

COFFEETIMES

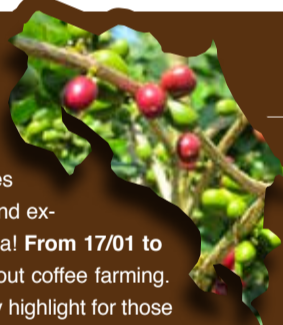
ISSUE 8 – AUTUMN/WINTER 2015

COFFEE ROASTING COMPANY SCHREYÖGG. NEWS AND TRADITION. SINCE 1890.



AN ANNIVERSARY HIGHLIGHT FOR EVERYONE Coffee Trip to Costa Rica

Have you always wanted to look behind the scenes of coffee farming and production? The 125th anniversary of Coffee Roasting Company Schreyögg gives you the unique opportunity to personally meet the people behind the coffee and experience the most important steps of coffee production on a trip to Costa Rica! **From 17/01 to 26/01/2016** you will meet the partners of Schreyögg and learn everything about coffee farming. You will also be offered an interesting supporting programme – an anniversary highlight for those first four readers of the *Coffee Times*, who would like to travel to Costa Rica. Information and registration at: coffeetrip@s-caffe.com or phone +39 0473 967700.



The good thing is: the association 'Südtirol hilft' (South Tyrol Helps) will also benefit from your trip, because your overall travel costs (accommodation, food, flights, transportation etc.) of Euro 2,500 will go to this relief effort directly – you will get a donation receipt for Euro 2,500; the actual expenses will then be paid for by Coffee Roasting Company Schreyögg. In addition to the amount of Euro 10,000 Schreyögg will donate an extra Euro 5,000 to 'Südtirol hilft'.*

*In order to give its customers a very special highlight and to support 'Südtirol hilft', Coffee Roasting Company will go without the classical Christmas present this year.



HISTORY

Schreyögg 125 Years

"My relationship with coffee is rooted in a tradition over several generations, which my father taught me."

This is how Peter Schreyögg sees his work – and by saying so he builds a bridge from the present to the past. The past, that was in 1890, when Peter Schreyögg's grandfather, Josef Schreyögg, the founder of the company (top row, 3rd from left), implemented his idea of opening a delicatessen in Merano – thereby laying the foundation for the company as we know it today. The name Schreyögg was soon to stand for gourmet products in the Burggrafenamt region: quality and service have been of central significance and inseparably linked with each other from the start. The people of Merano would soon be spoiled by exclusive products from all over the world, and the delicatessen established itself as a reliable source of food, also for the catering industry.



Meanwhile coffee expert Josef Schreyögg specialised more and more on the dark bean. Quite open to technical progress, he installed the first electric coffee roasting machine in 1905, an extremely modern and high tech process at the time; and this development resulted in the art of roasting and blending being the main focus and the true strength of Schreyögg to this day.

EDITORIAL

Dear customers and coffee lovers,



2015 is a very special year for Coffee Roasting Company Schreyögg, since we are celebrating our 125th anniversary. We want to take the opportunity of this company anniversary and express our great gratitude to all our customers, employees and business partners, many of whom have long been accompanying our company.

We devote large parts of this issue of the *Coffee Times* to the history of Coffee Roasting Company Schreyögg – a history which we think is quite impressive in these rather short-lived times.

A few days ago I came across a statement which to me is the core statement of what

constitutes Coffee Roasting Company Schreyögg: "Entrepreneurial vision and lived responsibility, this is the stuff of which successful company stories are made." Every single day we face this responsibility with great pleasure and enthusiasm, so as to always offer you, our appreciated customers, the best quality and service possible.

Lived philosophy means appreciating tradition and experience – only then can full satisfaction be guaranteed with enjoying a good cup of coffee. We are sure that this concept will also hold in the future.

Peter Schreyögg

JOURNEY OF DISCOVERY

From the beginnings to the present and beyond

1890 In Merano merchant Josef Schreyögg opens a delicatessen with colonial goods and coffee from all over the world. The shop is in what is now the Volksbank building on Kornplatz. Due to the special range of products the people of Merano were soon to speak of the exotic in the heart of the Alps.



1905 Announced with great enthusiasm by the local press on 15 October 1905 – the commissioning of the first electric coffee roasting machine. Later the people of Merano would still remember the times when “old” Schreyögg had his roasting house under the ‘Berglauben’ and the smell of freshly roasted coffee wafted through the lanes.

1913 In the price list for 1913/14 “Schreyögg’s special blend” is advertised, “this blend compiled with particular care, which is a specialty of my shop, should satisfy the most delicate palate with respect to taste and flavour”.



1915 On 04 May 1915 Josef Schreyögg dies after a long illness. In the local newspaper Maiser Wochenblatt he is acknowledged as an extremely hard-working, visionary, highly respected and popular businessman. His children took over the two delicatessens in Merano.



1945 After World War II Josef Paul Schreyögg, son of the company’s founder, becomes the sole director of the company and gets the business going again after the interruption.

1960 In the sixties travelling to the traditional spa becomes affordable for the general public, which also has an effect on the demand for food. On the 6th of July 1960 a larger roasting machine is installed in the Berglauben, in order to cope with the increase in the volume of deliveries. From now on 45 kg of coffee can be roasted per batch.



1966 The original – and present – company logo is created according to the design of a famous artist, Franz Lenhart, probably based on a friendship with the company’s owner; at least this can be taken from the comments on the original drawings. Over time the logo is modified several times, but always retains its very own character.

1970-1985 A step into specialisation is made with an exclusive focus on the production of high-quality coffee specialties from now on.



1981 After his father Josef Paul’s death, Peter Schreyögg takes over the family business at the age of 21. Despite the tough competition in the Italian coffee industry, the market share of Coffee Roasting Company Schreyögg is not just maintained, but even increased. The main target group is the local catering and hotel industry, supermarket chains are of no significance at this point in time.



1982 Introduction of the company’s own technical service to provide comprehensive service to customers as a one-stop shop. From now on the closely linked processes of coffee production, machines and the mill are centrally controlled.

1983 New design of the packaging line. The new corporate design extends to all advertising materials, company vehicles and fair trade appearances.

1985 The old ‘Laubenhaus’ can no longer meet the requirements of the business, so that after almost 100 years the company’s place of business is moved to the Passer industrial zone.



1987 Moving into the new company building, opening ceremony on 14 February. The press carries the headline “Schreyögg Moved Out of Old Town”. To do justice to environmental protection, a complex filter system contributes to the reduction of exhaust gases and smoke emissions. Modern machinery is introduced, but the traditional drum roasting method is still applied.

1997 Schreyögg is expanding further, as an exhibitor at the biggest international food trade fair, the ANUGA in Cologne, with its own product line for the export business.

2000 Another bottleneck in Merano results in planning the new building in Parcines – construction work starts on 27 October 2000. “Schreyögg is coming”, as a newspaper of the community reports.

2001 In March 2001 the new building in Rablà is started and completed in record time. The company moves in on 26 November 2001.



2002 On 2 March the official opening ceremony takes place in connection with an open day. More than 1000 guests from Italy and abroad participate in the festivities. Moving from Merano to Parcines also supports quality optimisation and assurance.

2004 Presentation of the new packaging line. Due to the strong export business, particularly in specialist trade, it has become necessary to distinguish the various coffee blends by different colours, so that the end customer can recognize his/her product on the shelf immediately.



2006 To meet market requirements, coffee pods are added to the range of products. A new production machine makes production control possible.

2010 Revision of the packaging line with a focus on the brand and the logo.



2012 Coffee Roasting Company Schreyögg becomes a permanent training centre. The purpose of the “permanent training centres” of the International Institute of Coffee Tasters is to promote and convey the culture of coffee. The courses of the training centre provide expertise and practical training and attract much attention. Latte art courses are particularly popular.

2013 It is out of conviction that the first espresso blend of Coffee Roasting Company Schreyögg from fair trade is created. Organisations such as Fairtrade make a significant contribution to supporting the disadvantaged all over the world in order to strengthen the global balance.



2015 125 years of Coffee Roasting Company Schreyögg, today one of the leading family businesses in South Tyrol and beyond. Coffee Roasting Company Schreyögg convinces with quality and attracts customers with its diversity.

Interview with Peter Schreyögg



Peter Schreyögg, owner and managing director

Where do you see the strengths of Schreyögg as a company?

In the quality policy and the highly individual product range. The trademark of Coffee Roasting Company Schreyögg is that all products

“So customer-oriented thinking and quality are the overriding principles, if it comes to following such a long tradition.”

125 years of company history – what are the values resulting from such a long tradition?

One certainly learns that only quality will prevail. So customer-oriented thinking and quality are the overriding principles, if it comes to following such a long tradition.

What are the biggest changes between then and now?

Times are changing faster today, so that the demands to flexibility – both on an individual and on a corporate level – have certainly grown.

are particularly stomach-friendly, which is achieved by the careful and traditional roasting, and, of course, also the pleasant taste of the coffee beverages.

How do you see the future of the coffee market?

Due to its popularity coffee will continue to be in high demand, but the discrepancy between quality and price will increase further. ■

A PORTRAIT

Stefan Schreyögg

Stefan Schreyögg – just 30 years old and already working at Coffee Roasting Company Schreyögg since 2007. When he reflects on the 125 years of the company’s history, an inseparable link between his family business and South Tyrol with its very specific culture becomes obvious to Stefan Schreyögg. This is not even marred by the fact that Coffee Roasting Company Schreyögg has meanwhile extended its activities far beyond the borders of South Tyrol with a European trade volume of 65%: for him the core are and remain the local catering businesses. The fact that quality is top priority for Coffee Roasting Company Schreyögg is not least illustrated by a whole number of certificates.



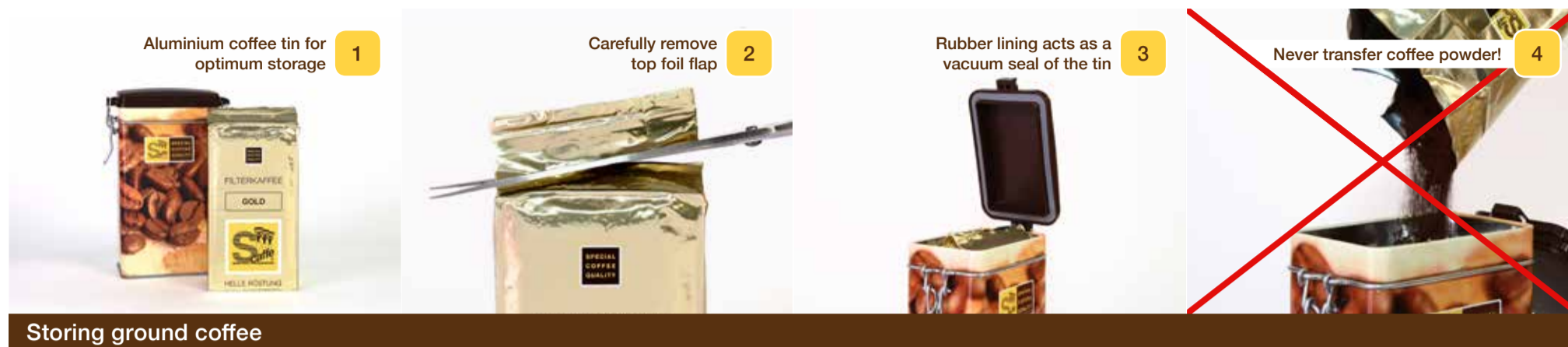
Stefan Schreyögg

Product and company certificates:

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

Information at: www.s-caffe.com/quality

Storing coffee



Storing ground coffee

Coffee is a delicate natural and fresh product. Therefore, it should be used up as quickly as possible after the package has been opened.

Once a coffee package has been opened, the inevitable exposure to oxygen causes increasing loss of flavour every single day. Other external influences, such as heat, moisture, aromatic substances and strong light have an additional negative effect on the quality of the coffee. Therefore, it should be stored in a cool and dark place, and we would absolutely advise against keeping open packages or unsealed packages in the fridge. Coffee takes on different odours from other food extremely quickly. Therefore, coffee should be protected from moisture to preserve the full flavour.

The following points should be taken into account for storage:

Storage of Beans

The package of beans is provided with an aroma

protection valve, so that their natural degassing process occurs, but no more oxygen can enter. With the packaging closed, the coffee essentially preserves its quality over several months. Coffee beans should always be ground just before preparation, because otherwise numerous flavours will evaporate earlier. So the less time there is between the grinding and the preparation, the more aroma will there be in the final cup. Since coffee absorbs moisture from the surrounding air, changes in the air must also be carefully observed. With considerable changes in air moisture the degree of coffee grind may have to be readjusted. Ground coffee is always more susceptible to absorbing moisture than whole beans.

Maintenance of the Coffee Grinder

Since the maintenance of the coffee grinder makes a decisive contribution to the preservation of the aroma and thus to the quality of a good coffee, it is of great importance that the bean hopper, coffee powder container and dosing star be thoroughly cleaned regularly.

Daily routine actions for a perfect espresso and to avoid loss of aroma

The bean hopper should only be filled with the quantity actually needed for each day. To prevent loss of aroma transfer it just before starting the day's business. Check the adjustment of the grinding degree by preparing an espresso of 25 ml in 25 seconds (reference values for portafilter machines); finally check the mobility of the dosing star and the quantity of coffee. Eventually the grinding discs should be replaced when the grinding performance clearly deteriorates or when the result is very powdery and the grinding is very noisy.

Storage of ground coffee

Vacuum packaging extends the shelf life of coffee considerably; ground roasted coffee is mainly packaged in packages of 250 g and 1000 g. Once a package has been opened, again: the coffee should be used up quickly. To limit oxygen supply the coffee should be left in the opened original packaging and closed airtight, best of all in a tin impervious to light

with a good seal, which is stored in a dry and cool place. Transferring the coffee powder into other containers provokes the formation of fats and essential oils, which cause a rancid taste.

What is the shelf life of coffee?

Like any produce coffee also has a best by date, but this mainly refers to the aroma. Coffee cannot really expire, because it is a dry product. The first loss of aroma occurs after several months, which is why coffee should preferably be used up within a year. After all there is nothing more enjoyable for the coffee lover than freshly ground beans – for an aroma which is unsurpassable. ■

THE SCHREYÖGG TEAM



As a prestigious medium-sized enterprise Coffee Roasting Company Schreyögg is successful on the global market with more than 40 employees in the administration, production, sales, technical service and logistics.

Each individual employee is an indispensable part of the company and contributes to the success of Coffee Roasting Company Schreyögg with their experience and know-how of using the coffee equipment, with their devotion and reliability. The company's management appreciates the expertise of its employees of, in most cases, many years – committed to tradition and at the same time open to innovation, where this is required for production and changing market conditions.

NEWS

Espresso Italiano Championship



On 8th June 2015 the preliminary South Tyrol competition of the International Espresso Italiano Championship, where baristas from all over the world compete with their skill and expertise, was held at the Kuppelrain restaurant in Castelbello.



In the course of the preliminary competition the participants showed their skill by preparing four espressi and four cappuccini, which were subject to the decision of two judges and four qualified coffee tasters with respect to their taste profile and optical appearance. As always the assessment was based on the strict rules of the National Espresso Institute INEI. Apart from the product in the cup confident use of the coffee grinder and coffee machine were assessed – after all the experienced barista distinguishes himself by every single movement. The

four espressi winner by points of the preliminary competition is Jens Herrbruck, who will participate in the final in Milan as the representative of Coffee Roasting Company Schreyögg. Linda Pircher from Platz Café in Bolzano-Gries came second, ahead of Daniel Fink from the Andrus Hotel in San Leonardo. Coffee Roasting Company Schreyögg wants to thank all participants. Once again it was fantastic to feel the positive tension which finally resulted in the top performance shown by the experienced baristas. ■



Jens Herrbruck convinced the jury with his skills.

A Midsummer Night's Dream of Coffee

Anybody who knows the star restaurant Kuppelrain knows that Nathalie has always been around in the family business, baking biscuits and having fun in the kitchen. Her heart beats for the sweet enjoyment of this world. After training as a pâtissière she returned to her parents' business. Meanwhile she has matured into becoming an extremely creative young talent and brings pleas-

ure with her young and creative spirit, which is reflected by her creations with which she does not only discover novelties all the time, but also takes up old things. Thus, a 'lolly' may well be provided with some modern fine-tuning. She follows the family philosophy in all respects: she makes something creative of the best local products. ■



Nathalie Trafoier: For many years we have loved the high quality and the strong and fine aroma of Caffè Espresso 100% Arabica Bio, which is also particularly suitable for our chocolate products and patisserie.

Coffee Lemon Brittle

30 g sugar
10 g lemon juice
15 g Caffè Espresso 100% Arabica Bio

Caramelize sugar with lemon juice until golden brown, add coffee beans, stir together and pour onto a Silpat mat. When the brittle has cooled down, chop coarsely.

Vanilla Parfait

3 egg yolks
35 g honey
70 g sugar
200 ml organic milk
½ vanilla pod
350 g fresh cream

Beat egg yolks with honey and sugar until frothy. Bring milk with the cut vanilla pod and vanilla pulp to the boil, strain and pour into egg yolk mixture. Stir mixture over a medium heat until thickened. Beat egg mixture until cold and fold in whipped cream. Put in mould and freeze.

Coffee Bean Ice-cream

300 g milk
210 g cream
50 g Caffè Espresso 100% Arabica Bio
½ vanilla pod
55 g egg yolk
50 g brown sugar
10 g glucose
70 g white chocolate 'Opalys'
70 g white chocolate 'Dulceys'

Bring milk, cream, the half vanilla pod and crushed coffee beans to the boil and leave in the fridge over night. Stir mixture over a medium heat with the yolks, the sugar and the glucose until thickened, pour onto the chopped chocolate and stir. Fill icecream mixture into a Pacojet container and freeze.

Lemon Vanilla Gel and Jelly Cubes

500 ml lemon juice
½ vanilla pod
100 ml water
6 g agar agar
50 g sugar

Dilute lemon juice with water, add vanilla pod, put into a saucepan together with agar agar and sugar. Bring to the boil and pour into a vessel. As soon as it has solidified, cut out several little cubes and mix the rest to make a gel.

Coffee Mousse

200 g cream
25 g sugar
20 g Caffè Espresso 100% Arabica Bio
1 leaf Gelatine

Whisk cream with sugar and beat until cold. Pour espresso into a bowl. Add the dissolved gelatine, stir and add the whisked cream. Put mousse into the desired mould.

Coffee Ganache

100 g Caffè Espresso 100% Arabica Bio
150 g milk chocolate 'Caramelia'
10 g coffee liqueur

Finely chop chocolate and pour hot espresso onto it, stir. Then stir in the coffee liqueur, leave the ganache to cool.

TRAINING DIARY

ESPRESSO ITALIANO SPECIALIST

A course for prospective and experienced baristas consisting of two modules, a basic course and an advanced course. It is held in cooperation with the Istituto Nazionale Espresso Italiano.

LATTEART WITH ERIC WOLF

The seminar addresses everyone who wants to acquire the skill of milk decoration.

You find all dates on our website www.s-caffe.com – or just contact us personally. We will be pleased to hear from you.

SHOP WINDOW/SHOP

NEW PACKAGING! For additional quality improvement our two top blends for use at home will be presenting themselves with an aroma protection valve without a vacuum – and more additional product information for their optimum use.

ONLINESHOP
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www.s-caffe.com/shop



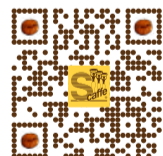
Filter coffee Gold – 250 g ground

This fine choice of selected coffee beans makes this coffee the ideal accompaniment for the whole day. With its full-bodied character and round, balanced taste with a slight note of mocha, this unusual coffee is highly enjoyable also thanks to its mild delicate acidity and easy digestibility.



Caffè Espresso Delizia – 250 g ground

This espresso is made truly unique by the care with which it is refined. Soft in taste, yet strong and intense, it is characterized by a particular depth of flavours and a discreet acidity.



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ANY QUESTIONS OR SUGGESTIONS?



We look forward to your feedback at coffetimes@s-caffe.com. We would love to take up topics of interest to you. Write to us!

Best regards,
Diana Schreyögg *Diana Schreyögg*

NOT TO BE MISSED!

Dates and Events

10/10/2015 | **Golf Trophy**
Golfclub Passiria
San Leonardo in Passiria, South Tyrol

09 – 11/10/2015 | **Kastelruther Spatzen Fest**
Coffee Roasting Company Schreyögg supports the big Kastelruther Spatzen Fest
Castelrotto, South Tyrol

10/10 – 14/10/2015 | **ANUGA Cologne**
The world's leading food fair for the retail trade, the food service and catering market
Köln Messe, Germany

19/10 – 22/10/2015 | **Hotel Bolzano 2014**
International trade fair for the hotel and catering industries.
Fiera di Bolzano, South Tyrol

23/10 – 27/10/2015 | **HOST Milan**
International trade show of professional hospitality
New Fiera Milano, Italy

25/10/2015 | **Espresso Italiano Championship Final**
Milan, at the Host Expo and Trade Fair, Italy

07/11 – 11/11/2015 | **Alles für den Gast**
International trade fair for the hotel and catering industries.
Messezentrum Salzburg, Austria

21/11 – 25/11/2015 | **IGEHO Basel**
International Exhibition for hotels, catering and extra-domestic consumption
Basel Exhibition Centre, Switzerland

25/11 – 29/11/2015 | **Food & Life**
Trade fair for gourmets.
Fairground Messe Munich Riem, Germany