

COFFEETIMES

ISSUE 15 – SPRING/SUMMER 2019

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



THE COMPANY'S HISTORY

The coffee roasting company Schreyögg in the Passirio commercial zone



Since the traffic situation had significantly restricted access to the coffee roasting company Schreyögg's business in the arcades of Merano, the company had to move to the Passirio commercial zone in 1987.

With the new place of business, new opportunities opened up. The delivery of raw coffee, all outgoing shipments, as well as access for employees and business partners no longer posed a problem. With the new production machinery, the large storage space available, and the modern, spacious office area, there was no stopping an

expansion in all business areas. In the nineties, Peter Schreyögg took the company on a journey of rapid expansion. It was mainly the development abroad, primarily in Germany, which naturally led to an increase in the number of employees in all departments. Since then, the coffee roasting company Schreyögg has always presented itself at the world's largest food trade fair, ANUGA, in Cologne with its own booth. The contacts made there gave rise to the start of a new product line for our export business, and the increased capacities allowed them to expand their entire product range. ■



EDITORIAL

Dear customers and coffee lovers,



For genuine coffee lovers, it is more than just an accessory: the classic coffee tin. No household should be without it. Ideally, it is not just a functional container preserving the fine taste of your coffee as long as possible but also an aesthetic storage element in your kitchen.

Therefore, the coffee roasting company Schreyögg recently started offering three of its top-quality organic and Fairtrade coffee specialties in a tin. A convenient screw-on lid ensures that it can be closed properly so the coffee stays fresh and preserves its full flavour.

We first packaged the harmonious ground filter coffee and full-bodied espresso, which are available in the popular 250g tin, both as ground

coffee and as whole beans. This is to serve both private households and specialised traders as well as retailers. Last but not least, the new coffee product is also excellently suited for the hotel and catering industry. The functional and attractive coffee containers are an ideal souvenir for holidaymakers.

Once again, this issue of the Coffee Times offers you interesting information, new facts, and maybe even sparks your curiosity about our favourite subject. Have fun reading, take care – and as always, I wish you some great entertainment with a great cup of coffee!

Peter Schreyögg

PRODUCT AND COMPANY CERTIFICATES



INEI Espresso Italiano



Biosiegel



Fairtrade



IFS – Food International Food Standard

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

SHOP WINDOW

New in our range!



Caffè Espresso Bio Organico
(Flo) 250g coffee beans or 250g ground coffee

This espresso is full-bodied and has a subtle and delicate acidity. The exquisite blend consists of 90% top-quality arabica beans from the highlands of Central and South America as well as 10% select robusta beans from Southeast Asia. They are all organically grown and have Fairtrade certification.



Filter Coffee Bio Harmonie
(Flo) 250g ground coffee

The ideal coffee throughout the day, made of 100% arabica beans from select plantations in Mexico, Peru, and Honduras, all from organic farming. The full-bodied flavour, the touch of mocha, and the subtle acidity make this high-quality coffee a harmonious, aromatic experience.

You can order the large selection of the coffee roasting company Schreyögg's coffee specialties as well as all our other products at your convenience online at www.s-caffe.com/shop.

Of course, you also have the possibility to shop directly at the coffee roasting company in Parcines.



INSIGHT INTO THE WORLD OF COFFEE

The hand filter method

The different methods of preparing coffee are endless – from traditional to trendy and from simple to elaborate; there are manual methods and ways using machines as well as country-specific ways to make coffee. The basic principle of them all, however, is the same: hot water is poured over ground beans to prepare an aromatic beverage from the coffee grinds.

There are two main coffee making methods: those with pressure and those without. The final quality of the result in the cup is not just a matter of taste – for the perfect flavour, the chosen coffee should always harmonise with the way it is prepared.

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

For preparation with pressure, hot water is filtered through the ground coffee with additional pressure. This preparation method includes the

use of steam pressure pots, such as the percolator, the glass piston coffee machine, and the espresso or mocha pot, press pots, portafilter machines, semiautomatic machines, hand lever machines, fully automatic machines with piston technology, pod or capsule machines, and vending machines.

Filter methods.

If you do not want the coffee grounds in your cup, you have to filter the coffee. The coffee filter separates the beverage from the coffee grounds. This can be done manually or using a machine. The flavour is determined largely by the grind size and the water temperature.

The so-called hand-filter or manual drip method is making a true comeback. For this preparation method to be a success, a little hot water is poured over the coffee of medium-fine grind size first, to cause the coffee to swell, in order to extract all flavours. Then, more hot water is poured over it gradually.

The most important aspects of coffee preparation by hand filtering are:

1. The grind size of the beans: medium-fine grind size allows the water to flow through the filter slowly and evenly. This ensures optimum extraction of the flavours from the coffee.

2. The temperature of the brewing water: 92-96 °C is ideal.
3. The ratio of coffee grinds and water quantity: for 100 to 125 ml water, you need 6 to 8g of coffee. The grind size and the water temperature determine the flavour.
4. The brewing time: the optimum brewing process takes 3 to 4 minutes.



What you need to know about the right process:

1. The paper filter is placed in the funnel-shaped opening of the porcelain filter holder and moistened by pouring boiled water into it. The pores in the paper open upon contact with the water, allowing the flavour to filter through better.
2. Then the coffee grinds are evenly distributed in the filter. This is important for the extraction.
3. Part of the boiled water is poured into the filter, so that the coffee grinds are only just covered. After several seconds the remaining water is poured in a circular movement, to ensure that all the coffee grinds are used.
4. The water should flow through in about 3 to 4 minutes.



Committed to qualified organic coffee

Long before 2000, the management of the coffee roasting company Schreyögg looked into organic produce and watched the market and its development. The first certification for an organic product came as early as 2001.

However, it took several more years until the "organic wave" really took off. Meanwhile, the Fairtrade movement did not gain much significance until even later. Although organically grown produce has become a given in retail, really good organic products are still rare. Quality gets lost in quantity as the focus is on commerce. Therefore, it took quite a while until organically

grown raw materials were found which met the high standards of the coffee roasting company Schreyögg. One important aspect in purchasing the raw coffee is that a consistently high quality of the required quantity must be guaranteed. So-called cupping, i.e. the sensory control of the coffee, plays an essential role in this process. When these high-quality organically grown coffees meeting a consistently high-quality stand-

ard were finally found and management was sure that the organic coffees from the coffee roasting company Schreyögg would clearly outperform conventional organic products, they decided to produce their first organic coffees. Today, the company still meets its high-quality standards when it purchases Fairtrade products and is further expanding its range of coffees.



REFERENCE

Dekorwelt in Merano – decoration as a passion

When it comes to hotel decoration, Karin Huber and her daughter Astrid Putz are the right contact in Merano. They are always looking for the latest decor ideas for Tyrol, South Tyrol, and Italy at the biggest trade fairs of the world. They give their customers advice with expertise, passion, and much love for detail. They like to serve the coffee specialties from the coffee roasting company Schreyögg on these occasions, e.g. the Caffè Espresso Exquisit – a very popular service!



PRACTICAL TIPS FOR BARISTAS

The art of pouring milk – the fern leaf latte art



The basis of a good cappuccino with latte art must always be an excellent espresso with an optimum crema. To start, it takes some patience and much practice to produce perfect milk foam, after all, the milk foam should combine ideally with the espresso flavour.

The right way to pour milk foam.

For an optimum result, the first pour of the milk foam must be placed immediately under the crema. Where exactly it is positioned depends on the desired pattern. Make sure that you are still while pouring the milk. With a dense milk foam, it is very easy to direct the crema of the coffee upward. This pouring movement requires the most practice. You don't master the subtleties until you have acquired a certain technique.

The fern leaf.

The most popular pattern in latte art is certainly the fern leaf. It is created in the following four steps.

1. First, in the so-called basic pour, the perfectly foamed milk is poured into the surface of the coffee from a height of about 10 cm without changing position.
2. Then, the stream is moved to the top edge of the cup, followed by a horizontal swaying movement.
3. After that, the pitcher is inclined slightly until the white foam becomes visible in the crema; finally, swiftly pour in more milk all the way to the opposite edge of the cup.
4. Then you connect the individual leaves with a quick straight movement and complete the leaf.

Steaming milk – the phases and technique.

The process of steaming milk consists of two phases. The milk should always be cold, i.e. out of the fridge, when it is steamed. First, the steam is released from the steam nozzle to remove the condensation. In the first phase, air is injected into the cold milk from the steam nozzle. For this purpose, the steam wand is immersed a few millimetres into the milk and then opened completely. Now, the pitcher is moved down slowly, in order to enter air into the milk with the steam. Moving the pitcher down produces foam and the volume increases. As soon as the milk temperature reaches about 37 °C, the spinning phase starts, in which all the milk becomes a homogeneous mixture. To achieve this, the steam

wand is held slightly off-centre in the pitcher. The surface must not be torn, because the milk would lose its creamy consistency due to the air bubbles that would be produced. The exit angle of the steam wand should be about 20°. This is the only angle at which the complete quantity of milk is kept in motion during the spinning phase. When the outer temperature of the pitcher is so high that you cannot touch it with your hand and the milk temperature is about 67 °C, the milk steaming process is complete. After that, only the milk in the steam wand has to be removed by opening it briefly and the steam wand has to be cleaned with a cloth.



The ideal milk for latte art

For the question which milk is best suited for the aesthetic latte art creations, two aspects are decisive: its flavour and its foaming capacity. For the former, the fat content of the milk is relevant, because fat intensifies the flavour. Therefore, if at all possible, you should always use fresh or whole milk with a 3.5% fat content. The foaming capacity is, however, determined by the proteins in the milk. They coagulate and clump together when heated, which increases the ability of the milk to bond with the water. This process called denaturing defines the rule of thumb that the

milk foam becomes denser with a higher protein content of the milk. If you use ultra-high temperature processed milk with a lower fat content, the flavour is lost in favour of the shelf life, but this does not make a difference to the foaming of the milk. Generally, of course, milk – like anything you add – changes the flavour profile of the coffee. Milk always makes the coffee beverage taste slightly sweet. The fat-soluble flavours are intensified, the water-soluble ones will be less perceptible.

Milk pitcher for latte art preparation.

The right vessel is essential. The best milk pitchers for latte art are made of stainless steel, because they are robust, easy to clean, and ergonomic to handle. For one cappuccino, a pitcher with a volume of 0.25 l is sufficient, for two cups, it should have a volume of 0.5 l, for anything more than that, a 0.75 l pitcher is needed. In general, the spout should be slightly pointed or taper off in a round shape. This allows you to pour the milk foam into the crema with full control – a prerequisite for the creation of elaborate latte art decoration.



MARTIN TROI'S COFFEE RECIPE

The Fameli Hotel, the first family hotel in Valdaora at Plan de Coronas, is in front of the splendid mountain backdrop of the Dolomites. And he is right in the middle of this casual atmosphere, Martin Troi, top-notch pâtissier and passionate dessert artist. With his creations, he provides a special enjoyable experience for families – even the youngest guests turn out to be gourmets. Many different flavours, light and fresh dishes made with regional organic produce – this is what characterises his culinary works of art. And to make sure that his guests also always have fun, he offers cooking and baking courses for adults and children. He actually underwent training and specialises in vegan and gluten-free nutrition. “Once you start looking into this kind of food, undreamt-of diversity opens up to you,” says Martin Troi. This diversity also convinces his guests.

Bavarian Coffee Cream “Drei Zinnen” (Three Peaks) with Caffè Espresso Artista by Eckhart Witzigmann



Ingredients

- 250g fresh milk
- 50g sugar
- 2 egg yolks
- 1 vanilla pod
- 100g roasted beans of Caffè Espresso
- Artist by Eckart Witzigmann
- 3 gelatine sheets
- a pinch of cinnamon powder
- 200g whipped cream
- cranberry jam

Preparation

Heat the milk with the sugar and the egg yolks, the scraped out vanilla pulp, and the cinnamon powder up to 80 °C. Simmer the coffee beans in this liquid for at least 20 minutes. Stir the gelatine sheets which were first soaked in cold water into the milk and coffee milk mixture. As soon as this mixture has cooled down to 30 °C, fold in the whipped cream. Pour the Bavarian coffee cream into the prepared moulds or glasses. Dilute cranberry jam with some water and add to the cream on the plate before serving. The “Three Peaks” mould was especially created by Martin Troi. But any other mould can be used for the recipe.



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pâtissier Martin Troi
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www.fameli.it



Martin Troi, chef pâtissier at the Fameli Hotel

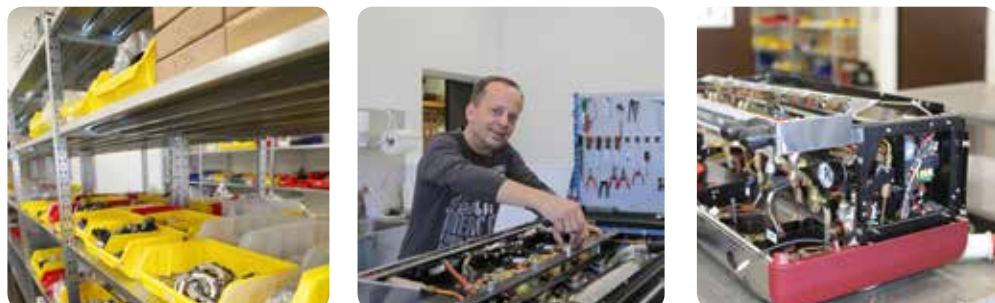
“I will never forget how I met the chef of the century, Eckart Witzigmann, at Coroneshütte refuge on the top of Plan de Coronas. As the pâtissier of the culinary event, my job was the coffee dessert, which I had created with the special coffee creation “Caffè Espresso Artist by Eckart Witzigmann”. It was a special pleasure for our team of award-winning chefs to spend the afternoon alone with him in a relaxed atmosphere tasting the various dishes. It was an experience none of us will ever forget!”

EXTENSION OF THE TECHNICAL CUSTOMER SERVICE

More than just service

The technical customer service of the coffee roasting company Schreyögg is one of the highlights of the company, and the focus of this department is always on total customer satisfaction. A large part of the assignments are made up of maintenance and other services. With far more than 2,500 machines and facilities, which have to be inspected regularly and repaired as required, perfect customer service organisation is a must.

In terms of space, an extension of the rooms of the technical department had become necessary for quite some time. The ancillary building of the coffee roasting company was extended and equipped for this purpose in autumn 2018. The team of six experienced service providers and specialists now has a generous working space which ensures that the coffee roasting company Schreyögg can continue to meet its service obligations with respect to customers with their usual competence and their well-known commitment.



THE WORLD'S LEADING TRADE FAIR FOR ORGANIC FOOD

BIOFACH in Nuremberg



BIOFACH in Nuremberg, the world's leading trade fair for organic products, has been an important venue for the coffee roasting company Schreyögg to present its organically grown coffee specialties for many years. The significance of sustainable and organic production is still growing, the awareness of what we owe the planet and our health is also growing rapidly all over the world. A coffee producer has to face this

ecological and social responsibility as well. Many different events and venues offer the visitors of BIOFACH important insights into the world of organic food – including the presentation of new products, young and innovative newcomers, worlds of experience, and a lot more.

www.biofach.de



TRAINING CENTRE OF THE COFFEE ROASTING COMPANY SCHREYÖGG

Coffee training



The coffee roasting company Schreyögg continuously offers coffee seminars and workshops for baristas, caterers, and coffee lovers. A wealth of expertise, together with practical training, conveys the secrets of perfect coffee art to the participants. Team trainer Patrick Linser supervises all courses and events.

We offer workshops and announce course dates all the time. For the latest dates go to our website www.s-caffe.com/schulungen. Or get in touch with us personally. Order gift vouchers for courses at coffeetimes@s-caffe.com



TRAINING FOR THE ESPRESSO ITALIANO SPECIALIST

Two-day course held in cooperation with the Istituto Nazionale Espresso Italiano. The course consists of two modules, a basic course (Espresso Italiano Tasting) and an advanced course (Espresso Italiano Specialist).



FIT IN LATTE ART

with an exclusive range of courses
Once again, the trainer and barista coach Eric Wolf shows participants in a real life setting how to foam and pour milk properly and how to creatively decorate a cappuccino.



FOOD PHOTOGRAPHY & INSTAGRAM WORKSHOP ON 28 MAY 2019



With lifestyle photographer Simone Hawlisch from Berlin

Make use of Instagram as a marketing tool for your company. How to shoot great pictures with a smartphone or a camera, everything you need to know about the preparation and construction of food photography, lighting and image design for Instagram, and story-telling.

The workshop is aimed at people working in catering and hotels – the maximum number of participants is ten.



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DO YOU HAVE ANY QUESTIONS OR SUGGESTIONS FOR THE COFFEE TIMES?

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Best regards,
Diana Schreyögg

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NOT TO BE MISSED!

Dates and events

25/08/2019
The unplugged taste

See award-winning chefs at the wood burner at the Gompf Alm and learn how coffee is roasted over a log fire.
Gompf Alm, Hirzer area, Scena

Guided tours of the roasting company

This year, the coffee roasting company Schreyögg is organising guided tours of its production department again in cooperation with the tourist association of Parcines. This event gives everyone who is interested insights into the art of roasting as well as interesting information on the growing and preparation of the natural coffee product. You have to register for the approx. 90-minute tours, because the maximum number of participants is 20.* For information on the dates and times as well as on bookings, call +39 0473 967157 or send an e-mail to events@s-caffe.com

*On request, we also offer special tours for individual groups.