

COFFEE TALK

October 2008
Vol. XXI No. 10

Visit our website at: www.CoffeeTalk.com
Since 1988 — in our 21st year

ROASTING

for the
**Greater
Good**

NCA USA

THE CANADIAN
COFFEE & TEA
SHOW™

*The most trusted source in coffee
from crop to cup*

\$4.75 Per Issue • Complimentary to Coffee Professionals

PRSRRT STD
U.S. Postage
PAID
Permit No. 178
Salem, OR

Change Service Requested

HNCT, LLC
23712 49th Ave SW
Vashon, WA 98070



JavaMania introduces new holiday flavors

Deck the Halls; sweet, creamy white chocolate with the cool taste of mint. Frosty's Favorite: spicy cinnamon and nuts with a creamy finish. Jingle Bell Java: a favorite holiday combination of caramel and vanilla, with a splash of rum. Christmas Cookie: creamy and sweet, like a freshly baked cookie. Reindeer Rum: a splash of rum flavor to add a kick to your coffee. Call 888-280-JAVA for free samples and information.

Latte art champion wins after eight times at counter



The Millrock Free Pour Latte Art Championship, a Coffee Fest highlight, draws competitors from around the world and this year's contest was no different.

Baristas traveled from Russia, Canada, Japan, Australia, and all regions of the United States to compete for the artiest drink. And, after eight shots at the counter, eight tries that didn't even yield a chance at the finals, Hiroshi Sawada, from Caffee Milkart in Tokyo, Japan, cruised to a first place finish and finally cemented his position as the world's top Latte Artist. To top off his win, Sawada turned around and donated his earnings to Coffee Kids, a non-profit organization whose mission is to help coffee farming families improve the quality of their lives. For a complete list of winners visit www.coffeefest.com.

Unic hires Director of sales and marketing for Northwest

Unic USA is taking another step towards growing its presence in the U.S. market, by hiring a director of sales and marketing for the Northwest area. Anastasia Chovan, the newly hired director of sales and marketing, has been working within the coffee industry for 12 years, started as a barista at Stauf's Coffee Roasters in Columbus, OH in 1996. Loving the coffee industry so much she moved to Seattle, WA in 2000, where she worked as a Northwest Regional Manager for Espresso Specialists. After 10 years of working with coffee in one form or another, she joined Unic because Unic is committed to providing solutions to the coffee and food service industry. For more information visit www.unic-sa.com.

JAVA-GOURMET Rub silver finalist in 2008 NASFT sofi awards

JAVA-GOURMET's JAVA RUB Sicilian Citrus has been chosen as a Silver Finalist in the category of Outstanding Shelf-Stable Foodservice Product. JAVA RUB Sicilian Citrus is a blend of Italian espresso, lemon and orange zest, garlic, basil and sea salt for a taste of Mediterranean sunshine in every bite. Perfect on grilled chicken, shrimp and vegetables or blend with olive oil for an exceptional bread dipper. JAVA RUB Sicilian Citrus was one of only 141 products among more than 1500 entries in 31 categories to achieve Silver Finalist status. JAVA RUB Sicilian Citrus is available for purchase from www.java-gourmet.com.

Kenya AA supplied by Moledina Commodities wins first place at Pacific Coast Coffee Association cupping competition.

A sample from Kenya's Gatomboya factory submitted by Moledina Commodities, Inc., edged out 35 other samples entered in the 8th Annual Pete McLaughlin Cupping Competition organized by the Pacific Coast Coffee Association (PCCA). The sample was selected by 41 expert cuppers during the competition on May 22, 2008, at The Annex warehouse in Hayward, California. The Gatomboya Factory is situated in Nyeri district of Central Kenya region. It is one of the four factories belonging to the Baricho Farmers Cooperative Society Ltd. The Gatomboya factory has consistently produced some of the finest coffees from Kenya for the past twenty-five years. For more information visit www.moledina.com.

QuickLabel's Vivo! label printer now prints 50% faster

QuickLabel Systems, a Product Group of Astro-Med, Inc. (NASDAQ:ALOT) today released a new, higher-speed version of its popular Vivo! short-run digital color label printer. The Vivo! now prints at a speed of 3 inches per second, a 50% increase in speed over the previous Vivo! model. The Vivo! is an electrophotographic digital label printing system that prints photo-quality color labels on roll-fed label stock, allowing on-demand label printing with variable label content, including photos, graphics, and barcodes. The toner-based Vivo! prints labels on-demand, allowing manufacturers to quickly label their products according to sales orders. For more information visit www.QuickLabel.com.

Visit our new website - www.capitolcups.com

Capitol Cups
A Cool Way To Increase Beverage Profits

Capitol Cups patented design allows for our insulated, reusable, recyclable cup to be produced in one molding process. The in-mold labeling technology provides a durable photographic imprint. Our cups are spill-proof, microwavable and dishwasher safe.

Bisphenol - A(B.P.A.) and Phthalates FREE

Capitol Cups, Inc. 960 W. Veterans Blvd. Auburn, AL 36832 Phone: 334.321.3322

COSTELLINI'S

Delight your taste buds with our **Coffee Flavorings**

1.888.889.1803

www.costellinis.com

It's the Season!

To think about the newest holiday flavors!

- Deck the Halls**
Sweet, creamy white chocolate with the cool taste of mint
- Frosty's Favorite**
Spicy cinnamon and nuts with a creamy finish
- Jingle Bell Java**
A favorite holiday combination of caramel and vanilla, with a splash of rum
- Christmas Cookie**
Creamy and sweet, like a freshly baked cookie
- Reindeer Rum**
A splash of rum flavor to add a kick to your coffee.

javamania
Coffee Roastery
javamania.com

Call 888-280-JAVA(5282) for free samples and information.

Free shipping on bulk coffee over 40 pounds.

CHOCOLATE GOES WITH EVERYTHING

TEA LOVER'S CHOCOLATES

COFFEE LOVER'S CHOCOLATE

bridgebrands chocolate

Bridge Brands Chocolate
www.bridgebrandschocolate.com
888.732.4626

Specializing In....

- Catalogs
- Newsletters
- Coupon Books
- Tabloids
- Bus Schedules
- Inserts
- Directories
- Brochures
- Publications

High speed UV for short run publications!

UV inks print brighter on coated stock!

1-800-800-7980 Ext. 304
FAX (503) 393-4917
www.eaglewebpress.com

EAGLE Web Press