

COFFEE *times*

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COFFEE ROASTING COMPANY SCHREYÖGG | NEWS & TRADITION | SINCE 1890.

ALPS COFFEE

The new corporate design of the Coffee Roasting Company Schreyögg: 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.

At 3,905 metres, Ortler is the highest mountain of South Tyrol and a landmark of the Eastern Alps.



THE COLOURS OF ALPS COFFEE

The Power of Colours

Colours create an atmosphere. Colours spark emotions. Back in the day, Johann Wolfgang von Goethe was already convinced of that. Having studied the emotional effect of the various colours for decades, the poet and thinker finally created his very personal masterpiece: the Colour Circle, in 1809.

His theory of colours is the first attempt to explain colours not in terms of physics or mechanics, but from an emotional perspective. This makes Goethe a pioneer of neuromarketing – a modern marketing strategy focussing more on the senses, and thus, on the emotions of people. In the process of developing the new appearance of Alps Coffee, we intensively studied Goethe's theory. But it soon became clear that we would remain loyal to the established brand colours of the Coffee Roasting Company Schreyögg – yellow and brown. An interesting detail of Goethe's Theory of Colours: as it happens, it actually was an intensive mountain experience which inspired the poet to furnish us with his explanations! He was convinced that colour moods can only be experienced directly and authentically in the mountains.

Why **YELLOW** and **BROWN**?

The combination of these two warm, feel-good colours reminds us of relaxed moments in nature. They evoke the feeling of comfort and warmth, of familiarity and positive energy. They are colours which express nature and simplicity. This means that they are still a perfect fit for the values of the Coffee Roasting Company Schreyögg.

The colour **YELLOW**

It is the colour the frequency of which is closest to that of pure light. The colour yellow conveys warmth and comfort and has a cheerful and gently stimulating effect. In art the colour yellow is used for illumination and it is so powerful that any dark tone gains radiance.

The colour **BROWN**

Brown shades have a special, grounding effect on people. They are associated with experiences to do with earth and nature. The colour brown has a protective impact and creates a balanced, calm mood. But brown is also referred to as a communicative colour. A neutral earth colour, brown can be combined with many other colours.

The new cup models from Alps Coffee. For stylish coffee enjoyment.



EDITORIAL

Dear coffee lovers,



It has long been no secret that coffee means much more to us than 130 years of family tradition.

For us coffee is the supreme expression of passion and quality. The peak of everything we do, if you like. So it is no coincidence that altitude – and thus, the associated peak experience – has become the symbol for the new communications appearance of the Coffee Roasting Company Schreyögg.

Which symbol could express the soul of our coffee better than the mountain? It is the very element of our Alpine habitat which establishes our identity. The mountain is home, tradition, pure nature. As a connecting link between the sky and the earth it is also a symbol of striving for perfection. Ultimately, the mountain stands for everything that constitutes long family tradition: originality, strength of character, passion and an understanding of quality without compromise. We have always been refining future-oriented innovations and assessing the origin and growing con-

ditions of our raw coffee by the standards of the unspoiled nature of our mountains in South Tyrol with the perseverance of mountaineers.

The birth of our brand Alps Coffee was preceded by a long process. So it makes us particularly happy that the time has come for us to present a thoroughly harmonious result to you. There may be a lot that looks new to you and may even surprise you – but something will stay: our commitment to quality and the colours yellow and brown which have become so fond of.

Be inspired by Alps Coffee – best of all over a cup of our aromatic premium coffee!

Peter Schreyögg

PRODUCT AND COMPANY CERTIFICATES

Complete information at: www.alps-coffee.it



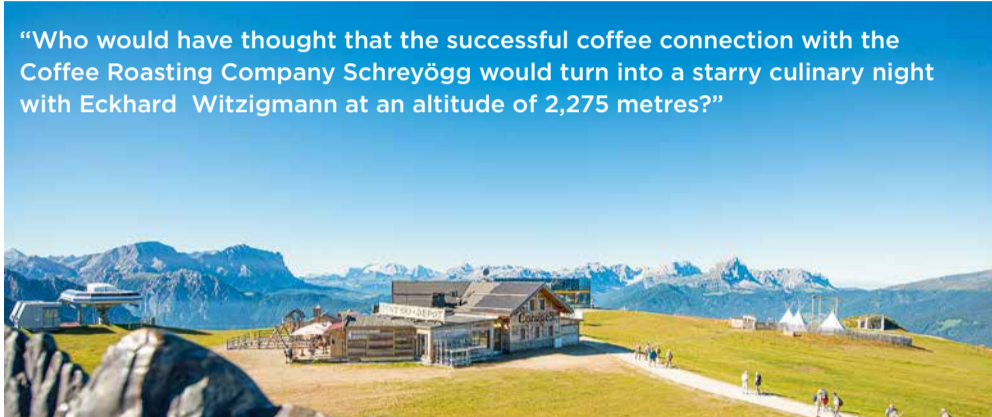
INSIGHTS INTO THE WORLD OF COFFEE

Even-greater-coffee-enjoyment!

Meeting for coffee at...

Corones Hütte (Corones lodge - 2.275 m)

www.corones-kronplatz.com/corones-huette



“Who would have thought that the successful coffee connection with the Coffee Roasting Company Schreyögg would turn into a starry culinary night with Eckhart Witzigmann at an altitude of 2,275 metres?”

With a wonderful view and offering great enjoyment, Corones Hütte is in a prominent position on the Kronplatz Plateau in the Puster-tal valley. Born in Brixen, the event guru and creative head Andy Piok took over the lodge in 2009, and it soon emerged that something new, something unique would be created up here. Meanwhile Corones Hütte has become known as a popular meeting place for international top-notch players in the cooking scene. Peter Schreyögg, owner of the Coffee Roasting Company Schreyögg, likes to remember the “Starry Corones Night” in 2018 – an unfor-

gettable experience of sheer enjoyment! At the time Andy Piok had invited the doyen of German haute cuisine, Eckart Witzigmann, to Corones Hütte on Peter Schreyögg’s recommendation. It was with great pleasure that he accepted the invitation, for – after all – he had just recently created an espresso with Peter Schreyögg, just as he personally likes it: Caffè Espresso Artista.

And thus, the star chef conducted a team of top-notch chefs at Corones Hütte. The result: a memorable evening with many stars and exceptional culinary creations. ☪



Caffè Espresso ARTISTA by Eckart Witzigmann

Eckart Witzigmann

A specialty coffee, blended exclusively of Central American arabica beans, mainly Paca, Caturra and Catimor from Nicaragua. Smallholders cultivate the highland coffee close to natural habitats, under shade trees in the cloud forest at 1,100 to 1,400 m, and pick it by hand in several rounds. Then it is washed and pretreated on site, where enough water is available. The coffee is characterised by its subtle chocolate and vanilla flavours. With its full body and unique aroma it is ideally suited for all coffee specialties on an espresso basis.



Schmuggerhaus am Timmelsjoch (Smugglers’ Inn on Timmelsjoch mountain - 2,509 m) (2.509 m)

Facebook: Schmuggerhaus am Timmelsjoch

“On the border between Italy and Austria opinions on coffee differ. No problem for us: Caffè Espresso Exquisit always tastes like “favourite coffee!”

On Timmelsjoch, at a dizzying 2,509 metres and right at the border between Italy and Austria is Schmuggerhaus. The rest house steeped in history has been run by the Fiegl family since 2013 and is not just one of the highest restaurants in the Alps – the kitchen also promises culinary highlights. The menu features local specialties from both sides of the valley: bacon, cheese dumpling soup and various pasta dishes. And because there is such a great view into the distance from high up on Timmelsjoch, the odd international delicacies are also available. “But our apple strudel and, of course, the classical Kaiserschmarrn (torn pancake) are still particularly popular”, says the well-travelled innkeeper, Ferdinand Fiegl. And what would go better with it than a cup of seriously good coffee? It is a matter of course that only the best quality coffee is offered at Schmuggerhaus. The innkeeper swears by Caffè Espresso Exquisit from the Coffee Roasting Company Schreyögg. An allrounder perfectly suited for the preparation of the various coffee specialties: “Our Italian friends order a quick espresso or ristretto, while our guests from the North love cappuccino and latte macchiato.” ☪

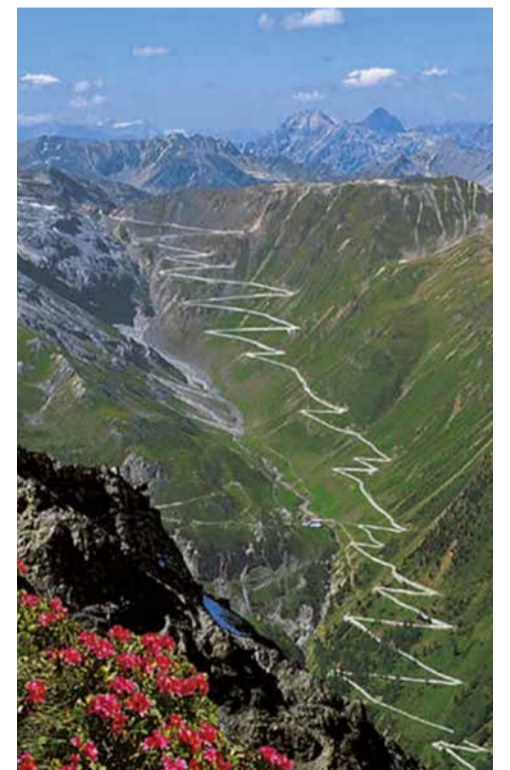


Tibethütte (Tibet lodge - 2.800 m)

www.tibet-stelvio.com

“We are always pleased to see the delivery van from the Coffee Roasting Company Schreyögg approaching our lodge bend by bend... with a new coffee delivery, or to make sure the espresso machine is working properly. So much effort is reflected by the taste!”

In no less than 48 bends the mountain pass road winds its way up to Stilfser Joch. Up here, at a proud 2,800 metres, majestically sits Tibethütte – which probably makes it one of the highest customers of the Coffee Roasting Company Schreyögg! Top quality has always been important for the Thoma family who owns the lodge: not only does the menu impress with creative compositions of flavours from the cuisine of South Tyrol and Veltlin – the enjoyment of coffee is also celebrated up here in a particularly powerful mountain scenery! On the panoramic terrace of Tibethütte, a fabulous view of the surrounding mountains opens up to the guest, and Ortler, the highest summit of South Tyrol, seems to be within grasp. The lodge itself is no less spectacular. It was built from 1959 to 1961 by Fritz Angerer, the early pioneer of tourism and father of the current innkeeper. The passionate Tibet fan had been inspired by Heinrich Harrer’s bestseller “Seven Years in Tibet”, and commissioned the star architect Gutweniger from South Tyrol to design and build the exotic Tibetan-style tower. A really unique summer holiday location for our Caffè Espresso Exquisit... ☪



Caffè Espresso EXQUISIT

Also ideal for milk beverages! A wonderful coffee with subtle nuances of flavours. It impresses with its very special balanced flavour, full body and aroma and a subtle acidity. Even when milk is added, the strong coffee flavour is preserved. A particularly high portion of arabica beans from the best growing regions of the world imparts an unmistakable taste to the espresso, which makes it very popular.



PRACTICAL TIPS FOR BARISTAS

Coffee, the water and the altitude

How all of this goes together?

In this special issue of the Coffee Times we focus on this exciting question - in line with the topic. The question about the altitude is quite valid when coffee is concerned, and no mountain is too high for the team at the Coffee Roasting Company Schreyögg, when it comes to ensuring perfection in the cup. When technical service is required, neither snowcats nor helicopters or cable cars are an obstacle to reaching the customers who are at dizzying heights in the mountains. A touch of adventure always goes along with it!

Did you know?

With decreasing air pressure at higher altitudes, the perception of odours and taste also decreases. You may have noticed that everything tastes somehow neutral, almost dull, on board an aircraft, as if you had a cold?
Disastrous for coffee: the taste threshold of acidity remains unchanged! Since all aromas are perceived via the sense of smell - the tongue only "tastes" sweet, sour, salty and bitter - there is unfortunately not much left of the balanced, full-bodied coffee taste. Only the acids and bitter characteristics in the coffee are perceived with disproportionate intensity up here.



THE FACTS

- 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 every 300 metres the boiling point of water drops by one degree Celsius.
- 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.

Committed and biocertification since 2001

Long before the organic wave started rolling and the fair trade 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.

Not an easy task then, just like today! If due to the rather limited supply, back in the eighties and nineties it was nearly impossible to find suppliers of organic raw produce, today - in times of the organic boom - the challenge has become to find good quality in the huge quantities of the products which have become available. Unfortunately nowadays the focus is often on commerce. So despite our early efforts, it took a while until we found organically grown raw coffee which met the high quality requirements of the Coffee Roasting Company Schreyögg. The guarantee of long-term availability of raw coffee of consistent quality is an important criterion. The beans were finally subjected to several stages of extreme scrutiny, so-called cupping, and only when a consistently high quality standard was confirmed by tests and guaranteed in the organic segment, did Peter Schreyögg decide to go into the production of the first organic coffee blends. In the fair trade sector the company also attaches great importance to maximum transparency and top quality and keeps expanding its range of coffees in this respect as well.



PRINCIPLE

The principle of Fairtrade is a trading partnership based on dialogue, transparency and respect, which strives for greater justice in international trade. With better trading conditions and the security of social rights for the disadvantaged, as well as cooperatives in developing countries, fair trade makes a contribution to sustainable development.



Did you know?

Fairtrade stands for fair trade and guarantees that certified farming cooperatives and plantations receive a stable income for their products. Thus, fair trade helps smallholders improve their living conditions sustainably. This, in turn, supports long-term trade relations, which should be as direct as possible.



COFFEE-EVENTS & HIGHLIGHTS

Team trainer Patrick Linser is in charge of all courses, events as well as retail



Do you want to receive further training on coffee? Just join one of the coffee seminars and workshops of the Coffee Roasting Company Schreyögg!

We offer ongoing exciting training for baristas, caterers and interested coffee lovers. The programme includes: bundled expertise and plenty of practical training. Explore the secrets of perfect coffee art...

For the latest dates go to:
www.alps-coffee.it.

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



A LOOK BEHIND THE SCENES

Summit tours through the roasting house

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

This year once again the Coffee Roasting Company Schreyögg organises 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 tour which lasts about 90 minutes, because the number of participants is limited to 20.



INFORMATION & RESERVATIONS

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

On request, we also offer individual tours for groups.

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.

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. You also find all issues of our Coffee Times magazine to download at www.alps-coffee.it.

Diana Schreyögg

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



NOT TO BE MISSED! Trade fairs and events

14.10. - 17.10.2019 Hotel | Bolzano

International trade fair for the Hotel and catering industries
hotel.messebozen.it
Sector CD | Booth D24/62
Messe Bozen | SOUTH TYROL

18.10. - 22.10.2019 HOST | MILAN

International trade fair of professional hospitality
www.host.fieramilano.it
Hall 22, Booth M16/N15
New Trade Fair Milan | ITALY

09.11. - 13.11.2019 ALLES FÜR DEN GAST

International trade fair for the hotel and catering industries
www.gastmesse.at
Hall 06 | Booth 0338
Messezentrum Salzburg
AUSTRIA

27.11. - 01.12.2019 FOOD & LIFE

Trade fair for gourmets
www.food-life.de
Hall C3
Fairground Messe München-Riem
GERMANY

12.02. - 15.02.2020 BIOFACH

Into Organic
www.biofach.de
Nuremberg trade fair
GERMANY

16.02.-20.02.2020 GULFOOD

World's largest annual food & beverage trade exhibition
www.gulfood.com
Dubai World Trade Center
UAE