

Hospitality News featuring

COFFEE TALK

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NewsBites

Do it like the Italians – with the new Bodum® Chambord Stovetop Espresso Maker

This stylish unit brews quality, delicious, authentic espresso in practically no time at all – at a tiny fraction of the price of an expensive espresso machine. The Chambord Stovetop Espresso Maker will be available in a 3-cup and 6-cup version and will come with a 2-year limited warranty. The suggested retail price will be \$69.95 and \$79.95, respectively. For more information, consumers can visit www.bodumusa.com or call 1-800-23-BODUM.

iSteam – frothing intelligence

Rancilio has released an innovative intelligent steam wand, the iSteam, which is completely automatic with temperature control abilities that are highly accurate. It



allows Baristas to heat and froth milk by utilizing a mixture of air and steam to create the perfect microfoam. The texture

the iSteam creates for traditional cappuccinos—from a velvety latte art quality to a thick, wet foam—can be varied by the operator, all by pushing one button. The iSteam has a stainless steel cover that is insulated against heat, making it cool to touch. Also, the iSteam's technically advanced design does not require any type of internal cleaning of the steam wand. For more information visit www.rancilio.com.

A journey into style

Rancilio has released the Just 4 You program, available on the Classe 10, the most advanced machine in its class of espresso machines. It is the first and only espresso machine with its exterior panels finished in your choice of eco-leather. The wide variety of eco-leathers available to Rancilio customers ranges in texture and color. Leathers are available in eco-friendly versions of elephant, snake, crocodile and ostrich skin. Colors range from Canberra Cream to a Classic Bordeaux. The Just 4 You program offers a vast range of finishes, combined with a choice of stitching styles and thread colors. With more than 80 possible combinations, our customers can create their own custom machine. You can view all the different options at www.ranciliojust4you.com.

S&D Coffee products to be served by Hard Rock Café

S&D Coffee announced it will supply products from its Buffalo & Spring Coffees of Distinction(TM) line to the world-famous Hard Rock Café, which counts among its dining establishments more than 121 Hard Rock Café's in over 40 countries. Hard Rock Café will be serving Buffalo & Spring Fair Trade Certified(TM) organic coffees, Earth Song and Earth Song Decaf, to their guests. In addition,

Hard Rock Café will serve S&D's iced tea products. And, as part of the Buffalo & Spring line, S&D's Earth Song blends help support Coffee Kids®, an international organization whose mission is to improve the quality of life for children and families who live in coffee-growing communities around the world. For more information visit www.sndcoffee.com.

Swiss Water Decaffeinated Coffee Company, Inc. announces appointment of Barry Close AS Plant Manager

Swiss Water Decaffeinated Coffee Company of Vancouver, British Columbia, announces an important addition to its management personnel. Mr. Barry Close has been appointed to the position of Plant Manager at SWDCC effective July 9, 2007. Barry Close, a graduate of British Columbia Institute of Technology (Electrical Maintenance), is a Delta resident and most recently worked at Domtar's fine paper facility in Vancouver. For more information visit www.swisswater.com.

SmartWAVE™ fits office coffee needs



The new BUNN SmartWAVE low profile brewer, at 17" in height, fits under a standard cabinet, making it an excellent choice for an office coffee setting. Turbulence is

an important element in brewing perfect coffee. To enhance this, SmartWAVE technology was developed to provide uniformity of extraction and more contact between water and coffee. The result – a great cup of coffee. The adjustable legs and slide out tray make it possible to brew into 1.9 liter thermal carafes as well as a variety of lever-action and push-button airpots. Easily transport these to remote serving areas and keep coffee hot and fresh for hours. For more information visit www.bunn.com.

Third annual SCAA Roasters Guild Retreat auction raises nearly \$15,000 for Coffee Kids

During its 3rd Annual Roasters Guild Retreat Silent Auction, Specialty Coffee Association of America netted nearly \$15,000 for Coffee Kids, a non-profit organization. The auction took place throughout the 7th Annual SCAA Roasters Guild Retreat, Aug. 16-19 at Sugar Lake Lodge in Grand Rapids, Minn. A check in the amount of \$14,739 was presented to a Coffee Kids representative during SCAA's Conference Committee Meetings at the Minneapolis Convention Center. This year's Roasters Guild Retreat Silent Auction proceeds significantly surpassed last year's sum of \$8,609. For more information visit www.scaa.org.

Coffee & Tea Festival: NYC 2008 selects official event charity



Starfish Junction Productions, event producer of the Coffee and Tea Festival NYC, has selected Cup for Education as the official event charity for the 2008 show. Cup for Education

helps poor coffee producing communities of Central and Latin America build schools to educate the future generations of coffee farmers. The Coffee and Tea Festival NYC 2008 will help raise funds for Cup for Education. Cup for Education will have a strong presence at the festival. A booth will be devoted to and manned by Cup for Education. Volunteers will be selling raffle tickets, taking donations, and educating those who are unfamiliar with their efforts. For more information visit www.coffeeandteafestival.com.

Keeping freshly brewed coffee hot longer – the Bodum® way

BODUM®, industry leader in the US specialty coffee maker category, is proud to introduce the Chambord Double Wall Coffee Press, "best in category" winner of the 2007 Housewares Design Award. Taking the coffee experience to the next level, the double wall design of the Chambord's beaker, made of heat resistant borosilicate double-wall glass, adds thermal properties to the unit – keeping freshly brewed coffee hot for a longer period of time while the unit remains cool to the touch. Now, multiple cups of coffee can be savored over time – each one as delicious and aromatic as the first. For more information visit www.bodumusa.com.

Unic announces the launch of its subsidiary Unic USA Corp. in the greater Seattle area

Mill Creek, Seattle, WA, USA (October 1, 2007) – UNIC USA CORP., located at 16000 MillCreekBoulevardinthecityofMillCreek, North of the Seattle area, inaugurated its new premises on November 9, 2007. Managed by Chris Ernotte since June 2007, the new USA branch is now in full operation with complete inventories of Unic's equipment line of professional espresso machines, ranging from the Zi and Rumba lines to the latest versions of the Tango super-automatics. Unic USA Corp. is now positioned to provide the necessary technical support for its existing and future machine base in North America. For more information visit www.unic.fr.

S&D continues commitment to eco-friendly practices with new L.E.A.F.S. program

S&D Coffee, Inc. has recommitted its efforts to all things green by forming a cross-disciplinary committee that spans all levels of the organization in order to address environmental issues in the

workplace and beyond. L.E.A.F.S., or Leading Environmental Awareness for Sustainability, will seek to change the environmental awareness at S&D Coffee, through education of the company's employees, customers and suppliers. S&D Coffee, Inc. has recommitted its efforts to all things green by forming a cross-disciplinary committee that spans all levels of the organization in order to address environmental issues in the workplace and beyond. L.E.A.F.S., or Leading Environmental Awareness for Sustainability, will seek to change the environmental awareness at S&D Coffee, through education of the company's employees, customers and suppliers. For more information visit www.sndcoffee.com.

12 partners, 12 unique projects making a difference for coffee-farming families

Biodiesel production, microcredit, and adult literacy are just a few of the programs Coffee Kids, a Santa Fe-based nonprofit, will fund in the 2007-2008 fiscal year. Twelve organizations in the countries of Mexico, Guatemala, Nicaragua, Costa Rica and Peru will receive support for their programs. This year, the Chajulense Association joins the Coffee Kids roster. The organization, located in Chajul, Guatemala, was formed in 1988 to help coffee farmers market their coffee. They have expanded their mission to include economic diversification efforts and programs for women. Coffee Kids will help the organization fund a textile and business training program for the women's group. For more information visit www.coffeekids.org.

Coffee Fest Seattle wraps up 49th show, earns high grades specialty coffee trade show reinforces reputation as leader in retail education.

When Coffee Fest Seattle organizers closed the show floor on Sunday, November 11, they tallied up more than 10,000 attendees and exhibitors who gathered at the Seattle Convention and Trade Center last weekend to celebrate and promote the specialty coffee industry. Billed as the "go-to" show for coffee, tea and specialty beverage retailers, Coffee Fest brewed a show rich with classes, seminars and workshops; networking opportunities; a trade floor boasting more than 400 booths; and the Millrock Latte Art contest that turned the spotlight on baristas honing their technical and artistic skills over steaming cups of espresso and foamed milk. For more information visit www.coffeefest.com.

Dixie® Insulair® offers a new design in the Ecosmart™ cup

Georgia-Pacific Food Services Solutions announces the latest addition to its popular product line of Dixie Insulair insulated paper cups with the new Interlude design. The new look of Interlude combines vibrant musical accents and warm red and gold hues to compliment the performance of triple-wall layering that keeps beverages hot. The Dixie

NewsBites ...continued

OCS "pioneers" form consulting company

With over 70 years combined experience in the coffee industry, the team of Tom Williams of Meridian, MS and John Conti of Louisville, KY has formed a coffee consulting Company, Williams & Conti Coffee Consulting, LLC. Williams, is the former owner of Coffee Butler Service, Inc. Conti, owner of John Conti Coffee Co. headquarter in Louisville, KY has been in the coffee roasting and distribution business for 45 years. Both served as President of the National Coffee Service Association as well as numerous other coffee associations. Interested parties may contact either Tom Williams or John Conti at: wacc.llc@gmail.com or jconti@johnconti.com.



Café de Colombia becomes the first ever non European product to be awarded a Protected Geographical Indication

The recognition of Colombian coffee as a Protected Geographical Indication (PGI) in Europe was celebrated during an event at the European Commission, gathering Mr. Jerzy Bogdan Plewa, Deputy Director-General, Agriculture, His Excellency Carlos Holmes Trujillo, Ambassador of Colombia to the European Union and Mr. Gabriel Silva, CEO, National Federation of Coffee Growers of Colombia. It is the first time such a label is given out to a non European agricultural product since the inception of the recognition scheme in 1992. This acknowledgement is a great accomplishment both for the Colombian coffee growers and for their

Federation, whose efforts to protect and promote Colombian coffee for the past 80 years have led to this recognition. For more information contact jungpeter@webershandwick.com.

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Coffee Fest Set to celebrate 50th show in Washington, D.C. specialty coffee trade show brings wealth of experience to nation's capital in February

Coffee Fest heads to the nation's capital in February to host its 50th show. Held at the Washington Convention Center in downtown D.C., this year's show is a culmination of 16 years of producing retail trade shows that have made significant strides toward bolstering the profile and profits of the specialty coffee and tea industry. The show kicks off on Friday, February 15, 2008, with an opening ceremony with ambassadors representing coffee-growing countries from around the world. Coffee Fest organizers will offer the gold standard of retailer education with a carefully crafted series of classes, workshops and seminars for retailers looking to make their business bloom. The Millrock Free Pour Latte

Championship will draw an international group of talented baristas for an artful and technically challenging competition. And, a bustling trade floor with more than 200 booths will set the stage for forging new business relationships. For more information visit www.coffeefest.com.

Coffee Kids 20th anniversary celebration dinner

Coffee Kids will hold a 20th Anniversary Celebration Dinner during the Specialty Coffee Association of America's 2008 Conference & Exhibition. Members of the international coffee community and allied businesses are invited to commemorate Coffee Kids' achievements during the last two decades and honor the supporters who have made this work possible. For advance dinner reservations and event information, please contact Heather Ferraro Tel: (505) 820-1443.

Princisco, Inc., makers of BOOSTA SHOT™ High-Energy Mix, sets out to define the market for hand-crafted energy beverages.

With the eyes of the beverage industry squarely focused on the tremendous growth of Ready-to-Drink energy beverages, Princisco Inc. recently launched a branded energy ingredient that has brought amazing opportunity and much needed innovation to café menu boards across North America. BOOSTA SHOT™ Energy Mix provides café operators and food service retailers the opportunity to enter the \$6.6 billion energy drink market via the made-to-order category. With its neutral taste profile and with no sugar added, BOOSTA SHOT™ delivers the energy consumers want, in the beverage they choose. The botanical-based, liquid energy mix provides the energy of a RTD yet does not change the taste profile of the beverage so that operators can add it to specialty coffee drinks, smoothies, sodas or even water. For more information visit www.boostashot.com.

Denver based coffee chain going global

Maui Wowi Hawaiian has announced that it has signed its first international master franchise agreement in Singapore. Since its debut in 1983, Maui Wowi has grown from a small beverage cart serving neighborhood festivals to now expanding worldwide. Maui Wowi, which serves premium Hawaiian Kona-blend coffee and its signature fresh fruit smoothies, will be opening their first store outside of the U.S. in February 2008. The move marks the beginning of a structured program to turn Maui Wowi Hawaiian into a global network of franchises. Singapore is an ideal location for Maui Wowi and their Aloha Spirit, which adhere to the values of family and the environmentally-aware philosophy of sustainable living. For more information visit www.mauiwowi.com.



Excellent rating in

American Institute of Baking Audit

In an effort to highlight its commitment to quality, Latitude 23.5 arranged for an audit of its roasting facilities and production warehouse by the American Institute of Baking. This inspection is typically one of the most stringent in the food industry. It focuses specifically on sanitation, quality systems evaluation, production quality and occupational safety. Latitude 23.5 Coffee and Tea proudly announces its rating of "Excellent" received by auditors on Thursday, November 29th. For more information visit www.LatitudeCoffee.com.

Coffee Masters introduces festive spring gift line

Coffee Masters, Inc., Leading Midwest wholesale coffee roaster, today announced the launch of their first line of spring themed gifts. The Spring Collection includes gourmet coffee, cocoa and tea assortments. Coffee Masters is now

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