

COFFEE *times*

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ALPS COFFEE | NEWS & TRADITION



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.

NEWS

Into the future with ecological awareness and natural gas power.



Is eco-friendly transportation of goods possible? Alps Coffee has been thinking about this question for some time - and it seems as if there actually is a solution!

The project is still in its early stages, but part of the Alps Coffee raw coffee is already delivered by trucks with natural gas engines. Vehicles with natural gas engines are a true alternative for the future: sustainable, yet cost-efficient. It doesn't matter whether compressed or liquified gas is used. Compared to comparable diesel vehicles, CNG and LNG trucks emit up to 15% less CO2. This has a positive effect on the carbon footprint! ☺

NERONCINO - choice coffee liqueur from Alps Coffee!



Neroncino - delicious coffee liqueur with the traditionally roasted coffee beans from Alps Coffee.

When they created this splendid drink, the team of coffee experts from Alps Coffee went for a strong taste and a flavour to be remembered. The result is a coffee liqueur with a creamy structure, pleasant sweetness and a full-bodied flavour. When it was first presented, the liqueur was so successful, so that it has become a fixture in the Alps Coffee product range. ☺

For information on the product, go to the Alps Coffee homepage!

EDITORIAL

Dear coffee lovers,



The past year faced all of us with extreme challenges. A state of emergency became the new normal, closed hospitality was taken for granted. Worries, uncertainty and doubts dominated our everyday lives.

So we are now challenged to be creative more than ever. To adjust to these new and particularly sensitive times. Crises have always been the best breeding ground for new ideas, and we are convinced that great things will evolve this time round again with our strengthened solidarity. Thus, we are set to continue our work on sustainability and advance the implementation of our projects in this area. E.g. by transporting our raw coffee in natural gas-powered vehicles, using environmentally friendly packaging material and recyclable coffee-to-go cups.

2021 will be a very special year for us. We all will get our much longed-for coffee culture back! We are happy to see the revival of a culture of indulgence, which thrives on personal contacts, sharing, getting together. At last, you can have the cappuccino at your favourite café again in the morning or the espresso after a good meal.

Let Alps Coffee continue to be your inspiration, enjoy our fine coffee specialties and - first and foremost - stay safe!

Best regards,
Stefan Schreyögg

But our sustainability concept is not limited to environmental aspects. For many years, we have been attaching utmost importance to fair trade conditions and have increasingly relied on Fairtrade raw coffee to fulfil our responsibility to the suppliers.

PRODUCT AND COMPANY CERTIFICATES

Complete information at: www.alps-coffee.it



ON THE TRAILS OF COFFEE

Fairtrade – what exactly is it?

For years everybody has been talking about *Fairtrade*, although hardly anybody knows what exactly this concept stands for. A quality seal, a promise, a utopia? Maybe a little bit of everything. But *Fairtrade* is mainly an international organisation which works every single day on improving the living and working conditions of agricultural producers in developing countries: by ensuring fair trade with their products and specific supporting projects. Alps Coffee also relies on *Fairtrade* raw coffee and offers a broad range of certified products.



In a nutshell: *Fairtrade* brings producers, companies and consumers together in a global system of sustainable and ethical trade.

The organisation currently includes 1.7 million farmers, 1,707 producer organisations that market and promote certified products in consumer countries, the

Fairtrade certification being the heart of the organisation.

Based on defined standards, which take financial, ecological and social criteria into account, fair trade conditions for agricultural producers can be ascertained – since both producers and traders have to meet these standards

The Fairtrade coffees from Alps Coffee

Many Alps Coffee varieties bear the Fairtrade seal. The raw coffee comes mainly from Central and South America, the part of the earth which has become known as the cradle of the Fairtrade idea. At the time – almost 30 years ago – coffee was the first product to be targeted by the Fairtrade organisation: Due to the crisis in the nineties, the price of coffee was so low that farmers were forced to sell their crop below cost. The consequence was that they could no longer feed their families. Even today, 86% of the Fairtrade coffee produced worldwide still comes from smallholders in Latin America and the Caribbean.



in order to obtain the certification. So for the end consumer, the *Fairtrade* seal identifies those products the origin of which meets the criteria established by *Fairtrade International*.

This is not only about economic fairness, but also – among other things – about the protection of biological diversity

and soil fertility, the reduction of pesticides as well as the ban on forced labour and child labour.

The Coffee Roasting Company Schreyögg has been part of the movement for more than 10 years – with a continuously growing range of Alps Coffee *Fairtrade* products. ☺

INSIGHTS INTO THE WORLD OF COFFEE

Even-greater-coffee-enjoyment! Meeting for coffee at...

... at the “Schöne Aussicht” mountain hut at an altitude of 2,845 m in the beautiful Schnalstal valley

www.schoeneaussicht.it | www.goldenerose.it



The “Schöne Aussicht” mountain hut lives up to its name. Right in the middle of the glacier area of the Hochjochferner at an altitude of 2,845 m, you see a sea of mountain tops, which seems to be just about endless. The origins of the hut go back to 1869, when a simple shelter had been built up here, in order to be able to manage the transition between the Venter Tal and Schnalstal valleys even in adverse weather conditions.

Today it is no longer just about survival up

here, but about the good life, about taking a fresh breath of air, about finding oneself. And this is the philosophy of Paul Grüner, who acquired the house in the glacier in 1999.

Following extensive renovation work in 2006, it offers not only the experience of nature and a unique view, but also a particularly charming atmosphere of a hut near the ski slope.

Convenience – but offline! While the hut is now managed by the son, the senior landlord and his wife Stefania devote most of their time

“
Paul Grüner:
Enjoyment on the mountain has a quality of its very own. When you get hungry, you eat, when it is time to clink glasses, we smile at each other. This fills our time with the essentials. And with the purest quality.”



to their refuge down in the valley, the Hotel zur Goldenen Rose in Karthaus.

The power and beauty of nature also set the scene here – and you certainly don’t miss out on serenity and enjoyment! The concept of the good life, so simple as it is obvious: best ingredients, local recipes and wholesome mountain air.

It goes without saying that Alps Coffee is the perfect match for the cup with so much natural power! ☺

NEW! Biodegradable:

the coffee-to-go cups from Alps Coffee



In times like these the take-away business is booming.

No wonder: It is often the only possibility for our customers with their freshly brewed favourite beverage.

But it has long been no secret that conventional cups have an enormous impact on the environment – after all, all that disposable material has to be disposed of!

Therefore, the coffee specialties-to-go from Alps Coffee are offered in coffee cups made of biodegradable material. The new cups are available in three sizes – 90 ml for espresso, 260 ml for cappuccino and 350 ml for latte macchiato.

They come with recyclable lids and wooden swizzle sticks. All raw materials used for the production of the bio cups are of European origin.

The printing inks are low in odour and migration and are suitable for primary packaging made in compliance with the EUPIA Guidelines (printing inks for food packaging).

PRACTICAL TIPS FOR BARISTAS

Easy enjoyment: how attractive pods are for the office

Simple, quick, of assured taste. Pods are a popular solution for coffee lovers – particularly in the office. The motto is: “small effort, full flavour”. So it doesn’t really come as a surprise that many people can hardly imagine their everyday office life without the espresso pods from Alps Coffee. Packaged in convenient single servings and prepared in no time at all – a recipe for success!

Following the worldwide trend, Alps Coffee has specialised on the production of convenient coffee pods over the last few years. While other producers offer capsules or soft pads, Alps Coffee quite deliberately relies on hard pods. The topnotch coffee specially ground for this type of use is pressed into the E.S.E. standardised mould with a diameter of 44 mm, which are then packaged individually in a protective atmosphere. The result: fresh coffee aroma with consistently high quality. The pod varieties from Alps Coffee range from strong to mild and guarantee aromatic coffee enjoyment for every taste. ☕

Lolita – the pod coffee machine from Alps Coffee

Stylish and elegant. This is how the Lolita pod coffee machine presents itself as an indispensable accessory for the office – and, of course, for the home. The water tank has a volume of 2 litres and is quick and easy to fill. A patented hydraulic self-cleaning system guarantees the removal of limestone in the brew group, while the central locking system ensures optimum compression of the pod during coffee preparation. For quick coffee enjoyment without compromise.



Fleet management! Know who, how, what, when and where drives!

The company Comtec GmbH is a full-service provider for fleet management for small and large companies and convinces with individual solutions in a wide range of industries. www.comtec.info



Comtec GmbH Team:

We are many employees and highly appreciate being able to enjoy the pods from Alps Coffee in our everyday office life with so little effort.

INSIGHTS INTO THE WORLD OF COFFEE

“Servus” Munich!

Alps Coffee online and retail trade in Munich



The new Alps Coffee Coffeeshop - Espresso Bar in the Pickelstraße

Alps Coffee recently moved into its new easy-to-reach business rooms in the western part of Munich.

With its big and attractive shop window, the new sales outlet of Alps Coffee catches everybody’s attention. The welcoming counter area in the interior offers the possibility to taste various coffee specialties. Pure coffee enjoyment! Apart from the on-

line sail, we offer customers the possibility to buy their favourite coffee right on site. Anybody who is interested can also seek advice on site. The Munich team is looking forward to your visit! ☕



Schreyögg Deutschland GmbH

Pickelstraße 4
80637 München

Opening hours:
Mon - Fri from 8 to 5
and Sat from 8 to 2

shop@alps-coffee.de

Germany's youngest starred chef accepts no compromise when it comes to the quality of the products

When she was awarded her first Michelin star for her cooking in 2016, Julia Komp was only 27, and thus Germany's youngest starred chef – no doubt the result of passion, ambition and a wonderful feel for flavour.

And something else: this chef accepts no compromise when it comes to the quality of the products she uses as well as their ethical and ecological sustainability in terms of origin and production. "On my travels, I have seen so many wonderful, but also terrible things concerning people, animals and the environment – this has sharpened my view even more. It is very important to me that the products are made sustainably and fairly. Animal welfare and nature must be in harmony with quality", says Komp.

Based on this kitchen philosophy, Lindgens Gastronomie is currently planning an excellent little gourmet restaurant in Cologne, fully in line with Julia Komp's ideas.

The name of the new gourmet temple is going to be "Sahila" – loosely translated: "leader of the stars". What a call!



Julia Komp:

When I choose my products, I must be able to rely on high quality standards.



COFFEE RECIPE: Arabic coffee

Liquid coffee cream: (prepare two days in advance)

- 50 g roasted espresso beans
- 500 ml cream

Roast the coffee beans in a saucepan, until the coffee aroma gets extracted, briefly bring to the boil and then chill in a screw-top jar. Pour through a sieve on the next day

Whipped coffee cream: (prepare on the previous day)

- 80 ml brewed "Crema Poeta" from Alps Coffee
- 200 ml of the previously prepared liquid coffee cream
- 300 g Caramélia chocolate (or milk chocolate), chopped
- 500 ml cream

Bring coffee and liquid coffee cream to the boil and pour over the chocolate. When the chocolate is completely melted, fold in the liquid cream and chill. On the next day, whisk with a hand-held mixer until stiff.

Espresso espuma:

- 185 g espresso
- 60 g sugar
- 80 g egg white
- 2 sheets gelatin
- Salt
- Vanilla

Soak gelatin in cold water, squeeze and stir into the hot coffee. Add sugar, vanilla and a pinch of salt. When the mass is lukewarm, stir in the egg white, chill and whisk with a hand-held mixer until frothy.

Broken cocoa caramel:

- 80 g broken cocoa
- 135 g sugar
- 40 ml water
- 40 g butter
- Salt

Bring water and sugar to the boil, until the water has almost boiled away and the sugar has caramelised. Then add the butter, the broken cocoa and a pinch of salt, stir, spread out on a baking sheet and bake in the oven for 5-6 min. Leave to cool and break into small pieces.

Rose panna cotta:

- 200 g cream
- 30 ml rose water
- 10 ml elderflower syrup
- Vanilla
- 30 g sugar
- 1,5 sheets gelatin

Soak gelatin in cold water. Bring the other ingredients to the boil and dissolve the squeezed gelatin in them. Pour into a container and leave to cool.

Spiced milk ice cream: (prepare on the previous day)

- 500 g milk
- 150 g cream
- 150 g sugar
- 110 g egg yolk
- Vanilla, cardamom, cinnamon, lemon

Bring milk and cream to the boil with the spices and sugar, pour into the egg yolk while stirring, leave the mass to rest in the fridge for one day, then process in an ice cream maker or pour into a soufflé dish and freeze, stirring occasionally.

Cardamom mousse:

- 80 g egg yolk
- 60g sugar
- Ground cardamom
- 40 g espresso
- 250 g dark chocolate
- 250 g whipped cream
- 100 g egg whites
- 40 g sugar

Melt chocolate in a water bath. Froth up egg yolk, espresso, sugar and cardamom in the water bath and thicken slowly. Carefully fold the mass under the chocolate. Beat the egg whites with the remaining sugar until stiff. First fold the cream carefully into the lukewarm chocolate mass, then the whipped egg whites. Pour into moulds and chill.

Finally arrange the individual components of the dessert and serve. Good luck!

Julia Komp www.juliakomp.de cuisine@juliakomp.de



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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:



RECEPTION & RETAIL SALE

Welcome to Partschins!

The competent employees from Alps Coffee will be pleased to give you advice in our retail outlet and will tell you the odd trick for the preparation of coffee. In the shop, you will not only find our highly varied range of coffees, which reflects our focus on Fairtrade products, but also useful accessories, such as milk jugs, tampers, tamping mats etc.

We look forward to your visit!
Opening hours:
MON-FRI 8:30-12:00 a.m.
and 1:00-5:00 p.m.

A LOOK BEHIND THE SCENES

Not to be missed! Trade fairs and events!

You will find the continuously updated events, trade fairs, guided tours of the roasting facilities and courses on our social media portals!



Online shop

You can simply 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.