

COFFEETIMES

ISSUE 10 – AUTUMN/WINTER 2016

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



The moka - a classic among the many preparation methods

Since 1890 the Coffee Roasting Company Schreyögg from South Tyrol has stood for top quality and workmanship from the bean to the cup. For the production of the various coffee blends more than 20 different raw coffees are purchased from selected plantations, which comply with our stringent criteria. They are roasted in individual varieties in the traditional long roasting process, then blended in an elaborate procedure and sorted carefully – since 2002 at the modern production site in Parcines near Merano.

Fair trade, sustainability, ecological cultivation and support for smallholders by local cooperatives – things the Coffee Roasting Company Schreyögg has been working on for quite some time, not least thanks to the high-quality Fairtrade coffee blends “Aurum” and “Poeta”. Both come from certified, sustainable farming in the best coffee-growing areas of the world. Two trips, to Mexico in 2014 and to Costa Rica in 2015 allowed the people in charge at Coffee Roasting Company Schreyögg to pay a visit to the farmers on location to get a personal impression of the Fairtrade production conditions.



The basic idea that working must be worthwhile is the focus of Fairtrade. Fair living and production conditions for the people involved in the production process create sustainability in coffee growing and make it fit for the future – the aim being to create a stable balance of economic, social and ecological factors. The quality of the raw coffee, the types of processing and marketing channels are of great importance to the economic sustainability. In the coffee growing areas to which we travelled, prime quality Arabica coffees are produced – an important aspect for Coffee Roasting Company Schreyögg when it comes to supporting fair trade. ■

EDITORIAL

Dear customers and coffee lovers,



You have probably wondered on various occasions why you like your coffee best from a particular cup. This is nothing strange. Like for wine glasses, there are certain rules to be borne in mind when it comes to the selection of the right drinking vessel.

If you want to drink perfect coffee, it is not only the method of its preparation that must be right, the coffee cup should also meet certain criteria - an underestimated, yet significant point, since after all an unsuitable drinking vessel can affect the flavour of coffee quite considerably.

The many preparation methods and types of coffee do not exactly make it easy to find the appropriate bowl; and any coffee roaster who takes their work seriously would always keep

thinking about the many different shapes of accessories apart from his basic work. The selection of the material may be the easiest problem to solve, since only few substances, first and foremost porcelain, are really suitable for a cup to drink from.

Therefore, one of the topics of the latest issue of the *Coffee Times* is this often neglected, yet relevant, question.

On this note! Take it easy – I hope you will enjoy the coffee beverage of your choice from your favourite cup!

Peter Schreyögg

IN THE SHOP WINDOW: OUR FAIRTRADE PRODUCTS



Caffè Espresso Aurum

A balanced espresso with fruity notes, mild flavour and subtle acidity. Selected arabica beans (95%) and high-quality robusta (5%) are a distinguishing feature of this top-quality coffee, which is also ideally suited for milk beverages.



Caffè Crema Poeta

A balanced, mild espresso, 100 per cent fairly traded and exclusively grown by Fairtrade producers. A choice selection from 90% arabica beans from the best locations of Central America endows it with a discernibly subtle and delicate acidity accompanied by a unique flavour. Highly expressive taste with a particularly subtle, velvety crema.

Direct link to the big choice of coffee specialties from Coffee Roasting Company Schreyögg at www.s-caffe.com/shop – order online for quick delivery!

Our recommendation for: espresso, cappuccino, caffè latte and latte macchiato
Ideally suited both for automatic coffee machines and for traditional portafilter machines!

FROM THE COMPANY'S HISTORY

From Specialty Shop to Coffee Specialist



Josef Paul Schreyögg (1907-1981)

On 6 June 1960 a new, bigger roasting machine was installed in the Meraner Arcades, with which 45 kg coffee could be roasted per batch from now on. This meant that the coffee business could be expanded considerably over the following years.

At the same time Josef Paul Schreyögg decided to clearly reduce the varied food range, to restrict the trade with delicatessen and spirits and to specialise more on roasting coffee. In the seventies Peter Schreyögg's father first had the courage to shift to the exclusive production of high-quality coffee specialties.

With the continuing boom in the seventies Merano benefited from steadily increasing tourism, and the demand for consumer goods in the hotel and restaurant industry rose rapidly. It was one of the declared aims of Coffee Roasting Company Schreyögg to meet this demand: from espresso to filter coffee all coffee specialties conceivable were soon to be offered. ■



Production site in the Meraner Arcades

Die Vorteile von Schreyögg's Kaffee:

- Durch langjährige Erfahrung kenne ich die Sorten, welche den alpenländischen Geschmack mögen und für die Wasserseigenschaften der Dolomitenregion am besten geeignet sind.
- Meine moderne Höchstleistungs-Röstanlage bringt das natürliche Aroma der Bohnen voll zur Entfaltung und erhält es für die Tasse.
- Die Röstung erfolgt kurz vor Versand, daher die größte Sicherheit für den Empfang zur besten Ware.
- Die Spezialröstung gibt Gewähr für hygienische, sorgfältigste Behandlung und Lagerung des Rohkaffees, stetige Qualität, und sichert günstige Einkaufspreise und große Leistungsfähigkeit.

Hinsichtlich der Verwendung von Kaffeemaschinen bereite ich Sie gerne.

Darum sind **Schreyögg's Kaffee** nichtungen
„gut bis zum letzten Tropfen“.



INSIGHTS INTO THE WORLD OF COFFEE

The diversity in coffee making – Part 1

For Stefan Schreyögg coffee making and the various brewing systems are an extensive and fascinating topic. All classics have, of course, been tested at Coffee Roasting Company Schreyögg, and thus, in the next few issues of the *Coffee Times* the various preparation methods will be described for our readers in detail.

Coffee is popular all over the world. One of the reasons is that it can be prepared in many different ways – there are traditional methods, trendy methods, but also country-specific, both manual and mechanical, simple and complicated ways to make coffee. The basic principle, however, is unchanged. Hot water is poured over ground coffee.

Basically we distinguish between two main types of coffee making: with and without pressure. The quality of the result in the cup is not only a matter of taste, the coffee chosen should always harmonise with the type of preparation.

1. Preparation without pressure means that the brewing process occurs without any artificially generated water pressure. This includes brewing in the cup, Turkish moka, the filter methods, such as hand filters, ceramic filters, paper filters using a machine, filtering into the vacuum flask, the Neapolitan coffee maker or flip coffee pot as well as various special types of filtering.

2. For preparation with pressure the hot water is pressed through the ground coffee with additional pressure. This preparation method includes the steam pressure pots, such as the percolator, the glass piston coffee machine, the espresso or moka pot, special types of

the moka pot, press pots, such as the French press or cafetière, portafilter machines, semi-automatic machines, lever machines, fully automatic machines with piston technology, pod or capsule machines, vending machines and other special types.



Moka pot

In this issue we present THE Italian classic, the well-known and time-proven espresso maker or moka pot, in which the coffee is prepared by pressure. The espresso pot is available in different sizes, from one to twelve cups. It consists of three elements: the water tank, the basket and the lid with the standpipe. The lukewarm water is heated, generating steam which presses the



hot water through the pipe into the upper part, where it hits the ground coffee and drips back down, where the coffee beverage collects. The pressure generated is no more than 1.5 bar, so that this is not really espresso in its classical sense: in a portafilter machine (or espresso machine) the ideal pressure is 9 bar. ■



EXPERIENCE

Questions to Stefan Schreyögg

Espresso maker or moka pot? What's the difference?

The word "espresso" is not really appropriate, it is in fact coffee with an intensive flavour. The moka pot cannot produce proper espresso crema.

Which grinding do you recommend for the steam pressure coffee maker?

We recommend a medium fine grinding. The criterion is that the longer the ground coffee is in contact with hot water, the coarser should the grind be.

How much ground coffee should be used?

We advise that the basket be filled loosely up to the top without pressure on the powder. The mark of the moka pot should be exceeded – for a pot for 4 cups 200 ml water should be used.

Which coffee blend from your range is suited best for the preparation of espresso in the moka pot?

From our range we recommend ground "Caffè Espresso Delizia" or "Classic" in the 250 g package – or the decaffeinated version, whatever is preferred. If you grind the beans yourself, you should choose a medium fine grind, but, of course, you can experiment a little.

Can you give any special advice?

If you have an electric stove, you should make sure that the pot has a stainless steel bottom. On a gas hob aluminium can also be used. Meanwhile there are even moka pots for induction hobs.

Are there any tips for maintenance?

Hot water is sufficient, the pot should not be cleaned with aggressive detergents; it should always be left to cool before cleaning.



It all depends on the right drinking vessel!

It is no secret that the material, shape and size of a cup influence the coffee drinking experience. So in order to create a perfect coffee experience you should not only focus on the right type of preparation, but also on the adequate drinking vessel. The people in charge at Coffee Roasting Company Schreyögg have long been working on this question, because there are infinite numbers of shapes, but sometimes the design focuses more on effective presentation rather than on perfect enjoyment. Only the choice of the material is uncomplicated, since porcelain is the most suitable material for a coffee vessel.



Nowadays a good cup must be dishwasher-safe, i.e. have convincing impact resistance and strong edges; apart from that, it should, of course, have the right fit, it should feel as perfect as possible in the hand. For better storage it should be stackable and in the catering industry it should be possible to place it on the cup warmer of the coffee machine. The crema of an espresso suffers considerably in a vessel of the wrong temperature,

which affects its velvety, creamy characteristics.

The ideal material and the right properties. The most popular material for coffee cups is porcelain, because it has uniform temperature behaviour, and is hard, acid- and alkali-resistant as well as neutral in taste. Its good insulation properties ensure that the coffee does not cool down too quickly. Since porcelain also has good thermal storage properties, so that the heat is not emitted, your hands are well protected from the hot beverage.

Glass is also very trendy, not only because of its aesthetic attraction. The experienced barista wants to prove his *LatteArt* skills, and the attractive play of the colours of the coffee, and the crema can be presented most effectively in the glass.

What are the effects of the size and shape of the cup on the coffee? There is an ideally shaped cup for every coffee specialty. An espresso cup should have slightly thicker walls and the beverage should keep warm as long as possible, with an opening which is not too large, because this reduces the surface tension making the crema last longer.

In a cup with a straight bottom the crema will break, while a uniform, stable crema will form in a rounded cone-shaped cup.

Due to the fluffy consistency of the milk froth cappuccino needs a special thick-walled cup, which stores the heat. To be able to raise the espresso better while pouring the milk froth we recommend a shape which is slightly wider towards the top. This also allows you to apply special pouring techniques more easily, and *LatteArt* patterns will be admired at their best. Latte macchiato with a lot of milk foam, however, looks best in a high glass through which you can watch the espresso sink.

But basically the following rules of thumb apply to all coffee specialties:

- Preheating the cups is extremely important.
- The height of the cups should be such that they fit comfortably under the outlets of portafilters and fully automatic coffee machines; many automatic coffee machines have height-adjustable outlets.
- Coffee-to-go paper cups are meant for quick consumption and cannot keep the coffee warm due to their properties.

There are special cups of different sizes and shapes, made of the most varied materials, for keeping your coffee warm while you are on the go. ■

ESPRESSO CHAMPIONSHIP 2016

Exciting preliminary contest 2016

The people in charge at Coffee Roasting Company Schreyögg are happy to see that once again highly motivated and experienced baristas could be attracted to this contest. The positive tension was fantastic and, like in previous years, it resulted in top performances of the participants, which deserve our utmost appreciation.



In order to give representatives from the hotel and restaurant industry, but also end users an understanding of the art of making coffee, the third preliminary contest of the international *Espresso Italiano Championship 2016* was held at the training centre of Coffee Roasting Company Schreyögg on 6 June.

This competition offers skilled baristas from all over the world a platform to demonstrate their skills and workmanship. As always, they had to convince the jury by preparing four espressos and four cappuccini. Two judges and four qualified coffee tasters assessed the flavour profile and the optical appearance according to the strict rules of the National Espresso Institute *INEI*. Apart from that the confident handling of the coffee grinder and the coffee machine was assessed, since the experienced barista distinguishes himself by every single movement.

The winner by points of the preliminary contest is Engelbert Schweigl, who will participate in the final in Trieste on the occasion of the *TriestEspresso* in autumn 2016. ■



NOT TO BE MISSED!

Dates and Events

07/10 – 09/10/2016

Kastelruther Spatzen-Fest

Schreyögg supports the big Kastelruther-Spatzen-Fest
Castelrotto, South Tyrol

20/10 – 21/10/2016

Espresso Italiano Championship – final

Engelbert Schweigl, the winner of the preliminary contest in South Tyrol, will compete in the final against baristas from all over the world for Coffee Roasting Company Schreyögg at the *TriestEspresso*.
Trieste, Italy

22/10 – 25/10/2016

Südback 2016

Trade fair for the bakery and patisserie crafts
Messezentrum Stuttgart, Germany

24/10 – 27/10/2016

Hotel Bolzano

International trade fair for the hotel and catering industries
Messe Bozen/South Tyrol

05/11 – 09/11/2016

Alles für den Gast

International trade fair for the hotel and catering industries
Messezentrum Salzburg/Austria

23/11 – 27/11/2016

Food & Life

Trade fair for gourmets
Fairground Messe München-Riem, Germany

15/02 – 18/02/2017

Biofach

The world's leading trade fair for organic food
Messezentrum Nürnberg (Nuremberg), Germany

NEWS

IFS Food – Food safety with a system



Being responsible – among other things – for the quality management programme of Coffee Roasting Company Schreyögg, Stefan Schreyögg is convinced that certified quality may be decisive for consumers when it comes to establishing trust in the producer of a food product.


“Coffee Roasting Company Schreyögg pursues the aim of ensuring absolute safety of its products. It is a matter of meeting not only the requirements of the food industry, but also the quality demands of consumers.”


Since 2006 Schreyögg has had the certificate for Europe of the IFS International Featured Standard – Food, and was once again awarded the add-on “Higher Level” in 2016.

The **IFS Food** was defined by representatives of the European food retailers in 2003 and has since helped audit and certify systems ensuring the safety and quality of food. ■

Product and company certifications:

 INEI – Espresso Italiano

 EU organic symbol

 Fairtrade

 IFS – Food

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

Konrad Thaler guests on the *Coffee Times*



Few steps to the perfect result in the cup:

1. Clean the portafilter – it must be emptied of old pucks, clean, and dry before use.
2. Grind and measure coffee beans – the roasted beans should be ground uniformly with the right grinding in a high-quality coffee grinder
3. Smooth down the ground coffee in the portafilter without pressure
4. Compress ground coffee properly using the tamper – press uniformly and moderately
5. Briefly rinse the brew group to remove coffee residues
6. Attach the portafilter and start extraction
7. Serve the espresso quickly
8. If a coffee beverage is prepared with milk, use fresh whole milk
9. Briefly open steam cock, froth milk to a creamy consistency and wipe the steam cock with a cloth intended for this particular purpose
10. Pour the milk foam according to *LatteArt*

Training at one of the most renowned state professional schools of South Tyrol gives young people the best possible start for their career. The professional school for the hotel and restaurant industry Merano conveys the fun in joint creative work, raises quality awareness and supports the conscious handling of food. For many years there has been close cooperation between the experienced serving master Konrad Thaler and Coffee Roasting Company Schreyögg. Mr. Thaler attaches great importance to the perfect preparation and presentation of coffee as well as the fastidious maintenance of all equipment. The guests must be served only the very best – in terms of both flavour and appearance.

ented professional school is to convey simple, tried and tested foundations of handling food. Our syllabuses teach the students how to appreciate high-quality food and use and present it as well as possible.

Is coffee trendy among youths? Of course, the young students are very interested, mainly when we support them during the preparation. They preferably prepare milk beverages, but also espressi quite frequently.

Which knowledge about coffee is conveyed in the practical training? We provide knowledge on the growing, harvesting and preparation of raw coffee as well as on roasting and the result in the cup. By the way, some of our information comes from the *Coffee Times*.

South Tyrol, the land of enjoyment, and coffee? We have a fantastic range of high-quality food, and I want coffee to be as appreciated as much as a perfect tasting menu to top off a meal.

What do you think is the most important thing about serving? The coffee should be served swiftly and presented as well as possible. Eye contact with the guest and friendly manners will make the guest feel well and want to come again. ■

For the preparation of a perfect espresso in a traditional portafilter machine the school follows the following guidelines:

- Top-quality coffee blend
- The right quantity of ground coffee
- The accurate adjustment of the coffee grinder to achieve the right grind
- The machine must work faultlessly and be absolutely immaculate.
- The coffee machine must be heated up and the cups must be preheated, because coffee is very sensitive to temperature changes.

KONRAD THALER'S COFFEE RECIPE

“Die heiße Vinschgerin”

Ingredients:
2 espressi
1.5 cl apricot brandy
2 bar spoons brown sugar
Unsweetened, lightly whipped cream

Preparation:
Let the double espresso flow into a small jug in a creamy consistency. Put sugar into the glass and pour the hot coffee and the apricot brandy over it.
Then heat everything with the steam wand of the coffee machine without destroying the crema. Top it off with the lightly whipped cream and serve immediately. This excellent hot beverage goes well with chocolates after lunch or dinner or with any delicate cake. For its preparation the Fairtrade espresso blend “Caffè Espresso Aurum” and the apricot liqueur from Hofbrennerei Gaudenz in Vinschgau were used.

-Konrad Thaler, head waiter and teacher at the professional school for the hotel and restaurant industry Merano



... questions to the service master and teacher Mr. Konrad Thaler.

What are the objectives of the school?
Our aim as a future-ori-



Legal notice:
Coffe Roasting Company Schreyögg GmbH
Via Cutraun 62 | Rablà
I-39020 Parcines (BZ)
T +39 0473 967700
F +39 0473 967800
info@s-caffe.com
www.s-caffe.com
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DO YOU HAVE ANY QUESTIONS OR SUGGESTIONS FOR THE COFFEE TIMES?



Just send your message to:
coffeetimes@s-caffe.com

Yours,
Diana Schreyögg



Follow our editor on Facebook or Instagram and get weekly information on activities and news:

- www.facebook.com/schreyoegg
- or
- [instagram.com/scaffè_schreyoegg](https://www.instagram.com/scaffè_schreyoegg)

TRAINING

The training centre of Coffee Roasting Company Schreyögg



To be able to cover the topic of coffee in its great diversity, training and qualification are required. As a permanent training centre of the *International Institute of Coffee Tasters*, Coffee Roasting Company Schreyögg always offers courses to promote the culture of coffee.

TRAINING FOR THE ESPRESSO ITALIANO SPECIALIST

Two-day course consisting of two modules in cooperation with the “Istituto Nazionale Espresso Italiano”: a basic course (*Espresso Italiano Tasting*) and an advanced course (*Espresso Italiano Specialist*).

FIT IN LATTEART

Serve your guests a macchiato, cappuccino or latte macchiato with *LatteArt*. Excitement guaranteed! As of November 2016 workshops teaching this special art will be offered again. The *LatteArt* seminar is intended for everyone who really wants to be perfect at this art.