



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

The technical service of ALPS COFFEE. A team ensuring every single day that everything runs smoothly when it comes to coffee.


Back in 1982 Alps Coffee had already decided to introduce their own customer service in South Tyrol, in order to offer customers comprehensive service all the time. So the technical service of Alps Coffee is part and parcel of the company. It consists of a team of seven specialists who have been closely working together for years and have a wealth of experience to draw on.

In the office and service sector, our automatic coffee machines are also becoming more and more popular. The machines combine top-quality engineering with modern design, so that they are not only very welcome "providers of enjoyment" in everyday work environments, but are also impressive with their optical appearance. Various types of coffee can be prepared quickly, easily and fully automatically at the push of a button. ☪



Stefan Hellweger,
Head of Technical Customer Service:
"The technology of fully automatic machines is really sophisticated - this is why the person operating the automatic coffee machine must be familiarised with it. We support our customers with all technical issues and attach particular importance to giving instructions on the correct use of the machines. Needless to say that we also provide regular maintenance service."

TECHNICAL SERVICE:



T +39 0473 967700



Daniela Tappeiner,
Adviser on the customer service phone:
"Every day we do our very best to give our customers quick and straightforward support on the phone or to organise on-site service without delay."

EDITORIAL

Dear coffee lovers,



What an intensive year! One cannot but wonder whether we have finally come out of the corona crisis at the other end.

Now it is important to remain careful and alert, to ensure a relaxed autumn and winter! For things are gradually getting better: Some first autumn trade fairs are gathering speed again, and we are particularly looking forward to resuming personal contacts and communication in South Tyrol and abroad. In compliance with all safety measures, tours of the roasting facilities and coffee training are offered again.

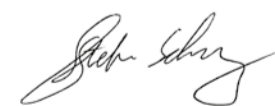
This year nature has shown us once again how sensitive and vulnerable our ecosystem is. An insight which motivates us even more to invest in organic farming, fair trade and other things to support sustainability. We will continue to work intensively and with determination to reduce

the burden on our environment. For the future of us all.

In this latest edition of the Coffee Times, one of our topics is fully automatic coffee machines in the service sector - in particular in office service. No wonder, because enjoying coffee together does not only create a pleasant working environment, but also a relaxed atmosphere in meetings with customers.

Stay with us, and let Alps Coffee continue to inspire you, and enjoy our fine coffee specialties!

Best regards,
Stefan Schreyögg



PRODUCT AND COMPANY CERTIFICATES

All you need to know at: www.alps-coffee.it



INSIGHTS INTO THE WORLD OF COFFEE

Even-greater-coffee-enjoyment!

Meeting for coffee at...

Rossalm on Plose, the local mountain of Bressanone (2,200 m)

www.rossalm.com



From left to right: Patrick Kerer, sales contact Eisacktal-Pustertal with Werner and Christoph Hinteregger

Enjoying coffee on high mountain tops? Quite a thrill! The lower the air pressure, the lower the boiling point, which – in turn – affects the brewing process of the coffee. It takes expertise and manual skill to guarantee perfection in the coffee cup! The Alps Coffee team is not afraid of even the highest mountain tops.

Great delight! It is always impressive to see the culinary experiences offered on the tops of the mountains and in the natural scenery of

South Tyrol. Complemented by breathtaking panoramas and incredibly warm hospitality. This time, Alps Coffee is drawn to the brothers Werner and Christoph Hinteregger on the Plose. "Twice good", this is how the brothers and owners of the Rossalm holiday cottage with a mountain restaurant announce themselves – and yes, there are probably many good reasons to spend a mountain holiday up here. Regional, honest and sustainable. When it

”
The Hinteregger brothers:
What is our connection with Alps Coffee? Our philosophy, our commitment to sustainability! With Alps Coffee we found a local producer of top-quality products.
 ”



comes to enjoyment, Rossalm relies on local quality. The kitchen team uses high-quality, regional and seasonal products exclusively for the preparation of the intricate dishes. They are also proud of their own crystal-clear spring water. Wherever possible, packaging material is avoided, refillable products are preferred and everything is done to protect nature. ☪

NEW IN OUR RANGE

CAFFÈ ESPRESSO ALLEGRIA 500g beans

For the fully automatic coffee machine at home!

Going through our everyday lives with even greater zest for life!



This refreshing composition for the sensitive coffee lover is convincing with its lightness of fine flavours, with extremely subtle acidity. 100% arabica beans from the best regions of Central America give this premium blend its velvety characteristics, with a slightly nutty flavour. Appealing company throughout the day, best suited for the fully automatic coffee machine! ☪

100% ARABICA

Tostatura | Röstung | Roasting

Chiara Hell Light
Media Mittel Medium
Scura Dunkel Dark

●●●● Aroma

●●●● Corpo | Körper | Body

●●●● Intensità | Intensität | Intensity

●●●● Equilibrio | Balance

●●●● Acidità | Säure | Acidity

ON THE TRAILS OF COFFEE

Because sustainable simply tastes better ...

... and over the years, the firm belief has matured that sustainable coffee production has a whole number of advantages. The balance of social, ecological and economic aspects generates stability and makes quality in coffee growing fit for the future.



Because we love the environment

All coffee products from Alps Coffee bearing the "organic" seal come from controlled ecological farming. This means that the coffee plants can be grown and tended to without using any synthetic pesticides and easily soluble mineral fertilisers whatsoever. All products from Alps Coffee labelled "organic" are subject to the EU organic regulation, controlled by IT BIO 006. ☪



Because we love people

The Fairtrade seal on the Alps Coffee specialties, however, certifies that fair pay for, and partnership with, the coffee producers are guaranteed. All products marked "Flo" have Fairtrade certification. ☪

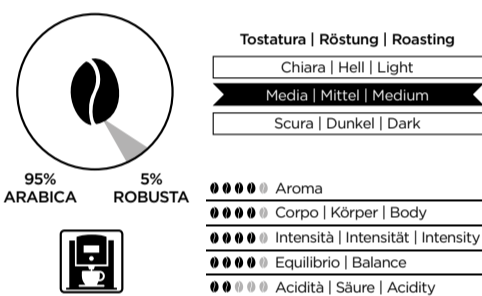


NEW IN OUR RANGE

CAFFÈ ESPRESSO BIO
BIOMATIC
500g beansFor fully automatic
machinesGoing through
our everyday
lives with even
greater zest
for life!

Organically grown full-bodied espresso for fully automatic coffee machines. The medium long roasting makes for fine and subtle acidity.

The exquisite blend consists of 95% Central American arabica beans and 5% high-quality robusta beans from Southeast Asia. With its intensive flavour, the composition is excellent for espresso, cappuccino, caffè latte and latte macchiato as well as for a strong café crème. ☪



PRACTICAL TIPS FOR BARISTAS

Enjoying coffee
at the push of a button
Talking to Peter Schreyögg

The classics for fully automatic coffee machines! 500 and 1000 g beans

Caffè Espresso Barmatic
Caffè Crematic
Café Crème Schümli



How does espresso have to be roasted for fully automatic machines?

It is absolutely vital that espresso coffee for fully automatic machines is not oily and, above all, not of too dark roast, otherwise a rancid taste may affect the coffee after prolonged use and it may stick to the grinding area of the machine.

Can I use any espresso for fully automatic machines?

No, this is absolutely not a good idea! Since the way automatic machines work is very different from that of portafilter machines, the beans must be suitable for the respective type of automatic machine. Arabica beans of very dark roast are not recommended for fully automatic machines, because they usually require higher temperatures for an optimum result. Apart from that, the taste evaluation is different for automatic and portafilter machines.

What needs to be borne in mind when using a fully automatic machine?

To achieve an espresso result with the fully automatic machine, which is comparable to that of a portafilter machine, a coffee outlet temperature of 86 degrees should be reached for a brewing time of at least 15 seconds (portafilter: 25 seconds!) for 25 ml.

What are the striking arguments for an automatic coffee machine in the service sector?

Every guest and business client enjoys the special treatment, when a beverage – in this case fresh coffee – is offered. It is easy to use, the machine is low maintenance and can be operated by anyone in the company. Daily cleaning is, of course, essential.

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. Quality at the push of a button for your very personal coffee moment. ☪

PRACTICAL TIPS FOR BARISTAS

For the office & and
service sector

Pioneering work for fully automatic coffee machines – Alps Coffee was one of the first coffee roasters to realise that the popular coffee machines present special challenges to roasting and bean selection.

Coffee from an automatic machine can only be convincing in the cup, if the raw coffee was chosen with care and the coffee beans were roasted gently for use in the fully automatic coffee machine. For different coffee variants – from espresso to the „long cup” – to work with just one coffee blend, it all depends on the ideal composition of different beans. The „classical” espresso blend is not suitable, because the coffee in the „long cup” may turn out to be on the bitter side.

The outlet temperature of an automatic machine is also lower than that of a traditional espresso machine – and, as we know, a classical espresso can only work out at a temperature which an automatic machine cannot reach. The traditional long roasting of single-origin coffee at Alps Coffee, however, ensures that quite the perfect coffee can be prepared with a fully automatic machine – of hospitality quality! ☪



TECHNICAL DATA

DR. COFFEE - Mod. F12

- > 230 V – 3300 W
- > 1000 g bean container
- > Recommended number of cups per day: 100
- > Coffee grounds container: 70 portions
- > Dimensions: 580 x 300 x 500 mm
- > Colour: silver black
- > Colour touchscreen
- > Cappuccinatore – automatic milk frother



A coffee partner which works at the push of a button and has many different uses!



Fully automatic coffee machines are automatic in every respect. The hi-tech machines supply coffee and water, pour the finished coffee right into the cup or mug, dispose of the coffee grounds and can even clean themselves with cleaning agents (tablets). Fully automatic coffee machines, which are actually multifunctional espresso machines, consist of several components, which are carefully adapted to each other: First the grinder grinds the coffee beans down to the desired degree, before a pump pumps the water through the water heater to the brew group. The automatic machine has a lower temperature, so it needs a suitable blend to make espresso. ☪



Peter Schreyögg: *The market for fully automatic coffee machines has undergone an impressive development over the last few decades – particularly for small machines! Not only has their appearance changed considerably, the complex technical interior also requires many years of experience in the field of coffee preparation and a feel for the technology. We started working on fully automatic machines very early on, since there have always been business sectors which cannot be served with a traditional portafilter machine. Today the fully automatic machines are one of our core competences. Our team of technicians attends regular training for this sensitive technology. So customers can familiarise themselves with the fully automatic coffee machine and the new service partner from the very first day. Coffee at the push of a button, this makes for a good mood! ☪*

Caffè tiramisù ice cream at the "Trauti"

The "Trauti", as the Trautmannsdorf Restaurant in Merano is called affectionately by its regulars of many years, is always worth a visit!

Local regulars or well-travelled visitors - Gerlinde and Albert Gross put their heart into making all guests feel as snug as a bug in a rug. The invariably fine cuisine and the stylish ambience guarantee a relaxed and enjoyable evening. Always nice: the moment when Gerlinde lists the dishes beyond the menu in her typical casual manner - a list which traditional ends with the obligatory "that's it!" A must! 🍷



Hosts Gerlinde and Albert Gross

Restaurant Trautmannsdorf „Trauti“
39012 Merano | T +39 0473 232818 | www.trauti.it

COFFEE RECIPE: Caffè tiramisù ice cream

For the ice cream:

- 100 ml milk
- 100 ml cream
- 7 egg yolks
- 60 g sugar
- 500 g mascarpone
- 2 tbsp egg liqueur

For serving:

- Sponge fingers as you like
- Neroncino coffee liqueur
- One espresso

Bring the milk to a boil together with the cream. Stir egg yolks and sugar until frothy. Add the cream and milk mixture to the yolks, then heat in a pan to 82°C with a thermometer while stirring all the time. Pour the mixture into a bowl and then mix with the mascarpone and the egg liqueur. Freeze in an ice cream maker or the freezer. Put sponge fingers on the plate as desired and soak in the coffee liqueur and the espresso, put an ice cream scoop on top of them and dust everything with dark chocolate powder.



Patisserie Valentin Stürz:

I was impressed by this creamy structure and the full-bodied taste of this fine NERONCINO coffee liqueur from Alps Coffee, which inspired me to create this incredibly delicate dessert.



ALPS COFFEE - international markets and locations

Apart from the local market in South Tyrol, where restaurants, hotels, bars and cafés - and not least retail throughout the area - are the main focus, ALPS COFFEE ventured abroad as early as in the early eighties.

"South Tyrol will, however, always be the central home base, from which the adjoining sales branches and partnerships emerge," say Peter and Stefan Schreyögg.

The company from South Tyrol maintains very intensive contacts with its partners

and - whenever possible - meets with them for personal communication. A stable network based on trust and mutually beneficial cooperation is indispensable. For Alps Coffee, it is particularly important that the partners not only understand, but actually live by, the corporate philosophy. In the neighbouring countries, such as Austria with Innsbruck, and Germany with Munich, subsidiaries have been established. Worldwide sales is coordinated by a dedicated export department.

Export manager Stefano Alderighi:

"Markets like Russia are very much up and coming - but our presence at international trade fairs, such as in Switzerland, Sweden and Dubai, has also been gaining increasing significance for us." Another interesting and very successful

division of the company is the production of high-quality own labels for wholesalers.

New, exclusive coffee blends quite often emerge from the intensive cooperation, which are adapted to customer needs. 🍷

SAVE THE DATE - MESSEN UND EVENTS

- 18.10. - 21.09.2021 | Hotel Bozen | Messe Bozen, South Tyrol | hotel.messebozen.it
- 22.10. - 26.10.2021 | HOST Milan | New Trade Fair Milan, Italy | host.fieramilano.it
- 06.11 - 10.11.2021 | Alles für den Gast | Messezentrum Salzburg, Austria | gastmesse.at
- 17.11 - 18.11.2021 | Nordic Organic Food FAIR | MalmöMässan Exhibition Centre, Sweden | nordicorganicexpo.com
- 15.02. - 18.02.2022 | BIOFACH | Exhibition Centre Nuremberg/Germany | biofach.de



LEGAL NOTICE:

Coffee Roasting Company Schreyögg srl
Via Cutraun, 62 | Rablà
I-39020 Parcines (BZ)
T +39 0473 967700
info@alps-coffee.it
www.alps-coffee.it

Registration Chamber of Commerce: BZ116598
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Responsibility for content according to Section 6 MDSTV:
Schreyögg srl
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ANY QUESTIONS?

Dear reader,



Do you have any questions or suggestions for the Coffee Times? Just send us your message at coffeetimes@alps-coffee.it. You will also find all issues of our magazine Coffee Times to download at www.alps-coffee.it.

Diana Schreyögg

Diana Schreyögg

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



RETAIL SALE & ONLINE SHOP

The competent employees of Alps Coffee will be pleased to give you advice and will share the odd trick for the preparation of coffee with you as well. In the retail sales you will not only find our highly varied range of coffees, but also useful accessories, such as milk jugs, tampers, tamping mats etc.

Coffee Roasting Co. Schreyögg srl
Via Cutraun, 62 - I-39020 Parcines
shop@alps-coffee.it

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

Schreyögg Deutschland GmbH
Pickelstraße 4 -D-80637 München
shop@alps-coffee.de

Opening hours:
MON-FRI 8:00 a.m. - 5 p.m.
and SAT 8:00 a.m. - 2:00 p.m.



Onlineshop

You can simply order from a large selection of coffee specialties from Alps Coffee as well as all the accessories online at www.alps-coffee.it/shop.