

## ALPS COFFEE

Premium quality for supreme enjoyment.



Top-notch raw coffee, Mediterranean passion and the Alpine focus on quality find their best expression in the refined blends of Alps Coffee. For the Coffee Roasting Company Schreyögg from South Tyrol, perfection in the cup is much more than just a family tradition cultivated for decades. Unique coffee moments, celebrated since 1890. Exquisite, long roasting of single origin coffees, composed into most delicate symphonies of flavours with a wealth of experience. Honest, uncompromising, excellent.



### BIOFACH The world's leading trade fair for organic products, Nuremberg

#### All organic! - Alps Coffee is in the vanguard

**BIOFACH2020**  
into organic

[www.biofach.de](http://www.biofach.de)



Long before the organic wave started rolling and the fairtrade movement was initiated, the Coffee Roasting Company Schreyögg looked into the growing of organic produce and watched the market and its development in order to expand its range accordingly. In 2001 Schreyögg was granted organic certification and, therefore, has long become an indispensable part of the world's leading trade fair for organic products in Nuremberg - and this year once again.

BIOFACH in Nuremberg has been a fixed date in the trade fair calendar of the Coffee Roasting Company Schreyögg for many years. And there is a reason: At the world's leading trade fair for organic products the who's who of the organic scene meets every year, first and foremost, of course, the market leaders in the production of organic food. An important platform for sharing information, inspiration and product positioning. The Alps Coffee specialties with their organic certification are, of course, at the forefront. For the company with its long-standing tradition, this special product line is the logical response to the change in the mindset

of society, which is increasingly focusing on fair, sustainable and ecologically sound food production. The awareness of what we owe the planet and our health is growing rapidly all over the world. Thus, BIOFACH always offers new and exciting insights into the world of organic food even for regular exhibitors - e.g. in the form of new products, young and innovative newcomers and interactive worlds of experience. ☪



### EDITORIAL

#### Dear coffee lovers, dear customers,



Who would have thought at the beginning of the year that a life-threatening virus would soon abruptly turn our lives upside down. Corona has thoroughly shaken up both our society and our economy. The hospitality industry in particular, where enjoyment and doing things together are at home, is faced with unprecedented challenges.

So it is now up to us how we deal with the new situation. We, the Coffee Roasting Company Schreyögg, will do our utmost to cope with these difficult times together.

Nevertheless: life is not standing still and must continue with joint efforts. Therefore, we would like to briefly look back at what happened: when we had finally presented our new Alps Coffee brand last Autumn, we waited very eagerly for the reactions of our customers and partners. The Autumn trade fairs offered a first opportunity for feedback - both in South Tyrol and on international soil. It soon became clear that the new brand was received very positively throughout. A success which we mainly

owe to the unprecedented commitment of our sales people - they did a fantastic job!

In accordance with our new leitmotif, for which Alpine heights and summit experiences are of great significance in every respect, our customers from very special altitudes will have a say again in this issue of the Coffee Times. In the practical tips section we present our recommendations for different tastes together with the respective coffee machines - so you will always be able to keep track of the diversity of our product range.

Continue to be inspired by Alps Coffee - as always, best of all with a cup of our aromatic top-quality coffee! And stay safe and well!

Peter Schreyögg

### PRODUCT AND COMPANY CERTIFICATES

Complete information at: [www.alps-coffee.it](http://www.alps-coffee.it)



ON THE TRAILS OF COFFEE

# Back to the roots: Honduras - a trip to the coffee plantations

Honduras is one of the most important countries producing fair trade coffee. For the Coffee Roasting Company Schreyögg the country at the Central American land bridge is the main source of the raw coffee used for the top-quality blends with organic and fairtrade certifications. At the very beginning of the year a small group of coffee lovers and experts as well as promoters of sustainability from South Tyrol visited the coffee growing regions.

For years the Coffee Roasting Company Schreyögg has been maintaining close contacts with Honduran smallholders – and, thus, knows all too well about the enormous challenges of growing coffee, their worries and fears. For, even if the soils in Honduras are excellently suited for growing coffee, the rising temperatures and irregular rain as a consequence of climate change jeopardise farming increasingly. Therefore, it is important to support the smallholders, so that they can react to the changing circumstances

and future generations will have a perspective as well. Growing conditions and structures must be improved, cooperation with cooperatives must be promoted and supported.

Thus, a small delegation of dedicated visitors from South Tyrol travelled to Honduras at the beginning of the year. Patrick Linser for the Coffee Roasting Company Schreyögg was one of them, having been involved in the organisation of previous trips as well, as was the former provincial councillor Richard Theiner. ☪



**Patrick Linser:** “I always find it fascinating to get the chance to plunge into the world of coffee growing and to work with this wonderful natural product. It is a long way from growing it to perfection in the cup – each individual step requires enormous knowledge and experience, in order to achieve what we call the art of coffee roasting.”



The journey started from Frankfurt to Honduras on 9th January, and from there continued to Pueblo Nuevo Subirana. About 900 members of the Pech tribe (pronounced: petch) live in the small village and grow coffee at the high altitudes of Honduras according to their old tradition.

The tour party round Linser and Theiner wanted to get an impression of the living conditions of the indigenous tribe and visit the coffee plantations. Coffee is mainly grown here at an altitude of 1,200 metres, with no chemical treatment. The experienced farmers also refuse to grow monocultures from conviction. But – due to the high altitudes – their work and harvesting the crop is a great challenge.

“There is a lot to do”, Richard Theiner is convinced. In a joint sustainability project with the Coffee Roasting Company Schreyögg, the former councillor wants to first get fairtrade and organic certification for the raw coffee grown by the Pech tribe under way and then explore further

possibilities to make growing coffee easier for the farmers and initiate long-term fair trade relations.

In Honduras, January is the ideal month to think about, and discuss the production conditions of coffee. This is when the coffee is about to be harvested – but there are also areas where the harvested raw product is already on the drying patios.

The visitors from South Tyrol used the last two days of their journey to see processing facilities, share information with the producers and discuss the quality of the crop and future capacities.

With coffee samples from the new harvest, much valuable experience and new impressions round the topic of coffee in our luggage, we travelled back home on 12th January.

”

**Peter Schreyögg:**

*As a first step, solar dryers have already been purchased, to improve the drying process of the harvested coffee.*

*Meanwhile a first container of this coffee has arrived at our premises.*

”

Inspired by the competence of the Pech (pronounced: petch), their striving for quality and their cautious relationship with nature, the trip to Honduras was an occasion and had the purpose to provide support and equip the local smallholders with modern solar dryers to allow them to dry their crop quickly and safely. At the same time the idea emerged to create a very special filter coffee from the high-quality raw coffee. “Juanita” combines all features of an outstanding coffee composition: the

pesticide- and chemical-free cultivation in close touch with nature, the careful manual harvesting, the expert processing of Alps Coffee in solar dryers, the long roasting of single-origin coffee in the drum. When we tasted the first coffee samples, it was clear right away that this top-quality product would be a superb starting point for an excellent, fruity filter coffee of a light to medium roast. The name of the new coffee pays homage to the women of the Pech tribe, who – as opposed to those in oth-



er indigenous peoples – are on an equal footing with the men of their tribe and play a leading part in their village life. From our trip to Honduras one of them, Juanita, has stuck in our memory more than others. ☪

The new filter coffee is sold through Alps Coffee in cooperation with the world shop Latsch, which sells fair trade food and crafts from all over the world.

[www.alps-coffee.it/shop](http://www.alps-coffee.it/shop)  
[www.weltladen-latsch.com](http://www.weltladen-latsch.com)



INSIGHT INTO THE WORLD OF COFFEE

# Incredible but true



More than 1,000 constituents have been identified in raw coffee so far! Depending on the variety, origin and year of the crop, their percentages may fluctuate considerably.

The lion's share – 40 per cent – is made up by carbohydrates. After roasting, however, only water-insoluble sugary substances are left of them, which remain in the coffee grounds after brewing. The initial water content of the raw coffee of up to 13 per cent also decreases in the roasted bean down to approx. two to three

per cent, and the same applies to proteins, which make up to 10 per cent of the constituents initially, but nearly disappear altogether due to the heat exposure during roasting or bond with other substances. Apart from that, raw coffee contains about 10 to 20 per cent fatty substances, which are also decimated by the roasting process. The about 80 different acids, which amount to up to 12 per cent of the content of a coffee bean, however, have a strong influence on the flavour. Chlorogenic acid has the highest concentration among them.

Raw coffee also contains important B vitamins which the body needs e.g. for energy generation and for the protein, carbohydrate and fat metabolism. Miner-

als finally represent up to five per cent of the raw coffee – 90 per cent of them go into the beverage. The best-known and most significant component, however, is certainly the alkaloid caffeine, a nitrogen-containing natural substance which makes the coffee so stimulating. If raw coffee as such tends to be odourless, the more than 800 aromatic substances of the coffee are only brought out by the so-called Maillard reaction during roasting.

Not to be confused with a chemical reaction, it does produce new compounds and new flavours under the influence of heat. So it is an exciting way with many transformations from the raw coffee to the end product. ☪

PRACTICAL TIPS FOR BARISTAS

# Skilfully combined – second to none!

## Summit meeting of flavours - the Alps Coffee variety

As different as people are, as different are their ideas of the perfect coffee moment. Over the decades the Coffee Roasting Company Schreyögg has adapted its range to the demands and needs of its customers and extended it accordingly. Thus, Alps Coffee offers bespoke coffee enjoyment. Diverse, individual and honest. For every taste and for every type of coffee making. Products which could not be more different. And yet, with a common basis – the Schreyögg family’s understanding of quality, as it has matured since 1890.

Only the perfect combination of the coffee blend and the preparation method makes your coffee moment the real summit experience. We give you an overview of which premium blend from our Alps Coffee range is particularly suited for your preferred preparation method.

This will always give you a perfect full-bodied result – whether you prepare it with the traditional portafilter machine or a fully automatic coffee machine. ☺

### Coffee blends for the fully automatic machine

A composition for particularly demanding coffee lovers. Whether it is espresso or the long cup – the exclusive Alps Coffee blends for fully automatic coffee machines are convincing with their full-flavoured performance. Full-bodied and individual. Bespoke quality for your very personal coffee moment.

**Our recommendation:** The following coffee blends are suitable for making coffee with a fully automatic machine:

Caffè Espresso BARMATIC  
Caffè CREMATIC  
Caffè Crème SCHÜMLI

Espresso  
Light for espresso and strong for the long cup  
Aromatic for the long cup



#### PREPARATION METHOD:

- In the fully automatic coffee machine the coffee beans are freshly ground for each portion and the powder drops into the brew chamber, which can be used for the preparation of one or two cups at a time.
- The recommended amount of powder varies between 8 and 9 g (1 portion) and approx. 12 g (2 portions).
- The desired volume of water is then pressed through the coffee powder compressed by the pressure piston under the pressure generated by the pump and flows into the cup as coffee.
- The used coffee grounds are automatically emptied into the used coffee grounds container by the machine.



### Espresso for the traditional portafilter machine

The concentrate of passion and quality – with a strong character and wholesome, full-bodied and balanced – the Alps Coffee espresso range convinces coffee lovers with its subtle flavours and well-balanced acids. In the traditional long roasting process, the individual raw coffee varieties are roasted and then combined into the finest of compositions of flavours.

**Our recommendation:** The following coffee blends are suitable for this method of preparing coffee on traditional portafilter machines:

Caffè Espresso ARTISTA  
Caffè Espresso BIO 100% ARABICA  
Caffè Espresso AURUM  
Espresso BIO ORGANICO  
Caffè Espresso EXQUISIT  
Caffè Crema POETA  
Caffè Espresso BAR

Aromatic  
Strong  
Balanced Caffè  
Modern and subtle  
Classical  
Mild  
Powerful



#### PREPARATION METHOD:

- For preparing coffee with the classical portafilter machine, a portafilter with coffee powder (7g +/- 0.5 per cup) is attached in the brew group.
- Then hot water from the boiler or heat exchanger pipe is pressed through the coffee powder at approx. 9 bar.
- The automatic deceleration of the water supply contributes to a better development of the coffee flavour due to what we refer to as pre-brewing.
- After the desired quantity of coffee (approx. 25 ml in 25 seconds) has been reached, the brewing system is interrupted, and the remaining water is drained.
- The brew group is normally maintained at a constant temperature by a hot-water circuit.



## COFFEE RECIPE

### Coffee cream with elderflower foam and marigold (4 portions)

#### Coffee cream:

- 120 g milk
- 200 g cream
- 80 g Caffè Espresso Aurum
- ¼ vanilla pod
- 60 g sugar
- 120 g egg yolk
- 1 sheet soaked gelatin

Heat milk, coffee powder, cream, vanilla and sugar together, leave to infuse for 15 minutes and sieve. Then stir the egg yolks into the hand-warm coffee mixture, add the soaked gelatin, pour into a mould and cover with cling film. Steam for 1 hour at 80°C, then allow to cool.

#### Snap:

- 100 g egg whites
- 100 g icing sugar
- 100 g flour
- 100 g liquid butter

Mix all ingredients together until well combined and leave to cool in the fridge for 20 minutes. Spread the dough out into 4 thin rectangles (about 18 x 2cm) with a stencil and bake at 170°C for 10 minutes. Shape into rings while warm and keep ready.

#### Elderflower foam:

- 150 g milk
- 75 g cream
- 8 g dried elderflowers
- 70 g sugar
- 1 ½ sheets soaked gelatin

Bring milk, cream, sugar and elderflowers to boiling point and allow to infuse for 20 minutes, then sieve. Add soaked gelatin, fill into an iSi siphon and leave in a cool place.

#### Arrange:

- Put the snap rings on flat plates and fill them with the coffee cream up to ¾.
- Fill them up with elderflower foam and decorate with dried marigold.



You have to be a bit crazy... if you strive for the summits.

*“The coffee from Alps Coffee is the perfect match for us. Down to earth, honest and uncompromising when it comes to quality. Right close to nature and always good for a surprise.”*

Grounded and different. If you had to describe the siblings Gisela and Heinrich Schneider with just two words, it would probably be these. Two properties which run through their work and existence, but also through their long family history, like a golden thread. On the one hand, there is, of course, the great love of their Terra, a magic place at an altitude of 1,600 metres right in the middle of the Sarntal nature – and yes, on the other hand, also a little bit of craziness. The hotel & restaurant Terra The Magic Place is fully devoted to nature and offers no less than a complete experience for the senses. In the kitchen you find the natural treasures of the Sarntal valley – skilfully combined and staged in a completely new style. But for the hosts, providing real enjoyment goes far beyond the culinary summit experience: it is also about discovering the unexpected and new horizons, feeling oneself again – in a cosy atmosphere and with personal, but unobtrusive service. A perfect place to be for those seeking a rest and loving to enjoy. The restaurant has been awarded two Michelin stars and spoils its patrons with culinary expeditions through the local flora and fauna – and with unique panoramas of the Dolomites. ☺



Terra The Magic Place - Relais & Châteaux  
I - 39058, Sarntal, Italy  
Tel. +39 0471 62 30 55  
<http://terra.place>

#### Peter Schreyögg:

*As a coffee roasting company with highest quality standards, we are always particularly happy, when customers have similar visions to ours and speak the same language, when it comes to uncompromising top quality.*

INSIGHT INTO THE WORLD OF COFFEE

# High – higher – coffee enjoyment!

Meeting for coffee at...

... Madritschhütte at 2,820 m [www.seilbahnsulden.it/restaurants/restaurant\\_madritsch](http://www.seilbahnsulden.it/restaurants/restaurant_madritsch)



The question about the altitude is absolutely justified when it comes to coffee enjoyment, as had been explained in the previous issue of the Coffee Times. The air pressure influences the temperature at which a liquid starts boiling. The lower the air pressure, the lower the boiling point. With increasing altitude the air pressure decreases, which means that the boiling point for water drops by one degree Celsius every 300 metres. So the boiling point at 2,000 metres is 93°C, on the top

of Mont Blanc 85°C, and on the top of Mount Everest only 72°C – and it will not become any hotter than that. The opposite happens when pressure is generated artificially: In a pressure cooker water can reach a temperature of 120°C, which reduces the cooking time of food. Despite these aggravating physical conditions, no summit is too high for the team from the Coffee Roasting Company Schreyögg, when it comes to ensuring perfection in the cup. ☺

**“For much more than 30 years, we have been staunch customers of the Coffee Roasting Company Schreyögg,” says restaurateur Roman Niederfrininger!**

With a restaurant, yak bar, kiosk and igloo, Madritschhütte above Sulden im Vinschgau is a popular destination. The sun terrace with a view of the Ortler massif is particularly spectacular. In the winter the slopes of the Sulden skiing area take you right past the cottage, and in the summer the beautifully located stop-off can be easily reached via hiking trails. Madritschhütte was largely refurbished in 2017 and furnished in a modern alpine style. The kitchen spoils its guests with traditional South Tyrolean dishes. And while coffee specialties are served in the cosy ambience of the yak bar, the après-ski party really rocks in Europe's highest igloo.



RECEPTION & RETAIL SALE

## Our experts know the way to the small summit experience in the cup

If you acquire a taste for it when you visit our roasting facilities, you can get your very own favourite coffee specialty right then and there to take home with you. This is, of course, also possible without a tour. The competent employees of the Coffee Roasting Company Schreyögg will be pleased to advise you and will tell you the odd trick for the preparation of coffee. In our retail shop, you will not only find our highly varied range of coffees, but also useful accessories, such as milk jugs, tampers, tamping mats etc.

We look forward to seeing you.  
Opening hours: MON-FRI 8:30-12:00 and 13:00-17:00

### Onlineshop

You can order from a wide choice of coffee specialties from the Coffee Roasting Company Schreyögg as well as all the accessories online at [www.alps-coffee.it/shop](http://www.alps-coffee.it/shop).

But you can also buy your favourite coffee right at our roasting house in Partschins.



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ANY QUESTIONS?

Dear reader,



*Do you have any questions or suggestions for the Coffee Times? Send your message to [coffeetimes@alps-coffee.it](mailto:coffeetimes@alps-coffee.it). You also find all issues of our Coffee Times magazine to download at [www.alps-coffee.it](http://www.alps-coffee.it).*

Diana Schreyögg

Follow our editor in the social media and stay in the loop every week:



A LOOK BEHIND THE SCENES

## Summit tours through the roasting house

You do not conquer heights here – yet our guided tours give you real summit experiences of coffee flavour!

This year once again the Coffee Roasting Company Schreyögg is organising guided tours through its production facilities in cooperation with the tourism association of Partschins. At this event, anybody who is interested gets not only insights into the art of roasting, but also interesting information on the growing and processing of coffee as a natural product. Registration is required for the tours taking about 90 minutes, because the number of participants is limited to 20.

For information on dates and for reservations call +39 0473 967700 or send an email to [events@alps-coffee.it](mailto:events@alps-coffee.it)

On request, we also offer individual tours for groups.

FURTHER TRAINING

For the latest dates go to: [www.alps-coffee.it](http://www.alps-coffee.it).

Of course, you are also welcome to contact us personally at: [events@alps-coffee.it](mailto:events@alps-coffee.it)

