

# COFFEETIMES

ISSUE 11 – SPRING/SUMMER 2017

COFFEE ROASTING COMPANY SCHREYÖGG. INNOVATION AND TRADITION. SINCE 1890



Grind size and tamping pressure influence each other.

## THE PRODUCTION FACILITY

# Generations of Tradition and Experience

The foundation for today's coffee roasting company Schreyögg was laid back in 1890. Its modern production facility was established in the Venosta village of Parcines in 2002. It is from there that the traditional coffee roasting company delivers its diverse and high-quality range of coffees to its sales partners and customers all over the world.

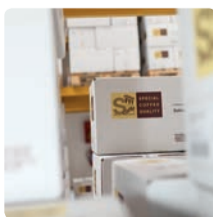


particular conditions and to be able to assess and influence the resulting flavour, in order to obtain an outstanding end product.

In the traditional long roasting process the coffee beans are roasted in individual varieties, then blended in an elaborate procedure and sorted carefully. A huge wealth of experience and profound knowledge in all these areas are the basis and the strength of the coffee roasting company Schreyögg.

Coffee production rightly enjoys the reputation of being a very special craft. It takes many years of experience to acquire the knowledge required to understand the diversity and the potential of coffee. This unique natural product is influenced by numerous factors. Therefore, it is just the more important to be able to assess it in its raw condition, to fine-tune the roasting process to the

Based on this wealth of experience, the coffee roasting company has earned an international reputation for creating particularly fine coffee specialties; it is no coincidence that the aspiration to exclusively produce high-quality coffees is of central significance in the corporate philosophy. ■



Know-how and experience as a basis for success

## EDITORIAL

# Dear customers and coffee lovers,



Raw material, preparation, equipment ... when it comes to coffee, all these and other factors are inseparably linked. This is why the few, but skilful movements are important for the preparation of this popular hot beverage. Neglecting them would mean to give up on the optimum result in the cup – and who would want that? One of these little movements is the so-called tamping pressure, also called tamping, and this is just what this issue of the *Coffee Times* discusses in somewhat greater detail. Apart from that, we look at topics such as fair trade, sustainability, ecological farming and support for smallholders using local cooperatives, which are becoming more and more important

in the production of the coffee roasting company Schreyögg; thus, two more of the most popular products for the home are now also available in organic quality and from certified sustainable agriculture.

It is certainly also in your interest that the coffee roasting company Schreyögg keeps developing in this area as well.

We wish you a nice spring and summer – and first and foremost, as always, enjoy your soothing coffee.

Peter Schreyögg



## PRODUCT AND BUSINESS CERTIFICATIONS

-  INEI – Espresso Italiano
-  Organic
-  Fairtrade
-  IFS – Food

Information at: [www.s-caffe.com/qualitaet](http://www.s-caffe.com/qualitaet)



## Pods as a product trend – the small, fine coffee enjoyment

Due to their easy handling, coffee pods are not only in extremely high demand with private customers, but also enjoy continuous popularity in the hotel and catering industries. The pods from Schreyögg are pressed in a standardised mould with a diameter of 44 mm and packaged individually in a protective atmosphere. Fresh coffee aroma develops from each pod – with a consistently high quality of the coffee. The varieties range from strong to mild and guarantee the enjoyment of fresh coffee for every taste.



### HISTORY

## The seventies

In the seventies tourism continued its rapid development in South Tyrol. The unique location in the middle of the mountains, the Mediterranean climate and the medieval city centre made Merano a particularly popular holiday resort. Like in the surrounding villages, the bed capacity in Merano on the Passirio River was also increased.

All these new hotels and accommodation required many products, not least coffee. Since the coffee roasting company Schreyögg had moved from the original delicatessen to the exclusive production of high-quality coffee specialties in the seventies, the range of products was continuously extended – from espresso to filter coffee. Josef Paul Schreyögg and his team of sales representatives travelled up and down the country to sell the coffee they produced. In particular, Schreyögg's fine

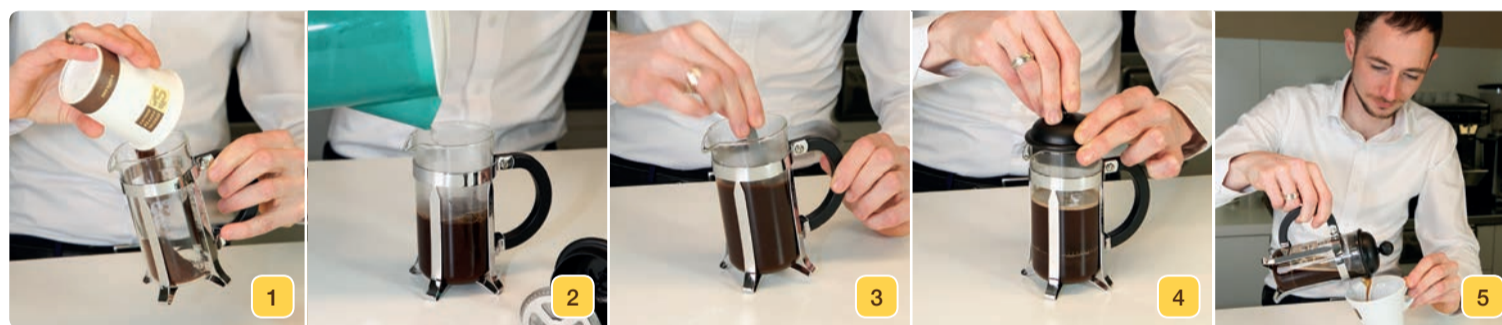


filter coffees were in great demand in the breakfast segment, and it was all about meeting the growing demand in the hotel and catering business. In the course of many modernisation measures the packaging materials were adapted to the new requirements. For example, in order to extend the shelf life of the coffees, the paper bags used until then were replaced by different-size packaging. On top of that advertising in all its shapes and forms gained greater and greater significance. ■



### INSIGHTS INTO THE WORLD OF COFFEE

## The diversity in coffee making: The press pot



The second part of this article on the diversity in coffee making discusses the popular press pot, also known as the French press or cafetière. Having become a real classic, it is easy and quick to use and available in different sizes as well.

taste, because the chosen coffee should always be in harmony with its preparation. Preparation without pressure means that the brewing process occurs without any artificially generated water pressure. This includes brewing in the cup, Turkish moka, the filter methods, such as hand filters, ceramic filters, paper filters, with or without a machine, filtering into the vacuum flask, the Neapolitan coffee maker or flip coffee pot as well as various special types of filtering.

For preparation with pressure the hot water is pressed through the ground coffee with additional pressure. This preparation method includes the use of steam pressure pots, such as the percolator, the glass piston coffee machine, the espresso or moka pot, special types of the moka pot, press pots, portafilter machines, semiautomatic machines, lever machines, fully automatic machines with piston technology, pod or capsule machines, vending machines and other special types.

#### The press pot

The extremely popular press pot boasts numerous advantages:

- Even smaller quantities are easy to prepare.
- The taste of coffee made with this method is characterised by a full body, high intensity and intensive flavour.
- The flavour can be adapted to personal tastes by changing the parameters of steeping time, grind size, temperature and coffee quantity.

For the ideal flavour it is recommended that some guidelines be followed:

**1-2 |** Preheating of the French press pot with hot water (90 to 94°C) to reduce heat loss. The water poured to heat the pot is discarded afterwards.

The desired quantity of the ground coffee powder should be put into the pot, and 50 to 100 ml of water should be poured over it followed by slow stirring; only after brief soaking should the remaining water be added and stirred into the coffee as well. For press pots medium to coarse grind sizes are recommended. Since there is no filter, the water takes longer to penetrate the ground coffee.

**3 |** The lid is put onto the pot, the plunger is pressed down slightly to hold the coffee powder under the water; then the coffee is left to rest briefly to leave the coffee powder settle.

**4 |** After approx. 3 to 5 minutes, depending on the desired strength, the metal rod or plunger is slowly pressed towards the bottom of the pot; this separates the powder from the finished coffee.

**5 |** The coffee can be served right out of the cafetière.

After that the mesh filter must be cleaned thoroughly. ■

### EXPERIENCE

## Questions to Stefan Schreyögg

#### Which grind size do you recommend for press pots?

We recommend medium to coarse grind sizes. The longer the coffee powder is in contact with hot water, the larger should the grounds be. We advise against an espresso grind size, since this is too fine and will make the coffee cloudy.

#### How much coffee powder should be used?

As a rule of thumb 60 g coffee powder (8 to 9 heaped tablespoons) should be used for one litre of water; you may well try out how strong you want your coffee to be. This is a matter of taste, and one of the advantages of the press pot is that it is easy to experiment with.

#### How long can you leave the freshly brewed coffee in the pot?

The coffee cools down quickly, so it should not be left too long; apart from that it should be poured in one go to prevent it from going bitter.

#### Which coffee blend from your range is best suited for the preparation of coffee using the press pot?

Filter coffee Bio Natura and filter coffee Extra are particularly suitable. But you can also use the Caffè Crema Poeta, Caffè Crematic and Café Crème Schümli beans and grind the beans to medium coarse to coarse size.

#### Are there any tips for maintenance?

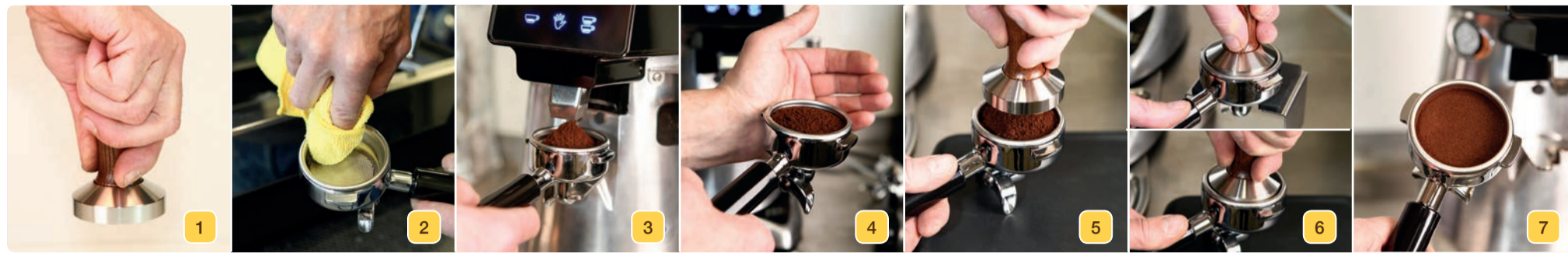
The French press must be cleaned regularly, because oily coffee powder residues get deposited, which will block the filter and affect the taste of the coffee.



As described in the first part, there are just about infinite methods when it comes to making coffee – ranging from traditional to trendy, from simple to sophisticated; there are manual and mechanical methods, but also country-specific variants of the preparation of coffee. The basic principle of all these methods, however, is always the same: hot water is poured over ground beans in order to turn the coffee powder into an aromatic beverage. There are two main types of coffee making: with and without pressure. The result is not just a matter of



# Tamping – the tamping pressure

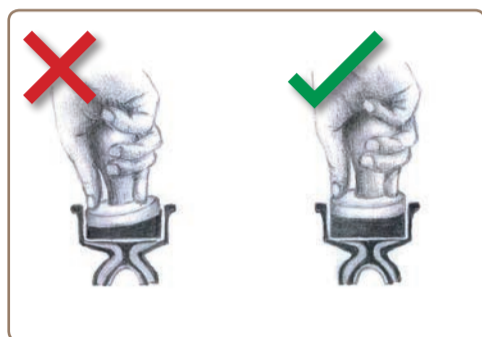


The accessories can be acquired at the online shop, at our website or through the field service of the coffee roasting company Schreyögg.

Tamping is the often underestimated movement carried out before the portafilter is turned into the brew group – that is the distribution and the tamping pressure of the coffee powder in the portafilter. Only a truly well-trained barista with much experience is perfect at it, because the smooth flow of the movement by which the uniform pressing and, thus, condensing of the coffee powder in the portafilter occurs is decisive; this is the only way to make the water flow uniformly through the portafilter, thereby ensuring optimum extraction and releasing all the desired flavours.

The fundamental technical prerequisites for perfect tamping are the right grind size and the correct quantity of coffee powder, i.e. 7 g coffee powder in the single portafilter and 14 g in the double portafilter for the preparation of espresso. The quantity can be pre-measured and the portafilter can be filled with the coffee powder out of an automatic fresh coffee grinder or out of a dosing container of an espresso grinder, in which the quantity is preset.

There are different types of tampers: the metal hand tamper and the dynamometric tamper sta-



tions are probably some of the most common ones. For hand tamping it is important to be able to easily encompass the tamper with your hand in order to generate the required pressure. The diameter of the tamper should always be adapted to the respective portafilter. The material is decisive for a good result, the tamper should be made of metal; the design is merely a matter of taste. Tamping is particularly important when the grind size is not set for the ideal size; in this case the experienced barista can make minor corrections by skilful tamping.

For these few movements, which must, however, be carried out expertly, the following aspects are of particular importance:

1 | The tamper should be made of metal and not too light and it should lie comfortably in the hand.

Apart from that, the tamper should always correspond to the size of the filter, it should have little play, i.e. distance from the rim.

2 | Before you fill the portafilter, you should regularly clean it thoroughly using a microfibre cloth.

3 | The portafilter is loosely filled with 7 g coffee powder per cup.

4 | If necessary, the filled portafilter is tapped onto the palm of the hand a few times for the coffee powder to distribute equally.

5 | The portafilter should be placed on a tamping mat to avoid damage to the outlets. The tamper station is an alternative solution (see image 5).

6 | The coffee is pressed down vertically from above with a pressure of approx. 15 kg as uniformly and as accurately as possible – first slightly and then with greater force; the correct position of the hand and the arm is important. To get a feeling for the pressure to be exerted, we recommend to practice using scales. The harder the pressure, the longer will the extraction take. The optimum extraction time is 25 seconds for 25 ml. At the end of the tamping the tamper will be turned in the basket; this gives the coffee powder a smooth finish, the so-called polish.

7 | The water finds the path of least resistance, so that there will be no ideal extraction, if the coffee powder is not pressed down uniformly: There-

fore, it is important to shape the coffee powder into a uniform cake through which the water will flow uniformly on the complete surface.

### These are the parameters for a perfect espresso:

• Required quantity of coffee	7 g
• Outlet temperature of the coffee	approx. 90°C
• Water pressure	9 bar
• Tamping pressure	approx. 15 kg
• Brewing time	25 sec
• Quantity in the cup	25 ml
• Temperature in the cup	approx. 60°C

■ The coffee powder residues are removed from the rim of the portafilter using a dry cloth, sponge or brush. If this step is skipped, the coffee powder will deposit on the seals of the brew head and damage the seals in the long run.

■ Extraction is the qualitative and quantitative extraction of flavours and accompanying substances from the coffee powder. This process happens very quickly. Optimum extraction is mainly influenced by the grind size, water temperature, pressure build-up and contact time between the water and the coffee powder.

## QUESTIONS

### Interview with coffee expert Peter Schreyögg



A lot can be said about coffee, ranging from basic facts of the product itself to the question how to handle and prepare it. Peter Schreyögg has been working with this natural product, which is influenced by so many factors, ever since he was a very young man, and he is profoundly familiar with its special properties, such as reactions during roasting, the interaction of coffee and the technology applied, and many other aspects. Therefore, in the future he will take up questions in the *Coffee Times*, which may be both useful and interesting for consumers.

#### Which bean is better, arabica or robusta?

Arabicas are generally rated as higher quality, but there are poor-quality arabicas just as there are excellent and high-quality robustas. So it is not correct to say that 100% arabica makes the best coffee possible.

#### What does long roasting in individual varieties mean?

Long roasting in individual varieties is more time-consuming and more expensive, since each variety in a blend is roasted gently according to its specific needs and circumstances, and the individual varieties are not combined until after that. This provides the maximum in roasting flavours from the respective bean, which is reflected as a pleasant flavour and harmonious balanced taste in the final blend.



*So it is not correct to say that 100% arabica makes the best coffee possible.*

You are welcome to ask us questions on coffee at [coffeetimes@s-caffe.com](mailto:coffeetimes@s-caffe.com). We will be pleased to answer them!

## MARKUS GÖLLER'S COFFEE RECIPE

### Coffee granita

The "Das Alte Rathaus" hotel in the historic centre of the small market town of Egna was based on the wish to breathe new life into the historic building. Markus Göller, who was bubbling over with new ideas, was decisively involved in the overall concept and now runs both the three-star hotel with its thirteen elegant rooms and the associated "Ristorante Piazzetta" restaurant. Gourmets come here to enjoy a fine selection of delicious dishes from the Italian and Mediterranean-Alpine cuisine. Markus Göller and his team also please their guests with very special coffee creations.



**Serves 10:**  
For the granita:  
700 ml espresso from arabica beans  
Pour the coffee into a plastic container and freeze it.  
The next day finely grate the frozen coffee with a grater.

**For the ice cream:**  
800 ml milk  
200 ml espresso from arabica beans  
300 g sugar  
200 g egg yolk  
Bring the milk and the coffee to the boil, in the meantime whisk the egg yolks with the sugar. Blend the two masses together and bring them to a temperature of 80 degrees for a few minutes. Leave the mixture to cool, put it into the icemaker.

**Also:**  
Maple syrup  
Fill serving glasses ¾ full with the granita, add a scoop of coffee ice cream, pour maple syrup over it and serve.

**Markus Göller:** I have been a customer of the coffee roasting company Schreyögg for many years, because I am not only convinced by the consistently high quality of their coffee products, but also by their excellent service. I highly appreciate the nice attitude of the whole team and always feel well looked after as a customer.



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[www.dasalterathaus.com](http://www.dasalterathaus.com)



SHOP WINDOW



The awareness of the significance of sustainable production is on the rise throughout the world. The coffee roasting company Schreyögg also faces this ecological and social responsibility. Thus, the two popular coffees Filter Coffee Gold and Caffè Espresso Delizia will now be replaced, and not only offered in environmentally friendly and sustainable packaging: both products are grown organically and fairly in the best coffee-growing areas of the world and are certified.

NEW! The natural world of coffee, packaged with an aroma protection valve and completely free from aluminium



**Caffè Espresso Bio Mondo**  
250 g ground

The care with which this espresso is refined gives it its special character. It is soft in flavour, yet strong and powerful, with an abundance of aromatic substances and a subdued acidity. 100% of the coffee comes from ecological and organic farms and has a Fairtrade certificate as well.

**Our recommendation for:** espresso and espresso-based beverages  
**Suitable for:** portafilter machines and moka machines



**Filter Coffee Bio Natura**  
250 g ground

The fine composition of select beans makes this coffee the ideal companion throughout the day. A full-flavoured character and a round, balanced taste with a slight tinge of moka mark this coffee from ecological and organic farms. Extreme pleasure and high palatability result from a slight subtle acidity. 100% of the coffee has a Fairtrade certificate and is farmed by Fairtrade producers.

**Suitable for:** filter coffee machine

You can simply order the big choice of coffee specialties from the coffee roasting company Schreyögg online at [www.s-caffe.com/shop](http://www.s-caffe.com/shop).

FINAL 2016 IN TRIESTE

Espresso Italiano Championship 2016 – final

On 20 October Engelbert Schweigl, the winner of the preliminary contest in South Tyrol, competed for Schreyögg against 18 baristas from all over the world in the final of the Espresso Italiano Championship 2016 at the Trieste Espresso trade fair in Trieste.



With Engelbert Schweigl, a total of 19 top-notch baristas from all over the world faced the decisions of the judges. The baristas demonstrated their skills by preparing four espressi and four cappuccini each, which were judged by two judges and four qualified coffee tasters. The jury assessed the results according to the strict rules of the *Istituto Nazionale Espresso Italiano*. Unfortunately Engelbert Schweigl was defeated by the new champion, but it's the taking part that counts, and it was great fun.



Espresso Italiano Championship 2017

Of course, there will be a preliminary contest again in 2017 for the Espresso Italiano Championship, in which baristas from all over the world will demonstrate their skills. In South Tyrol it will be organised by coffee roasting company Schreyögg once again and held at its local training centre on 22 May 2017. The baristas will prepare four espressi and four cappuccini, the flavour and appearance of which will be assessed by two judges and four qualified coffee tasters – as always according to the rules of the *INEI*. Confident handling of the coffee grinder and the coffee machine will also be assessed. The winner will represent the coffee roasting company Schreyögg at the Italian contest in June in Milan, where the candidates will compete in order to participate in the international Host fair in Milan in autumn. Would you like to participate? Contact us at [info@s-caffe.com](mailto:info@s-caffe.com) or call us at +39 0473 967700. The number of participants is limited to 15.

TRADE FAIR ANNIVERSARY



30 years of presence at Bolzano trade fair

Nice surprise! The coffee roasting company Schreyögg has been an exhibitor at the hotel trade fair in Bolzano for 30 years. Mr. Thomas Mur, the director of the Bolzano Trade Fair, personally congratulated us on this anniversary at our booth.



NOT TO BE MISSED!

Dates and Events

03/05/2017 | 07/06/2017 | 28/06/2017  
12/07/2017 | 13/09/2017

**Guided tours of the roasting company's facilities 2017**

Registration through the Tourismusverein (tourist association) Parcines or the branch office in Rablà at the phone number +39 0473 967157

24/04/2017

**Corpus Culinario – GenussGipfel 2017**

New, exquisite, unusual products and the best of the delicatessen industry has to offer. *Wandelhalle in Bad Kissingen/Germany*  
Free tickets can be requested by email at [info@s-caffe.com](mailto:info@s-caffe.com).

22/05/2017

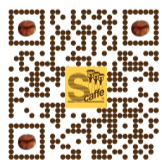
**Espresso Italiano Championship**

The coffee roasting company Schreyögg will organise a preliminary contest for the Espresso Italiano Championship this year again. *Training centre of the coffee roasting company Schreyögg, Parcines/South Tyrol*

20/08/2017

**The Unplugged Taste**

Experience live how coffee beans are roasted over an open log fire on Gomp Alm in the Hirzer region.



Legal notice:

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DO YOU HAVE ANY QUESTIONS OR SUGGESTIONS FOR THE COFFEE TIMES?



Just send us your message at [coffeetimes@s-caffe.com](mailto:coffeetimes@s-caffe.com)

Best regards,  
Diana Schreyögg

*Diana Schreyögg*

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Kaffeerösterei Schreyögg

TRAINING COURSES

The training centre of the coffee roasting company Schreyögg

In order to be able to cover the diversity of coffee, profound training is required. As a permanent training centre of the International Institute of Coffee Tasters, the coffee roasting company Schreyögg offers regular courses to promote coffee culture. The secrets of the perfect art of coffee are conveyed to the participants.



**ESPRESSO ITALIANO SPECIALIST TRAINING**

Two-day course held in cooperation with the "Istituto Nazionale Espresso Italiano". The course consists of two modules, a basic course (*Espresso Italiano Tasting*) and an advanced course (*Espresso Italiano Specialist*).



**FIT IN LATTEART WITH AN EXCLUSIVE RANGE OF COURSES**

The trainer and barista coach Eric Wolf shows the participants how to froth and pour milk properly and how to creatively decorate e.g. a cup of cappuccino. Serve your guests a macchiato, cappuccino or latte macchiato that everybody will love. The artful milk froth decoration "LatteArt" makes it possible. Buy *LatteArt* courses as presents and request a voucher at [info@s-caffe.com](mailto:info@s-caffe.com).