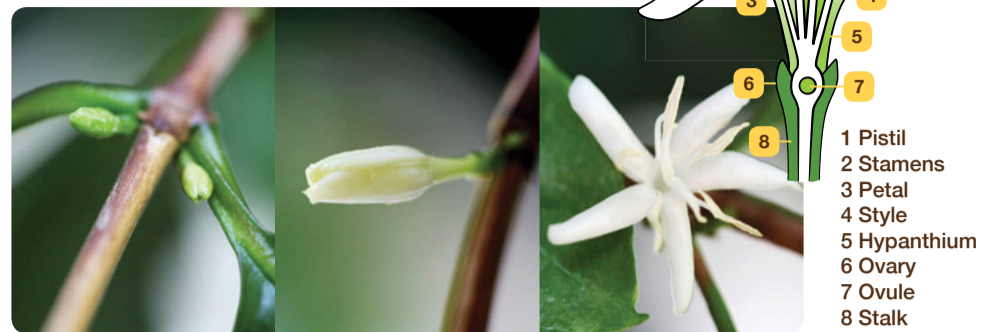
Mix peanuts, coffee oil and remaining ingredients to form a homogeneous mass in a blender and strain. Spray into plastic cups using an espuma bottle and put into the microwave for approx. 3 minutes. Turn over and leave to cool briefly.

Brown cauliflower florets in walnut oil.

Finally season the char to taste and serve with cauliflower, cauliflower mousse, coffee tincture and sponge.

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www.fragsburg.com

The Coffee Flower



- 1 Pistil
- 2 Stamens
- 3 Petal
- 4 Style
- 5 Hypanthium
- 6 Ovary
- 7 Ovule
- 8 Stalk

Both the flower shoot and the fruit set of the coffee flower, the fragrance, shape and colour of which are reminiscent of jasmine, give some indication of the possible quantity of the expected coffee crop.

In big producing countries this is particularly important for the coffee price development on the market. But frost or drought can actually reduce these first estimates to absolutely nothing – and fundamentally change the purchase and sales conditions for coffee.

At its top the corolla of the coffee flower divides into five, in the case of robusta into up to seven pointed, short-stalked petals. The flower of arabica is approx. 18 mm, that of robusta approx. 30

mm long. The petals wither relatively quickly and can only be pollinated for a few hours. After three to four days the flowers drop off. At the same time the flowering period as such is comparatively long and is divided up into prebloom, main bloom and post bloom. The ovary develops into a normally two-seeded, roundish oval stone fruit with a diameter of 10 to 15 mm; the red skin of the ripe fruit surrounds the sweet, white yellowish pulp of a meaty gelatinous consistency.

The coffee plant, which is indigenous in the tropics and subtropics, usually flowers after the first showers of the rainy season, right after the dry season. An adult tree can have 30,000 to 40,000 flowers. This is the time when the flowers' properties have to be interpreted correctly with respect to the upcoming yield.

NOT TO BE MISSED!

Dates and Events 2014

06/04 – 09/04/2014

Tipworld Bruneck

Fair for the catering, hotel, building and housing industries at *Piazza Mercato Stegona, Brunico/South Tyrol*

08/04 – 11/04/2014

FHA – Food & Hotel Asia 2014

International trade fair for food, drinks, catering and equipment, *Singapore*

26/04/2014

Golf Trophy

Golfclub Passeier – *S. Leonardo in Passiria/South Tyrol*

06/05 – 09/05/2014

GastroNord 2014

International food and beverage trade fair, *Stockholm/Sweden*

21/05 – 25/05/2014

Thaifex

World of Food Asia, *Bangkok, Thailand*

03/06/2014

Preliminary contest “Espresso Italiano Champion”

Merano/South Tyrol

INTERNET

New Website



The Coffee Roasting Company Schreyögg has a brandnew homepage. It provides you with a wealth of information around the subject of coffee and all issues of *Coffee Times* to download. Try out some fancy coffee recipes, get useful practical information which will help you prepare coffee properly and find out more about Schreyögg and its coffee products.

Visit us at www.s-caffe.com



THE SEARCH FOR THE PERFECT BARISTA

Espresso Italiano Champion

This year will see the first Espresso Italiano Championship – an international competition in which baristas from all over the world will demonstrate their skills.

One of the preliminary contests will be held under the auspices of the Istituto Nazionale Espresso Italiano in Merano on 3 June 2014, where Coffee Roasting Company Schreyögg will be in charge of the organisation. The baristas will show their skills preparing four espressi and four cappuccini each, which will be assessed by two judges awarding points, and four trained coffee tasters for their flavour profile

and optical appearance. The jury will apply the strict *INEI* rules, and it will assess the confident handling of the coffee grinder and the coffee machine – after all the experienced barista excels with every one his movements.

The winner of the preliminary contest will participate in the big final in London on 3 October 2014 as the representative of Coffee Roasting Company Schreyögg, which will, of course, pay for all the travel expenses.

Would you like to compete with other baristas in the preliminary contest of the Espresso Italiano Championship? Contact us at mail@schreyoegg.com or by phone at +39 0473 967700. The number of participants is limited to 15.

TRAINING DIARY

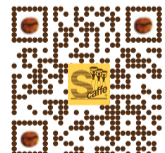
There are regular courses at the Schreyögg training centre. Get the dates from our website www.s-caffe.com. You are also welcome to contact us personally. Our sales representatives will be pleased to provide you with information at any time as well.

LATTEART WITH ERIC WOLF

The LatteArt seminar addresses everyone who wants to acquire the special skill of milk decoration. You will learn what milk actually is, what happens when it is heated, everything about the properties of milk foam, which milk gives you the best result – and a lot more.

ESPRESSO ITALIANO SPECIALIST

A course for prospective as well as experienced baristas. It consists of two modules, a basic course (Espresso Italiano Tasting) and an advanced course (Espresso Italiano Specialist) and is held in cooperation with the *INEI*.



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NOW ALSO ON FACEBOOK

Legal notice

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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*

COOPERATION WITH HGV TO BE CONTINUED

HGV Partner

The Coffee Roasting Company Schreyögg and the hotel and restaurant association will continue their cooperation in 2014/15 and participate together in various events.



CURRENT AWARDS AND CERTIFICATIONS



Information at www.s-caffe.com/en/home/coffee-roasting-company/certified-quality