

COFFEE TIMES

ISSUE 6 – AUTUMN/WINTER 2014

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



Automatic coffee machines for many applications – and it is all down to the coffee blend

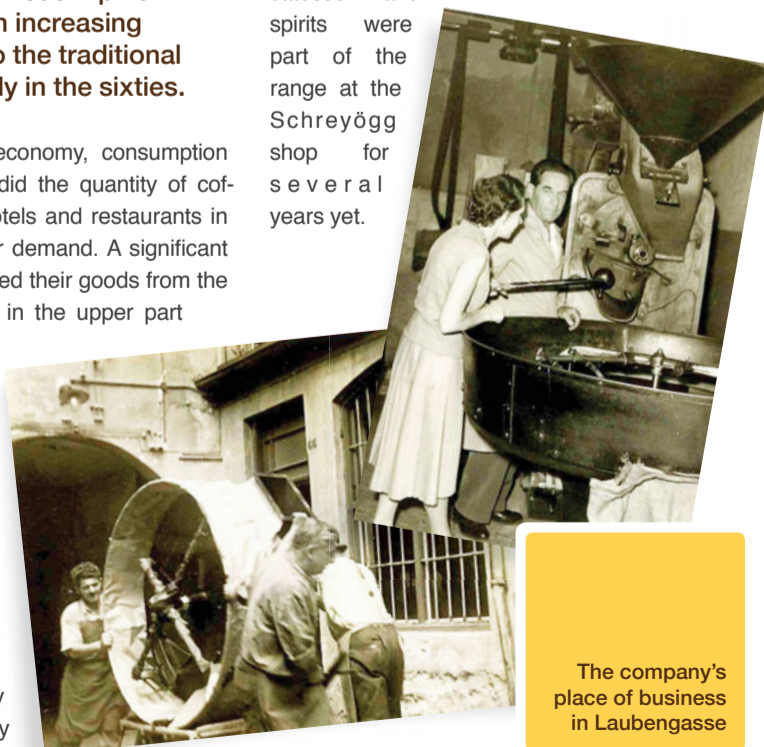
STORIA

The busy Lizzy

In the fifties travelling became affordable for a growing number of people, and the mediterranean climate of the town of Merano together with the glorious Alpine scenery attracted an increasing number of visitors to the traditional spa town, particularly in the sixties.

This boosted the economy, consumption went up, and so did the quantity of coffee required by hotels and restaurants in order to meet the higher demand. A significant number of them purchased their goods from the Schreyögg delicatessen in the upper part of Laubengasse on a regular basis. On 6 July 1960 a bigger roasting machine was installed there to cope with the new demand. Documents show that – apparently in line with its capacity, because from now on 45 kg of coffee could be roasted per batch – it was lovingly called “fleißige Lis!” (busy

Lizzy). The raw coffee was supplied by forwarders from the ports in Genova or Trieste, and the focus shifted more and more to coffee production. Nevertheless various products of all kinds, delicatessen and spirits were part of the range at the Schreyögg shop for several years yet.



The company's place of business in Laubengasse

EDITORIAL

Dear customers and coffee lovers,

The new issue of the *Coffee Times* is devoted to the topic of automatic coffee machines, and they can be really tricky. Having gathered many years of experience and expertise with coffee we want to take this opportunity to share part of our knowhow of this highly sensitive and innovative technology with you. By the way, we gained a considerable amount of our insight from the ongoing exchange of expertise with our manufacturers, and this goes into the development of suitable blends for automatic coffee machines. With all the technical finesse

the focus should, after all, be on enjoyment and the aim to achieve a perfect result in the cup. Whether an establishment wants to use only portafilters – the “classical” bar espresso machine – or automatic coffee machines depends, of course, mainly on the circumstances and requirements, but there are many good reasons in favour of a fully automatic coffee machine.

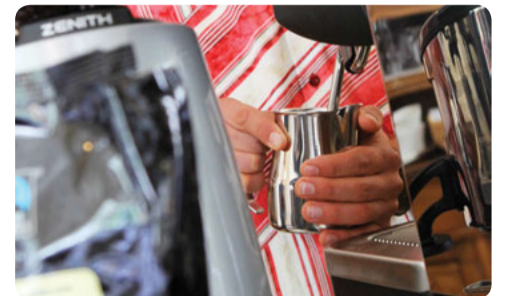
As always I hope you will enjoy reading this issue!



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Espresso Italiano Championship



South Tyrol has a new model barista – Thomas Kuen from Schenna, 28, restaurateur, wine sommelier and Espresso Italiano Specialist, has been working as a barista for eight years.

This year the *Espresso Italiano Championship* was held for the first time, an international competition in which baristas from all over the world demonstrate their skill. One of the preliminary contests was held by the Coffee Roasting Company Schreyögg under the auspices of the *Istituto Nazionale Espresso Italiano (INEI)* in Merano on 3 June 2014. To show their skills 16 baristas each prepared four espressi and four cappuccini, the taste pro-

file and visual appearance of which were assessed by two judges and four qualified coffee tasters according to the strict criteria of *INEI*. The confident use of the coffee grinder and the coffee machine as well as cleanliness, accuracy and correct milk frothing were also assessed. In the early afternoon the winner had been determined: Thomas Kuen convinced the jury, followed by Jens Herrbruck from Berlin and Florian Frick from Sterzing/Vipiteno. With the certified fair trade espresso blend "Aurum" from the Coffee Roasting Company Schreyögg he will represent the latter at the grand final in London on 3 October 2014. Peter Schreyögg hopes that the phrase "nomen est omen" will prove its validity and the "Aurum" coffee blend will bring its mentee gold and help him win the final.

Mr. Kuen, what do you like particularly about your work as a barista?

Thomas Kuen: The challenge to conjure up a perfect coffee beverage in every cup I make, whether it is espresso or cappuccino, is both an art and a passion for me.

What makes a good espresso for you?

For me apart from the coffee blend it is mainly the correct preparation that is important. I attach paramount importance to freshly ground coffee beans, the correct degree of grinding and the right extraction. To achieve that, the right quantity of coffee powder – 7 g per cup – of espresso in the cup – 25 ml – and a brewing time of 25 seconds are decisive.

Could you summarise your experience in a formula?

(laughs) This would probably be the M formula then: miscela – the perfect coffee blend; macinino – the right degree of grinding; macchina – the coffee machine; mano – the hand or the person preparing the coffee.

With this formula and his skill Thomas Kuen is bound to be one of the top candidates in the final of the Espresso Italiano Championship 2014.



INSIGHT INTO THE WORLD OF COFFEE

The Small Coffee Manual II

It is, of course, a matter of taste which Italian classic one prefers. But if the preparation is right, your coffee creations are bound to be perfect.

Ristretto



A ristretto is a shortened concentrated espresso and is made of the same quantity of coffee as an espresso, but with less water. This makes ristretto the smallest member of the espresso family. The quantity of coffee required is 7 g (+/- 0.5 g). The water temperature of 88° C (+/- 2° C) at the exit from the brew group results in a beverage of 15 ml (+/- 2.5 ml) after 20 seconds, which is 67° C (+/- 3° C) hot when it reaches the cup. The flow pressure of the water should be 9 bar (+/- 1 bar).

Latte Macchiato

Latte macchiato means patchy milk and consists of one third each of espresso, hot milk and frothed milk. It is served in a high glass of 220 to 250 ml, with the individual layers of coffee, milk and frothed milk ideally remaining visibly separate.

First the frothed milk is poured into a latte glass, only then is the espresso prepared and slowly poured into the frothed milk. During the



preparation of the espresso the hot milk settles from the frothed milk and cools down. As a result the espresso concentrates in the middle of the glass and the typical three-layer pattern of this classic emerges.



Caffè Latte

Italian milk coffee consisting of a double espresso and hot, frothed milk. This beverage is served in a big cup of 250 to 300 ml, possibly with a little frothed milk.

Caffè Latte is often served as a popular breakfast beverage. It may be served in a bowl or an appropriately sized glass. No additional milk froth is used



What should you bear in mind, if you want to find the best coffee for your fully automatic coffee machine?

It takes a very special composition of beans to create a coffee blend that allows you to prepare all types of coffee without losing any flavour. Long cup, espresso or cappuccino: any length must be covered and flawless in flavour. The classical espresso bean is not suitable for this purpose, because it may produce a bitter nuance in a long cup on the one hand, and on the other hand it needs the high exit temperature of a traditional espresso machine, which a fully automatic coffee machine does not reach, for the full development of its characteristic taste.

In commercial use fully automatic machines are usually adjusted for all lengths of coffee by specially trained technicians, when they are first installed.

For private purposes – if possible – you are urgently advised to adjust the degree of grinding, water quantity and temperature of the automatic coffee machine to the coffee blend to achieve best results.

SHOP WINDOW

Coffees for automatic coffee machines

Allround or long cup, our selection of blends exclusively designed for automatic coffee machines meet all requirements of the spoiled coffee gourmet.



Caffè Espresso Barmatic

1000 g beans

The allround coffee especially for all fully automatic coffee machines: a subtle aromatic composition of tastes, full flavour and rich taste with all lengths of cups. For espresso, cappuccino, café crème, caffè latte and latte macchiato.

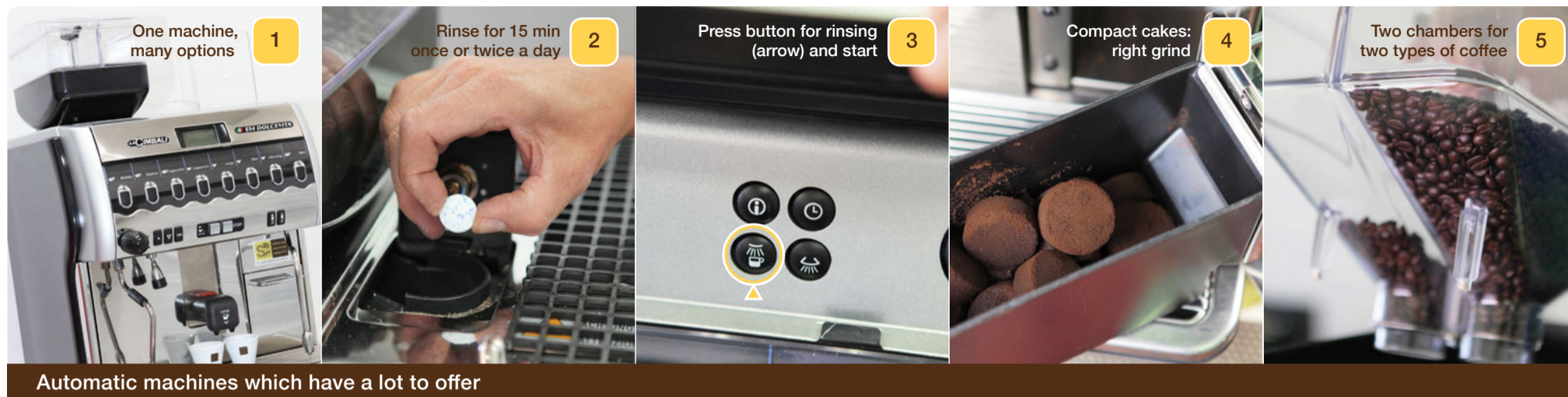
Caffè Crematic

1000 g beans

Crematic, the special balanced coffee blend for fully automatic coffee machines of medium roast. Soft, mild and aromatic in taste, but mainly wholesome due to the long roasting process, it is particularly suitable for the long cup.

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

Practical Tips for Baristas



Automatic machines which have a lot to offer

The fully automatic coffee machine is characterised by easy operation and great diversity. *Coffee Times* takes a look at the complex interior of these powerful machines.

Fully automatic coffee production at the touch of a button – what looks simple is actually rather complex: It takes sophisticated technology to ensure the enjoyment of a high-quality product in the end! A multifunctional coffee machine, which is the correct name of an automatic coffee machine,

can have a capacity of about 260 cups of espresso and about 120 cups of café crème per hour. Each machine consists of several components which are adjusted to each other.

The grinder grinds the beans to the desired degree and fills the brew group. A pump supplies water through a continuous-flow water heater, which starts the brewing process in the brew group.

The pressure generated by the boiler, at which the coffee is pressed through the piston, is decisive for the characteristic formation of crema on the espresso and the extraction

of disturbing oils. There may be differences in the piston diameter, which also makes a decisive contribution to the taste of the coffee. If it is typically 44 mm especially for espresso (in Italy), machines which are mainly designed for long cups (for the market outside Italy) have a diameter of 50 mm. Among the extras available for fully automatic machines the most important one is the milk frother. The milk needed for cappuccino or latte macchiato is frothed with hot water steam or a so-called cappuccinatore.

Even if there are sceptics – the results

achieved by fully automatic machines do meet professional requirements; and there is the added advantage that their operation and maintenance is easier and requires less staff than is the case e.g. for portafilter machines. On top of this, correct programming allows a broad range of beverages (cup lengths) of consistent quality. Nevertheless there is always the limitation that a fully automatic coffee machine cannot be a substitute for the perfect espresso made by a trained barista with its crema prepared manually in a portafilter machine.

Interview with Peter Schreyögg

Mr. Schreyögg, how does espresso for fully automatic machines have to be roasted?

Peter Schreyögg: An espresso coffee for fully automatic machines should not be oily or of very dark roast, because this causes a rancid taste after longer use and possibly caulking of the grinding section.

Can I use any espresso for fully automatic machines?

No, of course not! Due to the lower brewing temperature and shorter brewing duration than in a portafilter machine it is important to select beans especially designed for this purpose. A special roasting process is required to balance the acid and bitterness.

Would you buy a fully automatic machine?

Absolutely! But it should generate an exit temperature of the coffee of approx. 86° C for 25 ml and at least 15 seconds (portafilter 25 seconds). Only then can an espresso be brewed, which is comparable to that from a portafilter.



THOMAS KOSTNER'S COFFEE RECIPE

Coffee Dessert – Tiramisu Soufflé with Strawberries (serves 8)

Only if you do your job with passion, you can achieve an excellent result. Thomas Kostner, head patissier at the Hotel Castel, delights his guests with excellent workmanship and innovative creations. After his years of wandering and learning in Switzerland, Canada and Germany he returned to his home country of South Tyrol, where he has been

enhancing preferably fresh seasonal fruit with chocolate for his creations as one of the best in his league at the Hotel Castel for the last five years – but why not with coffee as well? The great variety of high-quality products gives him an incentive to keep trying out new things and satisfying even the most demanding guests with his creations.

Mascarpone cream

45 g egg yolk
45 g icing sugar
lemon juice
125 g mascarpone
1 leaf gelatine
10 g whisky
125 g whipped cream

Beat egg yolk with icing sugar to a creamy consistency, add mascarpone and lemon juice and beat a little longer. Dissolve the soaked gelatine in whisky and stir into the cream, then fold in whipped cream and put in a cool place.

Thin coffee biscuit

150 g espresso
50 g caster sugar
5 g agar

Bring espresso and sugar to the boil. Stir in agar and boil again briefly. Leave the mixture in a cool place, mix it, press it through a fine-meshed strainer and spread thinly on a foil; then dry in a dehydrator at 60° C.

Mascarpone soufflé

200 g mascarpone
4 organic egg yolks, fresh
20 g lemon juice
vanilla pod
10 g whisky
1 g xantana
1 g guar gum
4 organic egg whites, fresh
60 g caster sugar
10 g wheat starch
salt
1 tsp coffee paste

Stir together mascarpone, egg yolks, lemon juice, xantana, vanilla and guar gum. Lightly beat egg whites with salt, then whisk with sugar and wheat starch until not too stiff, and carefully fold into the basic mixture. Stir one spoon of the mixture into the coffee paste. Fill mixture into soufflé ramekins, mix coffee mixture in unevenly and spread out smoothly. Lay saucepan out with baking parchment, pour in two fingers high of hot water, put the ramekins in, bake in oven preheated to 220°C for 12-13 minutes.

Coffee jelly

125 g strong espresso
100 g water
50 g caster sugar
20 g Kahlua
2 g agar
1 leaf gelatine

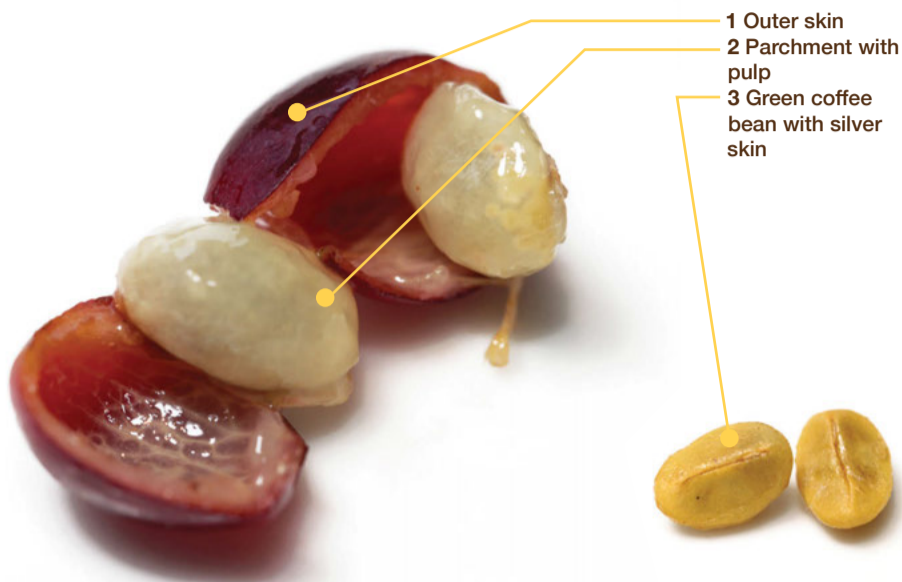
Bring espresso, water, sugar and Kahlua to the boil. Stir in agar and boil briefly again. Add soaked and squeezed out gelatine, put the mixture on a big flat plate immediately and leave to cool. Cut 7 cm leaves with a round biscuit cutter.

Finally squirt mascarpone cream onto a plate with a ten-hole bag and garnish with sponge fingers, strawberries and coffee biscuit. Put the coffee jelly on the plate and serve the soufflés immediately, so that the soufflé will not collapse.



Info: Trenkerstube – Hotel Castel
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www.hotel-castel.com

The Coffee Bean – Soon Ripe Soon Rotten



The development of the coffee plant, *Lat. coffea*, follows its very own rhythm. While the flower buds open up and flower, pollen is released and fertilisation occurs within just a few days, it takes comparatively long for the fruit of the coffee plant to reach maturity.

Maturing takes very different lengths of time depending on the climate and the condition of the soil and differs considerably for the individual types of *coffea* – the coffee cherries of robusta coffee take about nine to eleven months to ripen, whereas those of arabica coffee take six to eight months. During maturation the ovary usually develops

into a double-seed stone fruit, the shape of which is round to elongated and pointed, while the fruit of robusta coffee are slightly smaller and rounder. During maturation the coffee cherry changes colours – from the initial green it soon turns yellow, and the ripe fruit finally shines in bright red. A look into the interior of the coffee cherry shows: the two seeds, the actual coffee beans, are surrounded by whitish yellow, sweet pulp and face each other with their flat sides which have the typical longitudinal groove. The two coffee beans are also surrounded by the seed skin, the so-called silver skin, a thin mucous layer as well as the pale yellow parchment. In this condition the matured coffee cherries can now be harvested and processed.

SHOP WINDOW

New in our range!



Delicious drinking chocolate

Biancolat 1000 g tin
Caolat 1000 g tin

If you want something different from coffee every now and then: the Coffee Roasting Company Schreyögg is currently presenting two products in the new packaging design: Caolat and – available immediately to complement our range – the white variety Biancolat. For the best chocolate flavour we recommend to use milk with a fat content of 3.5 %.

THE LATEST NEWS

Enjoyment is Culture

The interest group *Corpus Culinario*, an association of the leading delicatessens of Germany, has set itself the goal to unite special-quality food from all over Europe under its logo.

Corpus Culinario does not only promote variety in tastes and workmanship in food production – convinced that good food and beverages are also a cultural achievement which should be

preserved and supported, the organisation also regards itself as an ambassador for enjoyment and culture. The Coffee Roasting Company Schreyögg's production and trade follow this philosophy: it is worth investing in quality, because in this day and age enjoyment also means responsibility. With its high-quality coffee specialties Schreyögg faces this responsibility and will support *Corpus Culinario* as a supporting member in the future.



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*.

NOT TO BE MISSED!

Dates and Events

03/10/2014
Espresso Italiano Championship – Final
Thomas Kuen, winner of the preliminary competition for South Tyrol, will compete for the Coffee Roasting Company Schreyögg in the final against baristas from all over the world. *London/England*

10/10 – 12/10/2014
Kastelruther Spatzenfest
Folk music at its best – at the big Kastelruther Spatzenfest, which is supported by the Coffee Roasting Company Schreyögg. *Kastelruth/South Tyrol*

18/10 – 21/10/2014
Südback 2014
Trade Fair for the Bakery and Confectionery Trades. *Messezentrum Stuttgart/Germany*

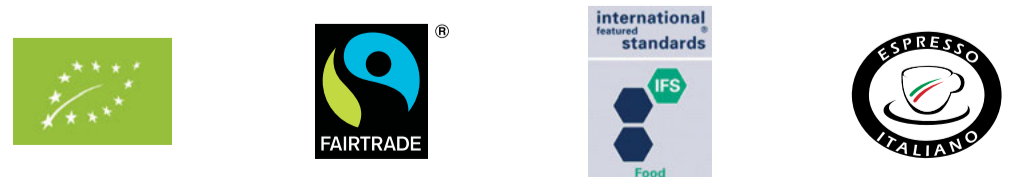
20/10 – 23/10/2014
Hotel Bozen 2014
International trade fair for the hotel and catering industries. *Messe Bozen/South Tyrol*

08/11 – 12/11/2014
Alles für den Gast
International trade fair for the hotel and catering industries. *Messezentrum Salzburg/Austria*

26/11 – 30/11/2014
Food & Life
Trade fair for gourmets. *Fairground Messe Munich Riem/Germany*

11/02 – 14/02/2015
BIOFACH
The World's leading trade fair for organic food. *Messezentrum Nürnberg (Nuremberg)/Germany*

CURRENT AWARDS AND CERTIFICATIONS



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



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HAVE YOU GOT ANY QUESTIONS OR SUGGESTIONS?



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

Best regards,
Diana Schreyögg *Diana Schreyögg*