

COFFEE TIMES

ISSUE 7 – SPRING/SUMMER 2015

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



Pods:
convenient, quick
and easy to use

HISTORY

The Packaging is Crucial

In the middle of the 20th century marketing was still in its infancy, but it was nevertheless already a well-known fact that attractive packaging contributes to selling a product.

As far as we can tell from accounts of the past, the first packages of Coffee Roasting Company Schreyögg are, however, much older and consisted of paper bags which were closed by hand. In the sixties 100 g cellophane bags were introduced in addition to these paper bags.

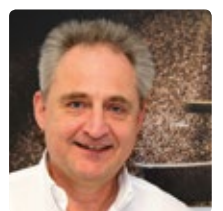


The world-wide triumph of cellophane resulted in a real revolution in the packaging industry: from now on the oldest plastic for packaging which is still commonly used today became established alongside paper, glass and metal. Cellulose-based cellophane was not only extremely popular because of its transparency, it also convinced with its microclimatic properties which allow the dry storage of foodstuffs – making it ideal for coffee. Apart from that, this material could also be printed on, and there was clearly an awareness that aesthetic packaging promoted sales. Schreyögg took this up – and emphasised the advantages of its coffee on additional printed material.



EDITORIAL

Dear customers and coffee lovers,



Of course, we basically advise our customers and baristas to always grind their coffee beans in a professional coffee grinder just before using them. But it is particularly in a smaller context – e.g. at home and at the office, but also in smaller catering operations – that the trend product of the espresso pod has become very successful.

The advantages of these “cialde”, as they are called in Italian, are obvious: simple, quick and always tasty, the pods packaged into convenient individual portions can be made without much ado. There are pro-

fessional pod machines, which are mainly used in the events and catering industries; for their preparation in a traditional espresso machine a single portafilter is required.

Read more about this type of coffee making and, of course, other exciting topics in this new edition of our *Coffee Times*. I hope you will enjoy reading it.

Peter Schreyögg

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Mexico – Finding Sustainability



Fair trade, small farmers, cooperatives, ecological farming and sustainability – topics which everyone with any responsibility at Coffee Roasting Company Schreyögg has been focusing on during the last few months not least due to the intensive involvement with fair trade. So what could have been more obvious than to assess the conditions of coffee production personally on site in Mexico?

Mexico is one of the most significant coffee producers of the world: Arabica coffees of consistent high quality are

grown in the North American country. Therefore, the first destination of the trip the Schreyögg family undertook in October 2014 was in Chiapas, the southernmost state – the tropical warm and moist weather of which provides ideal conditions for coffee growing. The harvesting season starts in late November and ends in March – at the time of the journey it was the first time that the travellers had the opportunity to see an advanced stage of maturity of the coffee cherries. The San Fernando cooperative is located at 1,230 metres above sea level, in Tierra Colorada, a village with 44 coffee farmers and their families, who grow exclusively organic coffee. It mainly grows in the shade of other trees, and since pesticides are prohibited without excep-

tion, looking after the coffee plants properly is of utmost importance. Water supply is difficult in this relatively remote area – every drop of rainwater is collected in large containers to supply the human and animal populations and plants. Since there is neither electricity nor medical care, long-term, reliable partnerships secure the existence of the people in Tierra Colorada. In the district of Panthelo the Schreyöggs visited another cooperative and its coffee farmers. The mountainous highlands leading into the plantations is marked by a unique scenery, the lower regions are covered by a lush virgin forest with an impressive rich tropical flora. But in the midst of all this beauty the travellers are also confronted with the problem of acute fungal infestation,

which is called “La Roya” (coffee rust) here and already destroyed large parts of the coffee harvest years ago. 30 per cent of the plants are affected. With this disease the coffee plant loses its leaves, and the coffee cherries dry out and fall off. To fight it great efforts are required: the fields need intensive care, the affected plants must be tended at the expense of much time and money. Rising prices are inevitable following crop failure.

The Schreyöggs return from this journey convinced that sustainable coffee farming can be associated with many benefits. The balance of social, ecological and economic aspects creates stability, thereby preparing the industry for the future from an economic perspective as well.

INSIGHT INTO THE WORLD OF COFFEE

Pods – the Convenient Single Serve Systems

A coffee roaster never stops thinking about all aspects of coffee making, therefore naturally also about pods as a trend product. The “long cup” as Caffè Crema has now been added to the two espresso blends produced by Coffee Roasting Company Schreyögg for some time in this segment.

It is particularly the private market which has long been conquered by the well-known single-serve systems, which are, however, also used increasingly in the catering business due to the many advantages which they offer. For the right choice of system it is, however, important to really know about the differences.

Basically the collective term “pod system” is applied to all single-serve systems with filter paper, “pod” being the English name, “Pad” the German and “cialde” the Italian name of the ready-to-use coffee portions embedded in filter paper and wrapped in plastic or foil. Their main

common feature is their easy handling allowing the perfect preparation of espresso.

Pods (or hard pods). Each pod consists of about 7 g of ground espresso coffee, which is hermetically sealed, protected by two thin layers of filter fleece. With a diameter of 44 mm it is pressed into a standardised mould and wrapped in airtight packaging in a protective atmosphere. This preserves the flavour of freshly ground coffee every time it is made – irrespective of the quantity of coffee flowing through the machine per day.

Soft pods. Soft pods are loose unpressed coffee portions, which are brewed in specially designed machines and mainly used for the long cup.

Capsule system. In this system the coffee is shrink-wrapped in a capsule instead of filter paper. Just like pod machines capsule machines are single-serve coffee machines, except that the process by which they are filled is different. It should also be mentioned that the environmen-

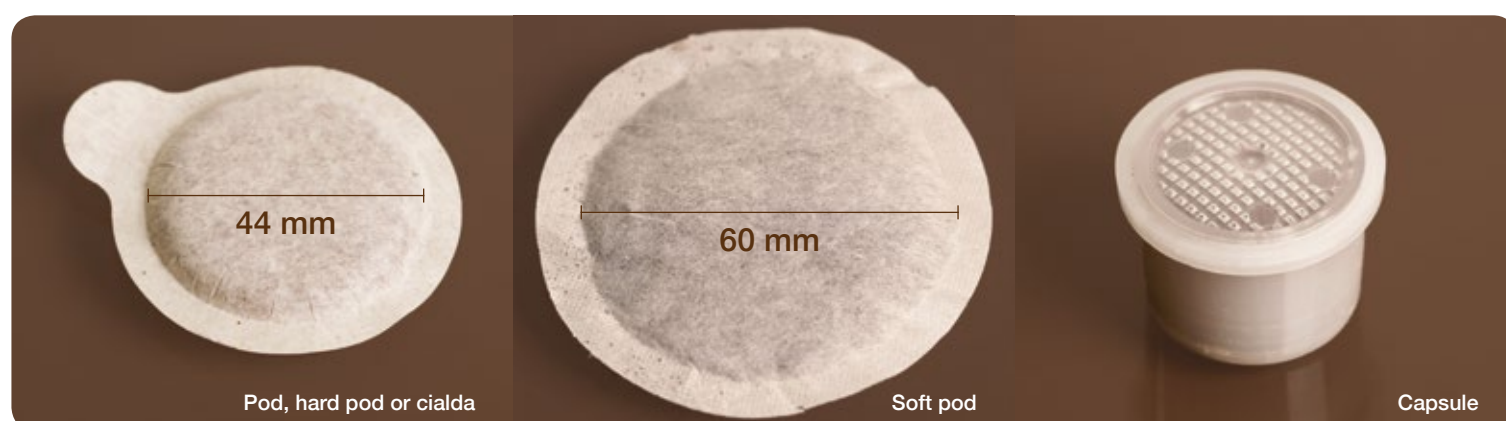
tal aspect of capsules is seen as highly critical. The so-called **open system** is a quick and convenient solution which is adapted to the needs of the catering industry. The pods of the open system are suitable for all traditional espresso machines with a portafilter. The shape of the pod usually corresponds to that of the portafilter, if not, the machine manufacturer offers a suitable portafilter. The shape of the pods of the best known open system is regulated by the **E.S.E. (Easy Serving Espresso) standard** of the Consorzio per lo Sviluppo e la Tutela dello Standard “E.S.E.”. Almost all Italian machine manufacturers and roasters have adopted this system.

As opposed to the open system the **closed system** works exclusively in the combination of a particular machine with a particular pod or a particular capsule. The fact that only one supplier’s coffee can be used results in the customer’s dependence on the manufacturer and can, therefore, be viewed critically.



Does coffee have calories, and if so, how many?

A cup of black coffee contains practically no calories (2 cal). This changes, if milk and/or sugar is added to the coffee. For a cappuccino without sugar it is as much as 40 calories without sugar, with about 6 g sugar it is even about 70 calories. For a latte macchiato with sugar this number goes up to 100 calories and more, but the calorific value also depends on the kind of milk. By the way pure coffee supports the metabolism, the body burns more calories, so that it can be enjoyed by calorie-conscious consumers without a bad conscience, while coffee beverages with milk and sugar may well correspond to a small meal and have to be digested accordingly.



Practical Tips for Baristas



Pod machine and detailed views

To help you serve your customers with a professional pod system, Coffee Roasting Company Schreyögg has especially included coffee machines for the catering business in its programme, which, of course, meet the E.S.E. standard.

The machine's advantages are obvious – it is not only easy to operate and clean, it reaches and maintains the exact temperature required for the quality in the cup. It takes only a few minutes to heat the machine, after which the coffee pod can be inserted into the filter. As soon as the green control lamp indicates that the machine is ready, the heated water is pressed through the powder at a

pressure of 9 to 10 bar at the push of a button. Even the desired cup length is determined by just pressing a button. For the preparation of the coffee it is mainly important to stick to the instructions, because this is the only way to achieve a really perfect result.

Going for a pod machine means easier coffee making in many respects. It saves time and helps avoid product loss. The coffee pod can be used immediately, and it also protects the flavour and provides optimum portions and cleanliness – all because packaged individually. The degree of grinding, weight and pressure are always perfect, so they provide an optimum result; the pods are also convincing with their extreme freshness, since they are wrapped in

airtight packaging in a protective atmosphere, and their application is guaranteed to be hygienic.

The easy extension of the coffee menu is another benefit, conventional espresso can be used just like decaffeinated coffee, there are no limits to the possible variants.

Cleaning the pod machine is just as easy. For the external housing and the steel parts it is recommended to use soft cloths to avoid scratching. Cleaning agents, scouring powders, solvents and wire wool should, however, not be used. If the machine is not used continuously, the filter should be cleaned after the last cup, if possible. For this purpose the coffee button is

pressed with the lid closed and without a pod being inserted for about 2 to 3 seconds. Where there is no regular water supply, the water tank should be filled with fresh water regularly. Apart from that, the filter should be cleaned thoroughly at regular intervals – a screwdriver can be used to remove it. The filter must be replaced, when some first wear and tear appears.

The outlet tank and the drip tray for liquids should be cleaned at least once a week. And please, for your own safety, remember that the machine should always be disconnected from the mains during cleaning operations.

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

SHOP WINDOW

New Product

Caffè Crema in pods

Caffè Crema is a special balanced coffee blend with a light roast. Soft, mild and aromatic in flavour, but most of all wholesome due to the long roasting process, it is particularly suitable for the long cup.

Preparation of 150 ml coffee: 40 seconds outlet time in the pod machine



Already in our range

Caffè Espresso Exquisit in pods

A mild, yet fine and strong espresso with a balanced flavour and subtle acidity.

The particularly high portion of Arabica beans distinguishes it as a top-quality coffee. Also excellently suited for milk beverages.

Suitable for portafilter machines and pod machines.



Already in our range

Caffè Espresso Decaffeinato in pods

The decaffeinated coffee based on espresso is particularly wholesome. Beans which are decaffeinated in their raw condition are roasted gently, so that a highly aromatic and full enjoyment of coffee is created without caffeine.

Suitable for portafilter machines and pod machines.



MANFRED AND STEFAN KOFLER'S COFFEE RECIPE

Espresso Mousse with Plum Sorbet and Lavender Jelly

The Culinaria restaurant in the Farmerkreuz above Tirolo is captivating not only with its unique location above the Merano basin, it also offers its guests a stylish and cosy atmosphere with a breathtakingly beautiful view from the terrace. It is immediately clear that the Kofler brothers, Manfred and Stefan, have the same vision, when it comes to

hospitality and enjoyment. Their focus is clearly on their guests. Their fantastic cuisine with its casual interpretation of tradition demonstrates creativeness at its best, but also a down-to-earth attitude.

Whatever Manfred Kofler cooks and Stefan serves, it is always top quality – including the wine list.

Espresso mousse

2 gelatine leaves
140 g white chocolate
1 egg yolk
1 tablespoon bourbon
15 g icing sugar
2 espressos
250 g whipped cream

Melt the chocolate in a bain-marie, until it reaches a temperature of about 35-40°C. Soak the gelatine in cold water, then squeeze it out, mix it with the whisky and the hot coffee and stir over the water bath, until it has dissolved.

Mix egg yolk and icing sugar with the coffee gelatine mixture, add the melted chocolate and stir the ingredients until smooth and creamy. Stir in the whipped cream, until you get a smooth mass. Fill into a terrine, cover and allow to set in the fridge for about 2 h.

Lavender jelly

70 g castor sugar
80 g water
3 gelatine leaves
1 small bunch lavender

Soak the gelatine. Bring the sugar and water to the boil, remove from the heat, then add the lavender and allow to infuse for about 10-15 minutes; pass through a very fine strainer. Add the gelatine and pour the mixture about ½ cm high into a deep, flat container, then leave to set in the fridge. As soon as the lavender jelly has reached the right consistency, cut into small cubes and arrange on the plate.

Plum sorbet

450 g plums
80 g castor sugar
40 g glucose
200 g water

Bring the plums, the sugar, the glucose and the water to the boil, then leave to cool well and finally mix, press through a fine strainer and freeze to make a sorbet in the ice cream maker.

If possible, coat the espresso mousse terrine with chocolate spray. If you serve the espresso mousse in a cup, use only one gelatine leaf. Arrange the espresso mousse, plum sorbet and lavender jelly on a beautiful plate as shown in the picture.



Information: Restaurant Culinaria im Farmerkreuz
39019 Tirolo near Merano | Telephone +39 0473 923508
www.culinaria-im-farmerkreuz.it

Espresso Italiano Championship



On Friday, 3rd October 2014, the long awaited final of the espresso championship of the *Istituto Nazionale Espresso Italiano (INEI)* was held in London.

Thomas Kuen, the winner of the preliminary contest in Merano, who participated as the representative of Coffee Roasting Company Schreyögg, was there to compete with sixteen top baristas from all over the world – who in turn had qualified beforehand for 14 co-organisers. The baristas showed their skills making four espressi and four cappuccini each, which were assessed by four qualified coffee tasters and judges for their taste profile and visual appearance according to the *INEI* criteria. The winner of 2014 was Filippo Mezzaro from Piedmont, who deserves much credit for his performance.

Coffee Roasting Company Schreyögg also wants to thank Thomas Kuen very much for his participation – even if he did not yet make it to first place this time, it was certainly quite an experience to just be there.

Once again a preliminary contest for the Espresso Italiano Championship takes place in South Tyrol this year – another opportunity for baristas from all over the world to demonstrate their skills.

The preliminary contest in South Tyrol will be organised by Schreyögg and held in Castelbello on 8th June 2015. Each barista will make four espressi and four cappuccini, the flavour and appearance of which will be assessed by four judges and four qualified coffee tasters according to the strict criteria of *INEI* – just like last year. Confident handling of the coffee grinder and the coffee machine is also part of the assessment. The winner of the preliminary contest will participate in the final in Milan as the representative of Coffee Roasting Company Schreyögg in autumn 2015, which will be held in the context of the Expo and the Host trade fair. Would you like to participate in the preliminary contest of the Espresso Italiano Championship? Contact us at mail@schreyoegg.com or by phone at +39 0473 967700. There will be a maximum of 15 participants.



TRAINING CALENDAR

ESPRESSO ITALIANO SPECIALIST

A course for prospective and experienced baristas consisting of two modules, a basic course and an advanced course. Held in cooperation with the *Istituto Nazionale Espresso Italiano*.

LATTEART WITH ERIC WOLF

This seminar addresses everyone who wants to acquire the skill of milk decoration.

You will find the latest dates at our website www.s-caffe.com – or you are, of course, welcome to contact us personally.



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ANY QUESTIONS OR SUGGESTIONS?



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

Best regards,
Diana Schreyögg *Diana Schreyögg*

THE SMALL COFFEE MANUAL

Italian Classics

The eye also enjoys coffee beverages served in an appealing appearance – a selection of classics, which may become the favourite beverage of your customers and guests.



Caffè marocchino: Spotty espresso with a small milk froth topping, chocolate flakes or cocoa powder



Affogato: A scoop of vanilla ice cream, with a freshly made espresso poured over it



Espresso con panna: Espresso with a cream top

RESPONSIVE SHOP PAGE

The Schreyögg Online Shop Made Even Clearer

To make buying our products even easier for your customers, Coffee Roasting Company Schreyögg has changed the layout of the online shop to make it even more straightforward and graphic.



As part from that the site has become responsive, i.e. suitable for viewing on tablets and smartphones. A filter makes searching more comfortable, and extended product information is included to help you find

the coffee product you want quickly. The range of additional items for baristas was added for the first time. Why not just have a look at www.s-caffe.com/shop.

NOT TO BE MISSED!

Dates and Events

11/04 to 14/04/2015

Tipworld Bruneck

Trade fair for the catering and hotel industry, construction and housing. At *P.zza Municipio in Brunico/South Tyrol*

08/06/2015

Espresso Italiano Championship

This year Coffee Roasting Company Schreyögg will organise the preliminary contest of the Espresso Italiano Championship once again. *Restaurant Kuppelrain, Castelbello/South Tyrol*

CURRENT AWARDS AND CERTIFICATIONS



Information at: www.s-caffe.com/quality