

COFFEETIMES

ISSUE 9 – SPRING/SUMMER 2016

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



... the morning starts with a nice cup of filter coffee.

FROM THE COMPANY'S HISTORY

A welcome guest

On the occasion of the 125th anniversary of Coffee Roasting Company Schreyögg in 2015 all employees participated in the festivities. A loyal companion of (almost) the first hour was also there.

Mr Josef Gufler played a decisive role in the history of Schreyögg from 1959 to 1992 and as a sales manager was involved – among other things – in the relocation from the arcades of Merano to the business area in 1987. That evening his stories took us on a journey into the past. Thus, he reported to the interested listeners about the hard work in the sixties which was the basis for the growing success of the business and told short anec-



On the bottom right of the picture: Josef Gufler with Peter Schreyögg as a child in 1965



Josef Gufler with Peter Schreyögg



Josef Gufler with Stefan Schreyögg

dots, for example, about the company's winter outing in 1965 which took the employees all the way up to Seiseralm for sledging – as is ev-

idenced by a photograph. Back in the times of Peter Schreyögg's parents he was already rewarded for his loyalty and hard work, and – with more words of thanks – his contribution was appreciated once again. Mr Gufler said he was very happy not only to be part of the history of Coffee Roasting Company Schreyögg, but to also be able to participate in its present.

EDITORIAL

Dear customers and coffee lovers



The aromatic breakfast beverage of coffee is part and parcel of the breakfast area of any establishment – from the smallest boarding house to the largest hotel. In the morning, coffee has a positively stimulating effect, it supplies energy and ensures a good start into the day. Of course, it is a matter of personal preference which coffee beverage a guest prefers in the morning. Espresso, cappuccino, latte macchiato, café crème or the traditional filter coffee which is indispensable in this sector – the choice is huge.

So a good breakfast buffet does not only have to offer maximum variety, the different buffet appliances also contribute to the perfection of each cup of different lengths with their sometimes highly sensitive technology. Technical flexibility is of utmost importance, after all the machine and the coffee have to work in perfect synergy.

The latest issue of the *Coffee Times* focuses on this topic, because it is of particular significance for Coffee Roasting Company Schreyögg. It also covers the coffee trip to Costa Rica by which Coffee Roasting Company Schreyögg and the readers of the *Coffee Times* supported the "Südtirol hilft" aid organisation – and a lot more.

As always, we hope you will enjoy reading the *Coffee Times*.

Peter Schreyögg

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Costa Rica – A Trip for “Südtirol hilft”

The “Südtirol hilft” campaign of Coffee Roasting Company Schreyögg offered an opportunity to customers who have always wanted to look behind the scenes of coffee growing and production. On a trip to Costa Rica in January 2016, those who were interested had a chance to meet the people behind the coffee and see the most important steps of coffee production with their own eyes. Schreyögg’s partners provided information about coffee growing on location; the travel expenses were paid by Coffee Roasting Company Schreyögg, the travellers themselves donated a corresponding amount to the aid organisation from South Tyrol.

agree that coffee from Costa Rica is one of the best in the world. Constant quality, supported by very well organised farms, guarantees the country good export business. The coffees are characterised by good acidity and a spicy flavour together with a full body and elegant fullness without being predominant. Coffee growing is currently focused on the Arabica species exclusively; this includes top species which meet the expectations of even the most discerning coffee roasters.

After landing in San José, the capital of Costa Rica, which – along with Liberia – has the only international airport in the country, and a short break, the group’s first destination took the visitors through an untouched virgin forest to the Manuel Antonio National Park in Quepos. Costa Rica boasts an enormous biological va-

sociation of cooperatives has had its Fairtrade certification. COOCAFE did not only establish two foundations which are supported by the Fairtrade premiums, it is also very important for the people in charge to allow their members to switch to sustainable and organic farming methods. 500 hectares have already been switched to organic farming.



The visit to the coffee farmers at an altitude of 1,750 m provided a good impression of how the red cherries are harvested by the picking method, which ensures that only the ripe cherries are harvested and the immature fruit remains on the plants to mature further. This is one of the most expensive and finest harvesting methods. After picking, the freshly harvested coffee cherries are selected by hand once more, before they are processed further, in order to eliminate all those cherries which have not reached ideal maturity yet. The clear advantage of this expensive method is a homogeneous, top-quality. Following the visit to

cane, although the majority still grows coffee. This cooperative of small-scale farmers has been part of the Fairtrade system since 1998. It has its own sugar mill for processing the harvested sugar, which makes an essential contribution to the economic independence of the small-scale farmers. The final trip eventually took the travellers into the volcanic mountains



of the Cordilleras. There are a large number of active and extinct volcanoes. One of the most highly frequented ones is the Volcàn Poàs at 2,704 metres – unfortunately the group could not see the crater because of a screen of fog. On 26 January the tourist group landed on European soil again – with many new experiences and an even more profound idea of what is actually behind the roasted coffee beans from Coffee Roasting Company Schreyögg. ■



The purpose of the coffee trip to Costa Rica was not only to introduce the small group of tourists to the country as such, but also to give them an insight into the world of coffee.

Costa Rica is the second smallest country of Central America and borders on Nicaragua in the north and Panama in the south. It is considered to be one of the most advanced countries in Latin America. As opposed to many other countries of the continent, it has had a stable democracy since the fifties. Climate protection and nature and forest conservation are seen as an important part of the government’s environmental policy so that they are implemented consistently. Apart from that, there is a strong focus on ecotourism, which benefits both the

riety of plants and animals as well as an abundance of sceneries and is one of the 20 richest countries on Earth as far as biodiversity is concerned. There are numerous nature reserves of very different character scattered across the country. The government’s environmental policy is the most important basis for the desired harmony of man and nature. Thus, the visit to the Manuel Antonio National Park in Quepos was an impressive experience.

On the way back the group stopped in the capital of San José with its typical Central American atmosphere. The city centre is marked by snug cafés and restaurants which made for a relaxed end of the day.

On the second day of the trip, a visit to the coffee cooperative COOCAFE in the north of Costa Rica was on the agenda. This organisation is an association of coffee cooperatives with the aim to improve the working and living conditions of the small-scale coffee-growing farmers. Its members already cooperated with fair trade organisations all over Europe as early as in 1989, and since 1995 the as-



the coffee fields a coffee processing plant was presented to the guests, which illustrated all details of further processing.

But Costa Rica produces a lot more than just coffee; sugar cane is another important crop, along with bananas, pineapples, papayas, melons and macadamia nuts. The COOCAFE cooperative alone with its 9,000 members employs 1,000 farmers who grow sugar



local population and environmentally aware tourists.

Due to its position between 8° and 11° northern latitude, Costa Rica is in the tropics - with favourable weather conditions between 15 and 28°C. Due to the Talamanca Mountains there are two types of climate, with great differences in the amount of rain. It is recommended to preferably travel to Costa Rica during the dry season, in the months from December to March and April.

The nutrient-rich soil of volcanic origin which is highly permeable to air offers optimum conditions for high-quality coffee. Coffee experts

ESPRESSO ITALIANO CERTIFICATO

Establishments with the quality certificate “Espresso Italiano”

Since 1998 the Istituto Nazionale Espresso Italiano (INEI) has been protecting the quality of Italian espresso by issuing a sensory certificate. The INEI was established in 1998 for the purpose of protecting the original espresso. Today it has 37 member companies and has become one of the most important associations on the coffee market. Catering establishments which meet the certification requirements are allowed to use the quality mark “Espresso Italiano Certificato”. This ensures consumers that they will always get perfect espresso in bars and cafés boasting the INEI Certificate. It is not only the barista who has undergone the “Espresso Italiano Specialist” training – the coffee blend, the espresso machine and the grinder have the INEI Certificate as well.



NEW ADDITION

Bar “Platz Cafe”, piazza Gries 4, I-39100 Bolzano

Breakfast machines and their special features



The generally growing requirements of guests also involve coffee machines. A well-done breakfast includes a big choice of various coffee specialties and in order to guarantee the desired quality of these, coffee machines and the people operating them must have quite some skills.

Whether it is freshly brewed filter coffee, espresso, cappuccino or decaffeinated coffee, for coffee roasters it is important to cover the complete range. Roasting, blending and the degree of grind are of particular importance. Although new coffee specialties are being developed all the time, filter coffee is still popular all over the world.

Freshly brewed. In the breakfast area guests attach particular importance to freshly made filter coffee, served hot and with plenty of flavour. But when there is a greater choice of coffee specialties, customers often prefer to select their favourite beverage by pressing a button themselves. It is always advisable to meet the personal expectations of the guests and to offer them both table service and self-service.

The technology. When it comes to choosing the suitable coffee machine, the required performance and the range of beverages, technical innovation and simple operation of the machine, the time it takes to make a drink and consistent quality of the coffee beverages are of particular significance. The products range from manual,

semi-automatic coffee machines to fully automatic and traditional portafilter machines. Thanks to the possibility of programming different quantities, different brewing temperatures and fully automatic frothing steam jets the preparation of a large variety of coffee beverages has become easier than ever. But irrespective of self-service or table service, daily cleaning is of utmost importance.

Coffee machines for the breakfast area.

Quick filter machines (Pictures 1-2). Filter coffee can be prepared professionally and quickly at any time wherever there is electricity, with or without mains water. A high degree of convenience, modern design and easy handling are the main advantages of this machine. Warming trays ensure a permanent optimum temperature of the coffee. Ideal for the frequent preparation of small quantities of filter coffee.

Buffet coffee machine (Pictures 3-5). The ideal machine for a coffee counter, bar or buffet zone. Advantages: Flexibility, simple and individual operation. A pump-pot filling device maintains the right coffee temperature for a long time.

Fully automatic coffee machine (Picture 6). By pressing a button different coffee varieties can be produced quickly, easily and automatically, the guests make their own choice. Advantages: Top-quality technology and modern design.

Round filter (flat filter). Generally used in the

Basket filter, round and flat filter

Meaning of degree of grind 1 and 4:
1 = for paper basket filters up to 3 litres
4 = for flat paper and micro filters

In our range!
Filter coffee in portion packs – especially for the catering industry
70 g for 12 cups = 1.7 litres
80 g for 16 cups = 2.2 litres

catering and hotel industry. Ideal for brewing large quantities of high-quality coffee of consistent quality quickly and easily, in convenient and portable containers. Fresh coffee can be served anywhere at any time. ■

Filter coffee is an infusion beverage or a type of coffee preparation.

The coffee powder is brewed with water (just under boiling temperature) and filtered through a special filter. Filter coffee is always infused only once. The degree of grind and the grain size for filter coffee depend on the type of filter. The temperature of the water should be between 92°C and 96°C. Ideally, brewing takes 4 to 6 minutes. The quality of filter coffee deteriorates while it is kept warm, because its acidity increases considerably and flavours get lost. A cup of filter coffee of 150 ml contains approx. 80 mg caffeine, depending on the coffee used.

EXPERIENCE

Peter Schreyögg

Question:

Is filter coffee only a morning beverage?

It is certainly an ideal breakfast coffee, but quite suitable as an occasional beverage, too. Traditional long roasting, which is also used for our filter coffee, provides balance, good tolerance and digestibility.

Stefan Schreyögg

Question:

How important is the breakfast area?

Coffee Roasting Company Schreyögg attaches particular importance to this area, because hot beverages, including coffee, supply the body with fluid and have a positive effect on people's health. We offer a balanced choice of breakfast coffees in this area, which meet every taste and satisfy the requirements of every machine and its sensitive technology.

ARTURO SPICOCCHI'S COFFEE RECIPE

Lamb loin with coffee, onions and capers

In Avelengo, near Merano, in the middle of a forest and surrounded by fields and mountains, the San Luis Private Retreat Hotel & Lodges was opened in early December 2015. A unique place of timeless beauty in the style of a luxurious mountain village offering authenticity and warmth and security, and going back to the basics – giving its guests the opportunity to take a proper rest. For the Meister family,

who are looking back at a long hotel tradition in Merano and who implemented a longstanding vision with this extraordinary project, it was only too natural to get a star chef for this special retreat. The idea is to process products – some home-grown – with their natural properties and with a focus on the essentials. The result: country cuisine with Mediterranean flavours, a guarantee for irresistible compositions. ■

Ingredients for 2:

400 g deboned lamb ribs
1 red and 2 white onions
1 stalk of celery
2 carrots
2 glasses of red and 2 glasses of white port
10 coffee beans
50 g desalted and deep-fried capers
100 g small Borettane onions
100 g red wine vinegar
100 g water
100 g sugar for sweet-and-sour onions
30 g sugar for small white wine onions
Rosemary, garlic, salt

Lamb gravy

- Debone loin from ribs.
- To make stock of carrots, celery and one white onion, fry in seed oil and add bones cooked in oven.
- Pour port over ingredients and leave to evaporate; only just cover with water and simmer for an hour; then pour through a filter.
- Reduce and add salt, if needed, then thicken with starch.
- As soon as the sauce has cooled down, add coffee beans, bring to the boil and leave to stand.

Sweet-and-sour onions

- Cut red onion into eight pieces.
- Mix water, vinegar and 100 g sugar and bring to the boil.
- Remove from the hob, add onion, leave to cool.

White onion puree

- Cut onion into thin rings, cook in little butter at low heat.
- Add water and boil until soft, then puree.

Small white wine onions

- Brown the onions in little oil.
- Add 30 g sugar and salt, caramelize, then pour white port over onions.
- Add water and bring to the boil. Add a little butter to make them shine.

Lamb

- Heat seed oil with rosemary and garlic, then remove these and raise the temperature.
- Add salt to the meat and brown well on all sides, then finish cooking in the oven at 170°C for approx. 10 minutes or longer.

Arrange everything on a plate following your creative inspiration.

The Meister family

In our Meisters Hotel Irma, a holiday oasis right in the centre of Merano, we have believed in the coffee quality and services of Coffee Roasting Company Schreyögg for many years. Therefore, it was logical to rely on this good cooperation at the new San Luis Private Retreat Hotel & Lodges as well, where discerning guests are spoilt.



Arturo Spicocchi

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39010 Avelengo near Merano
Telephone 0039 0473 279570
www.sanluis-hotel.com

FINAL 2015 IN MILAN

Espresso Italiano Championship

Once again the time had come: the 2015 final of the Espresso Italiano Championship of the Istituto Nazionale Espresso Italiano (INEI) was held in Milan on 25 October at the Expo and Host Fair.

Jens Herrbruck, the winner of the preliminary contest in Castelbello/South Tyrol, was there to compete as the representative of Coffee Roasting Company Schreyögg. A total of nineteen top baristas from all over the world participated, who had qualified in 14 organisations, including several coffee roasters. The baristas demonstrated their skills just like

in the previous year, with each of them preparing four espressos and four cappuccinos, which were subject to the decisions of two judges and four qualified coffee tasters with respect to their taste profile and optical appearance – all in just 11 minutes. As always the jury's decisions were made according to the strict rules of the INEI.

Giannis Magkanas from Greece was declared the winner of the 2015 edition, who is congratulated by the people in charge at Coffee Roasting Company Schreyögg. Jens Herrbruck made it to the best three in the grand final – with the excellent espresso blend "Caffè Espresso Aurum". A great achievement. ■



Espresso Championship 2016

Of course, there will be a preliminary contest again in 2016 for the Espresso Italiano Championship, in which baristas from all over the world will demonstrate their skills. In South Tyrol it will be organised by Coffee Roasting Company Schreyögg once again and held at its local training centre on 6 June 2016. The baristas will prepare four espressos and four cappuccinos the flavour and appearance of which will be assessed by two judges and four qualified coffee tasters – as always according to the rules of the INEI. Confident handling of the coffee grinder and the coffee machine will also be assessed. The winner will participate in the final in autumn 2016 as the representative of Coffee Roasting Company Schreyögg, which will probably be held at the TriesteEspresso fair. Would you like to participate? Contact us at info@s-caffe.com or call us at +39 0473 967700. The number of participants is limited to 15.

SHOP

NEW IN OUR RANGE! The second Fairtrade coffee blend from Coffee Roasting Company Schreyögg presented at the autumn fairs – Caffè Crema Poeta. From certified sustainable farming.

ONLINE SHOP
Visit us at
www.s-caffe.com/shop



Caffè Crema Poeta

This mild and well-balanced espresso is 100% Fairtrade certified and grown exclusively by Fairtrade producers. A fine selection of 90% Arabica beans from the best regions of Central America give this coffee its characteristic flavour and unique, delicate acidity. The strong taste is complemented by an outstanding velvety and creamy consistency.

Our recommendation for: Espresso, cappuccino, caffè latte and latte macchiato. Recommended for portafilter and fully automatic coffee machines.

TRAINING DIARY

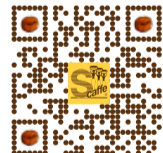
EXCLUSIVE LATTEART SEMINARS

The seminar addresses all those who want to learn the skill of milk decoration.

ESPRESSO ITALIANO SPECIALIST

A course for would-be and experienced baristas consisting of two modules, a basic course and an advanced course. Held in cooperation with the INEI.

Current events on our website www.s-caffe.com/en/home/training-events/training-center – or you are welcome to contact us personally.



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LETTERS TO THE EDITOR

Dear readers of the *Coffee Times*, please send us all questions which you may have on the topic of coffee to coffeetimes@s-caffe.com. It will be our pleasure to answer them and we will include them in our new "Letters to the editor" section. You may also visit our website: www.s-caffe.com



Diana Schreyögg

Diana Schreyögg

THE SHORT ABC OF COFFEE (PART 4)

Italian Classics

There are more variants of the little black beverage! The choice of Italian coffee beverages could be continued forever. Particularly in the summer months, cool and refreshing coffee drinks are added to the range which are extremely popular.



1

CAFFÈ SHAKERATO:

Cold drink of ice cubes and a double espresso, mixed in a cocktail shaker and frothed, optionally refined with amaretto or grappa.



2

CAFFÈ CORRETTO:

Espresso with a strong alcoholic drink, most commonly served with a shot of grappa.



3

BICERIN:

Traditional hot beverage. 1/3 espresso, 1/3 drinking chocolate, 1/3 liquid cream, optionally a little sugar. Bicerin is a traditional, non-alcoholic hot beverage originally from Turin. The word Bicerin is Piedmontese and means "little glass".

NOT TO BE MISSED!

Dates and events

09/04 to 12/04/2016

Tipworld Brunico

Fair for the catering, hotel, construction and housing industries.
Piazza Municipio in Brunico/South Tyrol

18.04.2016

Corpus Culinario – GenussGipfel 2016

New, exquisite, unusual products; the best delicacies the industry has to offer.
Wandelhalle in Bad Kissingen/Germany
(You are welcome to get free tickets by e-mail at info@s-caffe.com!)

06.06.2016

Preliminary contest

Espresso Italiano Championship
Coffee Roasting Company Schreyögg will organise a preliminary contest for the Espresso Italiano Championship this year again.
Training centre of Coffee Roasting Company Schreyögg, Parcines/South Tyrol

CURRENT AWARDS AND CERTIFICATIONS



Information at: www.s-caffe.com/en/home/coffee-roasting-company/certified-quality