



The image shows a large industrial drum roaster machine, the TMR 660, displayed in a trade show setting. The machine is a large, cylindrical stainless steel drum with a conical top, mounted on a base. It is surrounded by other industrial equipment and is framed by red curtains. The Petroncini logo, a green stylized 'X' shape, is overlaid on the left side of the machine. The text 'petroncini' is written in a large, white, sans-serif font across the top of the machine. Below it, the words 'impianti' and 'dal 1919' are written in a smaller, italicized font. A sign on the machine reads 'BUHLER petroncini'. The machine is the central focus of the advertisement.

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# Editorial

Colombian coffee is getting back to record levels. According to Fedecafé (Federación Nacional de Cafeteros, [www.cafedecolombia.com](http://www.cafedecolombia.com)) in the 12 months from March 2007 to February 2008 production reached 13.1 million bags, close to its all-time high recorded in 1995. Exports are also rising, currently at an annual rate of 5.3%, with a total volume of 11.6 million bags.

In the meantime the plantation renewal programme continues apace, with the aim of replacing 50% of the bushes by 2011, requiring an overall investment of 650 million dollars. So with harvests rising, prices recovering and world demand in steady expansion the stage seems set for a return to prosperity. The reality is different. The killjoy factor is the marked rise in the value of the peso against the dollar, accentuated by the high interest rates in Colombia which are attracting foreign investment and increasing the dollar supply. To avoid making things worse, last month the Banco de la República decided not to implement any further increase, but the national bank has no intention of relaxing the squeeze, for fear – according to analysts – of a return to high inflation and a swollen food bill. Together with textiles and flower cultivation, the coffee industry is among the hardest hit, losing hundreds of millions in income every year.

Fedecafé president Gabriel Silva has said that the situation is “extremely worrying”. Former economy minister Juan Camilo Restrepo takes an even bleaker view. After bouts of broca (coffee berry borer) and roya (rust), he opines, the revaluation of the peso is the latest blight to descend upon the Colombian coffee industry. ■

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**COLOMBINI**



# Zimbabwe's millionaires



International outlook

### **With inflation sky-high, what future is there for coffee production?**

At the beginning of the year the annual rate of inflation in Zimbabwe touched an all-time high of 100,580.2%, and at the end of January the country's central bank began issuing 10-million Zim dollar (ZWD) notes. At the moment this astronomical sum is just about enough to buy a loaf of bread, but the currency's purchasing power is collapsing at such a rate that in a short time it may be worth no more than few crumbs. This state of affairs has arisen following seven years of unbroken recession, which has led to a chronic shortage of basic necessities, including food and water, fuel and energy. Agriculture, one of Zimbabwe's economic strengths, has not been immune to this collapse. Coffee exports dropped by 71.75% between 2000 and 2007, and there is no telling what effect the latest bout of hyperinflation will have on production in 2008.

### **Historical and political background**

In its turbulent 20th-century history, what is now the Republic of Zimbabwe passed through a number of constitutional configurations: Southern Rhodesia (1901-1964), the Republic of Rhodesia (1965-1979) and Zimbabwe Rhodesia (1979-1980).

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On April 18th 1980 Zimbabwe was declared independent and a general election put the government in the hands of Robert Mugabe. At first he set about a peaceful economic and social reorganisation of the country, and the progress he made earned him considerable approval at home and abroad. But it did not prevent the outbreak of bloody conflict in 1982 between factions of veterans who had fought in the war of independence. The resulting civil war lasted until 1987, by which time Mugabe had abolished the post of prime minister and proclaimed himself president with full executive powers. Re-elected in 1990, he progressively took possession of all the levers of power in the country for himself and his party, while increasing his demagoguery and repression. As opposition to Mugabe and accusations of human rights violations increased, the country's economy went into serious decline. The general election held at the end of March has been marred by a sensational refusal to release the results, creating suspicion in the international community. At the time of writing the outcome is still far from clear.

### Economic collapse

The main pillars of the Zimbabwean economy are agriculture, minerals and tourism. The principal agricultural products sold for export are tobacco, cotton, peanuts, tea and coffee. Before the economy went into meltdown, the former Rhodesia was one of the least poor African countries and had one of the continent's best international credit ratings.

The economy was hit hard by the agricultural reform of 2000, in which Mugabe's government expropriated, without compensation, most of the holdings of white farmers – accounting for about 70% of the country's arable land – and handed out much of the land to its political supporters and army veterans. The new owners proved incapable of managing their agricultural enterprises and agricultural production went into freefall. The expulsion of thousands of specialised farmers after the reform was accompanied by the

## REPUBLIC OF ZIMBABWE



### INFORMATIONS

|                                |                             |
|--------------------------------|-----------------------------|
| Official name:                 | Republic of Zimbabwe        |
| Official languages:            | English                     |
| Recognised regional languages: | Shona, Sindebele            |
| Denonym:                       | Zimbabwean                  |
| Capital (and largest city):    | Harare (formerly Salisbury) |
| Currency:                      | Dollar (\$) (ZWD)           |

### POLITICS

|                          |                       |
|--------------------------|-----------------------|
| Government:              | Presidential Republic |
| President:               | Robert Mugabe         |
| Vice President:          | Joseph Msika          |
| President of the Senate: | Edna Madzongwe        |

### INDIPENDENCE FROM UK

|           |                   |
|-----------|-------------------|
| Rhodesia: | November 11, 1965 |
| Zimbabwe: | April 18, 1980    |

### AREA

|        |                                 |
|--------|---------------------------------|
| Total: | 390,757 km <sup>2</sup> ( 60th) |
| Water: | 1%                              |

### POPULATION

|                              |                    |
|------------------------------|--------------------|
| Total ( July 2005 estimate): | 13,010,000         |
| Density:                     | 33/km <sup>2</sup> |

### GDP ( PPP)

|             |                   |
|-------------|-------------------|
| Total:      | \$ 30.581 billion |
| Per capita: | \$ 2,607          |

### GEOGRAPHY

|            |        |
|------------|--------|
| Continent: | Africa |
| Time zone: | UTC +2 |

enormous expense of military intervention in the Congolese civil war (1988-2002), widespread corruption and the suspension of international aid as a result of the disapproval of Mugabe's policies on the part of a number of western countries (especially Germany, Denmark, Holland and Sweden). For its part, the government attributed the crisis to a protracted drought and foreign sabotage.

Zimbabwe is the only country to have recorded a fall in GDP over the last two years (-6.2% in 2007 and -4.5% in 2008, according to provisional estimates made by the International Monetary Fund HYPERLINK "<http://www.imf.org/>"www.imf.org), unemployment stands at about 80% and basic foodstuffs are in extremely short supply. Inflation is out of control. In 2006 it recorded an annual rate of 1,016.7% and the latest IMF estimates for 2007 put it at 16,170.2%. Then in December and January it spiked alarmingly: it reached 66,212.3% at the end of 2007 and passed the threshold of 100,000% at the beginning of this year. The cost of living has become impossible. At the time of writing the official exchange rate is 10 million ZWD to 333.33 USD, but on the black market the new banknotes are virtually worthless, reflecting their actual purchasing power. According to the Zimbabwean weekly The Standard, in January one million ZWD could buy 1.25 USD, while at the beginning of March CNN reported that 10 million ZWD was worth 40 American cents. Foreigners who pay prices expressed in the local currency by credit card, on which the official exchange rate is applied, risk financial ruin. An innocent breakfast listed at 125 million ZWD and paid for by credit card would actually cost 4,166 instead of 5 USD.

A government-controlled newspaper recently published an article under the headline "Tractors and seed handed out to farmers, production recovers". Many of the recipients, however, appear to have been forced to sell what they were given. Better a loaf today than a plantation tomorrow.

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Detail of an African traditional wooden mask

### Coffee production

Arabica coffee was introduced into Zimbabwe at the end of the 19th century, but in the 1920s production was all but wiped out by disease. It was not until the 1960s that cultivation really took off again and Zimbabwean coffee made its appearance on the international market. Most of the plantations are located in the provinces of Manicaland and Mashonaland, near the country's eastern border with Mozambique. Over the years producers have worked hard to select coffee bean origins so as to attain a strong position with regard to industry standards. The code used to mark the highest quality bags is 053, which corresponds to grade AA. According to some commentators the agrarian reform of 2000 had no direct effect on coffee-growing areas, but the

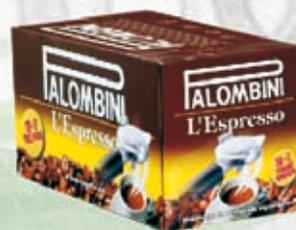
most likely explanation for the marked drop in production is the country's economic collapse. Figures provided by the International Coffee Organisation (ICO, [HYPERLINK "http://www.ico.org/"www.ico.org](http://www.ico.org/)) place the highest coffee exports in 1990, when Zimbabwe reached a total of 250,772 bags. By 2000 exports had fallen to 117,057 bags and the downward spiral has continued, recording 53,158 bags in 2006 and an estimated 33,078 in 2007: a drop of 37.78% in just a year. The economic meltdown of the last few months and the current political crisis will certainly not help production in the present agricultural year, and the outcome of the crisis will have a decisive effect on the country's economy and its role in the international market. ■

*Gabriele Rigon*

automatic packaging machine

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Petroncini Impianti S.p.A. is a primary world company, established in 1919, specialised in the engineering and manufacturing of machines and complete plants for coffee processing.

Its mission is provide the highest quality plants, machinery and services in order to satisfy customers' needs and support their growth with outstanding solutions.

To this end, the company designs, manufactures, assembles and installs complete plants according to the specific requirements of every single customer.

## **Products for every need**

Petroncini Impianti manufactures a wide range of roasting machines from 2 kg/batch up to 660 kg/batch and coffee grinders suitable for distribution centres and industrial systems too.

In addition, these machines are supported by a range of quality equipment that is an integral part of their plant system:

- Receiving, treatment, cleaning and storage of green coffee;
  - Coffee roasting machines fitted with electronic weighing and cleaning systems;
  - Storage and blending equipment for roasted coffee beans;
  - Coffee grinding machines fitted with automatic feeding system to the packaging machines;
  - Storage and degassing of ground coffee;
  - Handling of green, roasted and ground coffee both mechanically and pneumatically;
  - Fully computerised roasting process using electronic units programmed according to our specific in-depth scientific research in this field;
  - Centralised electronic units able to drive and control the whole production process, from receiving of green beans to the packaging phase.
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Unveiled in Milan at the International Hospitality Lounge (Salone Internazionale dell’Ospitalità – SIC) and then exhibited at the Interpack trade fair in Dusseldorf, the roaster will be on view at the Petroncini Impianti S.p.A. factory for inspection and test runs.

The biggest of its kind in the world, the TMR 660 stands as a practical response to three basic, and sometimes irreconcilable, commercial requirements: the demand for high production volumes faced by large companies, the maintenance of high quality standards in roasted coffee and considerable savings in production costs.

These needs are met by a high per-cycle load capacity and a computerised Profile Roasting Control system based on an active time-temperature roasting control mechanism combined with an indirect hot air convection system including air recycling and energy recovery.

**The other defining characteristics of the TMR 660 are**

**RELIABILITY:** its simple, robust construction requires low maintenance and guarantees a low fault risk



Profile roasting control



**FLEXIBILITY:** the machine can be used in the production of various types of coffee – filter, mocha, espresso and Turkish – on the strength of the regulation of a wide range of variables in the roasting process.

**UNIFORMITY:** a perfect blend of coffee beans in the drum an even heat exchange between the hot air flow and the beans. Each bean is exposed to the same degree of roasting from core to surface.

TMR 660



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## TME



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CONSTANCY: by virtue of the time-temperature roasting control system, once the desired quality standard has been established the machine carries out a faithful and constant repetition of the production process in all the roasting cycles.

Petroncini Impianti S.p.A. goes beyond the supply of reliable top-quality products able to satisfy the needs of the most demanding customers. One of its biggest trump cards is its PRE-SALES and AFTER-SALES service.

The company's pre-sales consulting for customer needs research service carries out problem-solving investigations into production and quality questions, identifying the best possible technical solutions to customers' difficulties. After installation and start-up of the equipment, the after-sales service places the company's technical staff at the disposal of the customer for all the training and advice needed for the fully independent operation of the machines.

This is followed up by full ongoing service assistance and remote technical assistance.

The range of company services is completed by training and advice in the selection of green coffee, the formulation of blends according to the types of coffee to be produced, coffee-making methods and consumption patterns in the markets in which the coffee is to be sold.

Bühler AG and Petroncini Impianti SpA have finalized a trade and technical agreement in order to join skills and capacities and challenge worldwide the market of machinery supplies and solutions for handling and roasting coffee.

Bühler is leader in the basic technologies of cocoa and chocolate processing, grinding, blending & mixing, bulk handling and shaping for processing cereal grains and foods, producing and upgrading engineering materials, and die casting.

Bühler is present in over 100 countries across the globe, either with its own affiliated companies or represented by agencies.

Petroncini, as technological partner of Bühler AG for coffee processing machines and plants solutions, offers its own products through Bühler's sales network. ■

The graphic features a red background with a white world map. At the top left is the BÜHLER logo in blue and white. At the top right is the petroncini logo in green and white, with 'impianti' and 'dal 1919' written below it. The title 'Worldwide Sales Organization' is centered in bold black text. Below the title is a list of services:

- Green Coffee Processing Plants
- Turnkey Complete Coffee Plants
- Profile Roasting System  
Quality Control
- Coffee Competence Center and  
Technical Assistance Service





# Discovering Indonesia

## At the root of great traditions

Borobudur is a ninth century Mahayana Buddhist monument in Magelang, Central Java, Indonesia. The monument is decorated with 504 Buddha statues

Our guide on this enterprise is coffee expert Carlo Invernizzi, whose vast experience covers green and roasted coffee alike, co-author of the book *Knowing Coffee* (Conoscere il caffè, Eusebianum 1984) and recent author of *Knowing Green Coffee* (Conoscere il caffè verde).

### **By way of introduction**

Our review of the various types of green coffee available does not follow alphabetical order. We shall start with the most widely occurring varieties, which may be badly or little used, and move on to gourmet varieties.

Our observations are designed not so much for big-company professionals, used to working with large quantities of what is usually one type of coffee, as the coffee-loving roaster engaged in a tireless quest for the best varieties to compose his blends. They are also of interest to people who have just started up a

business and are looking in vain for a decent school of coffee and inexperienced agents travelling up and down the country to sell green coffee to companies.

### **Indonesian coffees**

Indonesia is surrounded by the Pacific and Indian Oceans, the South China Sea and the Arafura Sea.

Coffee bushes were first planted there by the Dutch in the mid-17th century, and the first Java beans were sold in Amsterdam in 1712.

There was a time when washed Indonesian coffees were unreliable because they were left in the same water for too long, but this drawback has now been overcome.

With its light, low-acid, consistent and balanced aroma, Java is more tangy, earthy and spicy than its Sumatra and Sulawesi counterparts. Sumatra has good body and a syrupy chocolate aroma.

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Indonesia Java  
Governmental Plantation

The classification of Natural Indonesia Robustas runs as follows, according to the impurities and bean size of each type:

- EK Special Extra Large Bean Grade 2 (with or without 25 defects) (per 100 gr.)
- EK Special Extra Large Bean Grade 3 (with or without 40 defects)
- EK 1 Grade 2 (with or without 25 defects)
- EK 1 Grade 3 (with or without 40 defects)
- EK 1 Grade 4 (with or without 60, 80, 100, 120 defects)
- EK 1 Grade 5 (with or without 150 defects)
- EK 1 Grade 6 20/25 (20/25 is equivalent to the triad percentage)

All types of Natural Robusta are preceded by the letters EK, which stand for the Dutch term Eerste Kwaliteit, meaning prime quality.

Washed and polished coffee is distinguished by the letters AP (after polished), meaning that it has been treated with hot water after dry preparation, as is the case with other natural coffees.

The best-known Robustas on the international market are produced in Java and sold under the letters WIB (West Indische Bereiding), meaning that they are processed with the West Indian (Antilles) method, which is considered the most thorough.

SUMATRA ROBUSTAS are shipped in May and June

SUMATRA ARABICAS are shipped in June

BALI COFFEES

are shipped in June

SULAWESI ROBUSTAS

are shipped in July

SULAWESI ARABICAS

are shipped in June

JAVA COFFEES

are shipped in July and August

TIMOR COFFEES

are shipped in July and August

**The Natural Indonesia Arabicas are:**

- Sumatra Arabica Grade 1;
- Arabica DP (Double picked);
- Arabica SP (Single picked).

They have large light-coloured beans. In the cup there is sometimes a slight spicy taste but they usually have plenty of body.

**The Washed Indonesia Arabicas are:**

- Kalosi Toraja Grade 1;
- Lintung Grade 1;
- Mandheling Grade 1;
- Timor Arabica.

These are top-quality coffees used in blends tailored for the most demanding customers. They are distinguished by their exceptional body and chocolatey taste.

Le tue miscele sono eccellenti ma puoi stupire ancora di più i tuoi clienti con una linea di caffè gourmet fra i migliori del mondo



Salviette con sovrastampa del paese di origine



Dispenser da 18 cialde con logo del Cliente



Origine del caffè stampata sulla busta



Dispenser personalizzabili in piccole quantità con adesivo a colori con logo del cliente  
Disponibili anche Espositore INOX e carta dei caffè





a bluish tinge. In the cup it is scented and slightly acidulous. Its delicacy contrasts deliciously with an excellent body.

**Characteristics:** remarkable scent, remarkable development, good crema, lasts well in the cup, excellent aroma; no bitterness, woody taste or earthiness, nor is there a taste of fermentation.

### Sumatra Mandheling Triple Picked

Cultivated among the volcanoes in the mountain range running along the north-east coast of the island, this noble coffee is a worthy progeny of the first transplants made by the Dutch in Sumatra more than 300 years ago.

Picked, processed and selected entirely by hand, it has a rigour gives it the unique honour among Indonesian Arabicas of being part of a great espresso blend.

**Characteristics:** with a strong character and marked structure, its intense taste recalls an elixir of herbs and gentian flowers, evaporating in smooth hints of half-roasted nuts. ■

*Carlo Invernizzi*

### Overall assessment of Indonesian coffee (1 to 5):

Body 5 Acidity 2 Balance 2

**Taste:** generally speaking, full-bodied with medium acidity, chocolatey and spicy taste with high intensity and substantial crema in the cup.

**Recommended roasting:** medium-dark to dark.

**Pleasant blend:** as a basic Robusta in a bar blend with a Brazilian and two Central Americans. The result in the cup has the right linger and a compact crema.

We shall now focus on two specific types of coffee: Timor Arabica Aifu Altura First Quality and Sumatra Mandheling Triple Picked.

### Timor Arabica Aifu Altura First Quality

Grown on the island of Timor, this coffee was a primary factor in the success of the old Viennese coffee houses. Its slightly elongated bean contains the lowest proportion of caffeine (1.29%) we have ever found. The bean is green with



Indonesia  
Timor Arabica



# Separator

La macchina recupera caffè da  
PACCHETTI da 250 e 500 gr, CIALDE  
FILTRO e CAPSULE FLESSIBILI e  
RIGIDE con separazione del caffè  
setacciato dal materiale di  
confezionamento

# Roaster

*half bag (30 kg)*

Tostatrice Automatica 30 kg batch  
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# A Pod is a pod, is a pod, is a pod... or is it?



## All pods are not created equal

The other day I was interviewing a candidate for a sales position at my company, Automatic Brewers and Coffee Devices, Inc.(ABCD).

I gave her the tour of our plant, showed her our pod making machinery, and asked if she had any questions.

“Well,” she responded, “I understand that there are thousands of coffee brewers out there, each offering their own unique blends, but aren’t all pods themselves pretty much created equal?”

That question comes up quite a bit in our industry, so I thought about it for a minute, then had an inspiration.

“Let’s go ask the guy who invented pods over fifty years ago, I think he will respond to that that better than I can,” I said, “I know just where we can find him.”

She looked a little concerned, I think she was wondering if we were going on a field trip to a coffee museum or something. So I reassured her, “He’s right upstairs, you’ve

met him already, he’s my father, K. Cyrus Melikian.”

That surprised her, she thought that pods were a relatively recent invention. So I gave her a little history lesson. I told her that pods have been around since the 1950s, when they were invented to answer the demand for single cup servings at restaurants and in vending machines. I explained that pods were developed here in the United States, but they have been in use in Europe for decades, with billions of pods already sold.

When we got to Cyrus’s office, we posed the question to him. What makes one pod better than another?

He sat back in his chair and replied, “I’m going to give you a little education in pods, and when we’re done there’ll be a test.”

She turned to look at me and I just laughed, “Don’t worry, he’s just kidding,” I said, “at least I think he is.”

Cyrus continued, “For most people it’s hard to tell just looking at 2 pods from dif-

AM/21 STANDARD, SINGLE-COMPARTMENT,  
WALL OR COUNTER COFFEE DISPENSER Capacity: 6 Kg.

M/21 MONOPOSTO STANDARD DA PARETE O APPOGGIO  
Capacità: Kg. 6



AM/130 STANDARD 3 COMPARTMENT BATTERY.  
Capacity: 5 Kg. for compartment.

M/130 BATTERIA A TRE SCOMPARTI STANDARD.  
Capacità: Kg. 5 per scomparto.



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Capacità: Kg. 8



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Mr. Robert Melikian  
and Cyrus Melikian

ferent manufacturers which one will make a better cup of filtered coffee or espresso. You have to look at how it's made, the packaging, and the quality control of the company."

He went on to explain that it really starts with the grinding. Different brewers have their own unique grinding specifications; here at ABCD we use the MPE 88 Gran-U-Lizer, a very sophisticated piece of precision grinding equipment that can match the requirements of the most discriminating brewers.

The next step is where the ground coffee or espresso is sealed into filtered paper. "The paper is really crucial," Cyrus explained, "we went through dozens and dozens of tests before we found one that would meet our standards. The pods are produced on a perforated tape, so the filter paper has to be strong enough to withstand the pod making process and the final brewing, while being thin and pure enough not to mask any of the coffee flavor."

The final step is to hermetically seal, then nitrogen flush the pod packages to ensure freshness and consistency. ABCD was the first pod producer to use nitrogen to preserve and protect pods.

"Did you know we can pack up to 6 pods in one pouch? Or that we actually pioneered the 14 gram pod, which is very popular," he inquired.

"No, I didn't," she responded, "can you customize the pods for each customer? I would think that's important."

Cyrus nodded his head, and replied "we're really customer service driven here, we'll even use the customer's own packaging

material," he went on to explain, "we've gone so far as to design pod-specific brew baskets and an easy-access dispenser for pods; we take our customers needs very seriously."

"Now it's time for the test, are you ready?" he asked, as he got up from his desk.

"I guess he wasn't kidding," I told her as Cyrus led us to our pod demonstration room.

He proceeded to open 2 different espresso pods from different manufacturers. "This is how we show brewers the difference between pods," he explained as the espresso was brewed, "it's the ultimate test. Here, see if you can taste the difference." He handed her each cup in turn, she tasted both.

"This second one is much better," she said, indicating the espresso created with the pod from ABCD, "I guess there really is a difference."

From the big smile on Cyrus's face I could tell she had passed the test. ■

**Robert Melikian**





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Café de El Salvador



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# 2008 Cup of Excellence Welcomes Rwanda

MISSOULA, MT – The Alliance for Coffee Excellence, Inc. recently released the 2008 Cup of Excellence® schedule, readying the program for another successful year. With the 2008 schedule ACE also welcomes Rwanda to the Cup of Excellence, representing the first time the program has expanded beyond its Central American roots. In all, eight countries will participate in the stringent competition and auction program: Costa Rica, Nicaragua, El Salvador, Guatemala, Honduras, Rwanda, Colombia and Bolivia.

This expansion beyond its traditional roots in Central and South America illustrates the growing interest in the program from throughout the world. “We are definitely excited to welcome Rwanda to our Cup of Excellence family,” explains Susie Spindler, executive director of ACE, which runs the Cup of Excellence program. “As

the first program for ACE in Africa this represents a significant step for both the Cup of Excellence program and for Rwanda,” she adds. “The continued success of the program and the demand from the marketplace for extraordinary coffees has allowed us to welcome Rwanda to the Cup of Excellence, and in turn, the competition and auction will help Rwandan farmers bring their truly exceptional coffees to the specialty market.”

In addition to an expansion of the program, Spindler anticipates that 2008 will once again bring high average prices for the winning coffees sold at auction. Since its inception in 1999, the price per pound has steadily increased to reach \$6.11 in 2007. In just the past four years the average price per pound has increased nearly 75% from \$4.56 to \$6.11.

“Attention to quality on the part of the growers, coupled with increased com-

petition from buyers around the world has helped Cup of Excellence winning farmers receive more money for their efforts," added Spindler. In response to the marketplace momentum, the opening price for all auctions will be increased this year. well. To date, juries for most competitions are already full, with waiting lists for some countries.

Since it's beginnings in 1999, the Cup of Excellence® program has hosted programs in Brazil, Nicaragua, Guatemala, El Salvador, Honduras, Costa Rica, Bolivia and Colombia.

The Cup of Excellence program is managed by the non-profit Alliance for Coffee Excellence, Inc, The state of the art Cup of Excellence auction has been managed since 2002 in partnership with CommoditiesOne, a leading software development firm.

For more information about the Cup of

Excellence program, or to become a member log on to [www.cupofexcellence.org](http://www.cupofexcellence.org)

**The 2008 Cup of Excellence schedule is as follows:**

**Costa Rica:** International Competition April 7-11; Auction May 15.

**Nicaragua:** International Competition, April 14-18; Auction May 27.

**El Salvador:** International Competition April 21-25; Auction June 5.

**Guatemala:** International Competition May 8-12; Auction June 12.

**Honduras:** International Competition May 19-23; Auction July 8.

**Rwanda:** International Competition August 25-29; Auction October 14.

**Colombia:** International Competition Sept. 15-19; Auction October 28.

**Bolivia:** International Competition October 6-10; Auction November 25. ■



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# Cups by FAC



Perfection  
is of this world

Silvia Canepa,  
President of FAC  
spa - Porcellane ACF,  
in her office

## Research and experimentation at the service of espresso

Italian espresso culture would not be the same without a proper coffee cup culture. The coffee cup has become a professional tool indispensable for turning an everyday routine into a short ritual and for making coffee a memorable sensation. The professional cup is now considered a precious object, whose ideal characteristics are studied by international tasters' associations and honed by the experts at FAC – Porcellane ACF.

This Italian company is the world leader in porcelain cups for professional use and for half a century has been refining the materials, forms, colours and performance of its cups, reaching levels of quality that herald the attainment of perfection. Behind the success of the company is an unceasing commitment to research and experimen-

tation which is now as strong as ever.

Among the exclusive FAC innovations are the striking “egg-bottom” form which keeps the crema firm, a thickness which ensures the right temperature and a porcellana feldspatica mix which gives a high unbreakability index. Added to these is a unique secret colouring formula which produces a sharpness and resilience of colour thus far unequalled.

“Each one of our cups is designed to be a worthy representative of Italian coffee culture in the world, because it is made to enhance the aroma and taste of authentic Italian espresso,” says Silvia Canepa, newly-appointed company President as she illustrates the new mission of the family business, which she has headed since last August together with her brother, Managing Director Alberto Canepa.

“When I was a little girl my father showed

# La garanzia è servita

L'abbiamo scritto nel nostro Statuto all'articolo 2:

“ *Il Consorzio ha per scopo il porre in essere tutte le iniziative per la promozione e la tutela della produzione e della commercializzazione della qualità del caffè destinato al consumo nei pubblici esercizi.* ”

L'elevato standard qualitativo è garantito dall'attività del Consorzio che effettua rigidi controlli sui campioni di caffè destinati alla produzione delle miscele, i quali devono provenire esclusivamente dai migliori raccolti e da accurate selezioni.

Solo le aziende che rispettano queste regole possono fregiarsi del marchio Grancaffè.



Le aziende del Consorzio:  
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CAFFÈ JESI  
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MILANI

QUARTA CAFFÈ  
ROMCAFFÈ  
ROSTKAFÈ  
S. PASSALACQUA





Decorated cups  
about to enter  
the kiln

me the kilns in which he baked his cups,” she recalls, “and it was then that I began to appreciate the world of ceramics.” After graduating in economics, however, Silvia Canepa decided to go her own way and opened an independent accounting practice. “Now I feel strong enough to enjoy the task entrusted to me by my father – to develop a company that can give a great deal of pleasure, especially to real coffee-lovers who want to enhance the coffee experience with the highest quality.”

### The new company mission

Founded in Albisola over 50 years ago by Giacinto Adolfo Canepa, a ceramics technician who rapidly became a specialist in the production of porcelain cups, FAC now employ about 200 people and export half their production to 22 countries in five continents. “In the few months since the formation of our new Board of Directors,” explains Silvia Canepa, “we have been working hard on the development of our new company mission, which is still in the early stages but is already producing pleasing results.” The challenge posed by the global market sees FAC committed to the promotion of the quality of Italian design, of which the company is highly reputable model. Its president explains the new features in the company mission. “We aim to maintain and develop everything that has made FAC a top company, so we are strengthening our research and development department and our personalisation service with targeted upgrades in

the production division, which employs first-rate skilled porcelain workers and technicians. At the same time we want to innovate in everything which can give us an extra edge, such as international services to customers, certifications, internal and external communications, and a higher international profile with initiatives in the coffee industry. We have realised that even in the most specialised spheres there is no recognition of the basic functional characteristics which distinguish the excellence of Italian products. In today’s global market, to get the success you deserve it’s not enough to produce top-quality professional cups, individually tested and certified under the most rigorous criteria, as we do. Nor is it enough to offer the most advanced assistance and personalisation services we have always provided, since our first cups came out of the Albisola kilns redolent of the sculptures of renowned artists such as Lucio Fontana, Wilfredo Lam, Asger Jorn and

The technical and managerial staff personally ensure the perfect execution of the decor



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Giuseppe Capogrossi. What you have to do is make this excellence known by disseminating the culture of the catering-profession cup at a global level, to keep out companies which produce poor imitations of our products and sell them at prices which are lower, but actually much higher in terms of money for quality, often evading legal regulation.”

### **Against price competition**

“When faced with a low price, it’s easy to ignore the effective substance and durability of a product, but FAC professional cups guarantee longer durability and better performance, factors which chime with the identity of customers and enhance their image. At the end of the day all this adds up to an actual financial saving, not to mention the new dangers presented by the possible toxicity of uncertified products, which may cause health problems and damage the credibility of those who use them. FAC have always given a high priority to safeguarding consumer health and protecting the environment. We proudly welcomed the introduction of compulsory cup certification, which requires a declaration of compliance (by Ministerial Decree of February 1st 2007)

ensuring product traceability to the maker under laws requiring cessation of the use of lead and cadmium in products designed to come into contact with food. Our packaging is also certified.”

### **Landing in America**

On the strength of their long international experience, FAC are preparing to take on the American market, with specific initiatives and a special organisation for the purpose. “The American market,” Silvia Canepa explains, “is developing a deep interest in espresso. This has led us to work out development strategies for that market. The excellence of our product, our familiarity with international standards and the rapidity of our delivery will certainly score points for us there. America is a demanding and dynamic market, able to perceive creativity as a factor of primary importance. Our foreign sales office is geared up to increase shipments to the US, and our productive capacity is able to satisfy the qualitative and quantitative demands of the biggest roasters. We will be setting up special services through which we shall take to the US our own value system, our total dedication to research and quality. We shall be publishing a newsletter containing accurate information, including technical updates, pertaining to the coffee industry.

Anybody wishing to receive it can enrol on the mailing list as of now on our website ([www.acf.it](http://www.acf.it))”. An international vocation and rigorous adherence to the standards of Made in Italy – these are the linchpins for the development of a company which creates coffee cups not just as functional objects but as precious goods able to conserve the aroma, taste and body of espresso, satisfying our need for beauty and harmony with a wealth of forms, colours and designs. FAC have the biggest range of cups in the industry and reproduce any colour, including the metallics gold and silver, in which they are specialised. “Our cups,” concludes Silvia Canepa, “are designed to be caskets holding a precious gem – espresso.” ■

**Make your reservations and join us!**

# Wonderful Coffee – 2008

**Copenhagen, Denmark**

**June 19-22, 2008**

SCAE's Wonderful Coffee event incorporates Europe's leading speciality Conference, Exhibition, Workshops, Competitions and other events and will be a time to remember. SCAE events have made their mark as the premier speciality events on the European calendar. This will be THE speciality event in Europe in 2008, and you don't want to miss it.

## Come to Copenhagen

Copenhagen offers romantic old streets and historic buildings, outstanding museums and galleries, and the ever-enchancing Tivoli Gardens. The Danish capital also has a host of attractions to suit all tastes, including the very latest trends in architecture, design and fashion, wonderful restaurants, and some of the finest coffee bars on the planet. Our venue is the Øksnehallen, recognised as one of the city's top exhibition centres.

## Conference

Colombian Coffee Federation head Gabriel Silva kicks off a lively programme that will incorporate an international track offering new perspectives on:

- Current coffee issues
- The speciality coffee cultures of different countries around the world
- Coffee growing, processing and preparation
- Successful business strategies for every sector of the industry
- Issues relevant to speciality coffee in Europe

## Workshops

Workshops led by experts in their fields will help you stay ahead of the curve in the competitive coffee business. Book your place in these limited-attendance workshops as they're announced.

## Exhibition

This year's Exhibition covers a wide range of coffee products and services, attracting a large audience not only from Denmark and Europe, but also from the worldwide speciality coffee sector – an unparalleled opportunity for your company to reach the thousands of visitors coming to this major event.

## Sponsorship Opportunities

The event offers a number of exciting opportunities to train the spotlights on your company and your products.

Contact:

Jens Henrik Thomsen,  
SCAE Marketing and Events Officer,  
E-mail: [jh.thomsen@scae.com](mailto:jh.thomsen@scae.com)



## Competitions



- World Barista Championship



- SCAE World Cup Tasters Championship



- SCAE World Latte Art Championship



- SCAE World Coffee in Good Spirits Championship

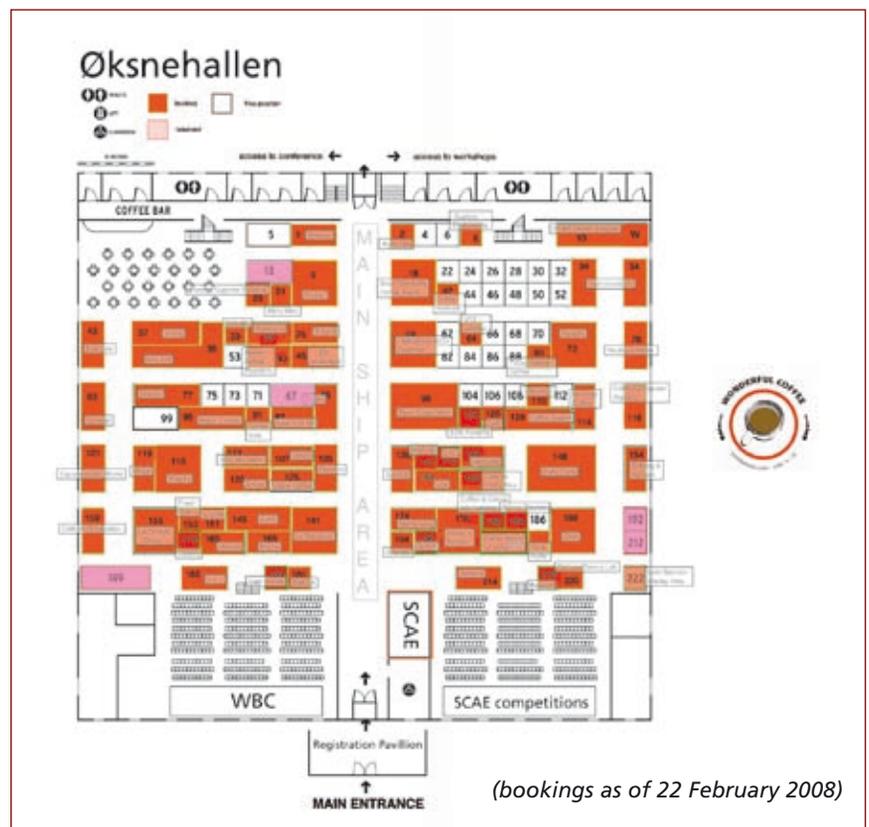
PLUS some brand new events this year – the Ibrik/Cezve Competition celebrating this Mediterranean and Eastern European brewing tradition AND the SCAE Coffee Photography Competition

## Social Programme

- Awards for Coffee Excellence Party
- Welcome Cocktail Party
- Barista Party
- Plus a host of novel events and new ventures

Contact the SCAE Secretariat, Oak Lodge Farm, Leighams Road, Bicknacre, Chelmsford, Essex CM3 4HF, United Kingdom.

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(bookings as of 22 February 2008)



The MT1P  
Coffee model

# From coffee granitas to chocolate

Cold in summer and hot in winter, coffee granita dispensers for the hottest months and nice chocolate machines for the coldest months.

A wide range of products: from drink refrigerators to granita machines, from sherbet makers to post mixes for barley coffee and ginseng coffee to chocolate machines. UGOLINI is a consolidated company which has been successfully working in the market for more than 60 years.

UGOLINI was the first European family-run business to launch this type of product into the market. It did so by skilfully combining entrepreneurship and innovation, technology and design. This is how the company became a world leader in its field.

UGOLINI is a world leader in the field of hot drinks and cold drinks dispensers.

The company is present in 120 countries across the 5 continents.

### **What is the secret of your success?**

We asked this question to Mr. Paolo Ugolini, the youngest of the family.

“None of our successes was accidental. Our work is guided by a strong entrepreneurial spirit, supported by a corporate structure which is family-run. Our company was born more than 50 years ago, in 1946, thanks to my grandfather Mario Ugolini and to his old passions: research and the creation of prototypes.

I think that the concept of “family-run business” is to be kept alive with all its values and traditions.

We must also not forget that this system offers the possibility to be in touch directly with our customers:

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- Installations for Coffee dust.
- Roasting machines for coffee with a production from 45 to 3500 Hgs and until 4500 per hour in double drum heavy duty system.
- Industrial Coffee grinders with a production from 60 to 500 Hgs. Refrigerated by water system or air cooling system.
- Solutions for the environment.
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## the coffee bean, never will be black



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**Your counter top dispensers can quickly increase the offer of drinks, from cold drinks to hot drinks, offering at the same time the possibility to maintain the same quality of the ingredients. What are the distinctive features and the peculiarities of your dispensers?**

“On our line of products for cold drinks and hot drinks, we can identify three types of machines: the first two types are for cold drinks, the last one for hot drinks. The first type of machines, which is also historically important, are drink coolers: the first product of our company. Among these, the Deluxe and Compact models. These products are unique because of their blending system. A sunken pump spinning in the bottom of the tank is the easiest and cheapest solution, which is ideal for liquid drinks, without residues, and is installed on the cheapest range of our products: Compact. The other two systems are mounted on our high range products: Deluxe. One system entails a spinning pump which creates a fountain effect: it pushes the liquid on the cover, thus creating a fountain effect. The other solution is a magnetic traction agitator with the engine located under the tank. This can also be used for pulpy, dense drinks with residues.

The second range of products are the granitori (granita machines).

As far as our brand is concerned, these machines are the main distinctive feature of our company. The MT1P Coffee model, with only 1 tank, has a system which controls the gas circuit and was designed in order to produce the well-known coffee granita”.

**What about the machines for hot drinks?**

“In our range of chocolate machines we have a new born. Three years ago we designed Delice, which perfectly reflects our idea of a product which is a smart mix of functionality and design. Delice is the only chocolate machine which is beautifully shaped and is available in different colours: black, silver and gold. Needless to say that this product is very successful in the market. The newborns are the ma-

chines for post mix for barley coffee and ginseng coffee among the others.

**What is your aim at the moment?**

“We want to remain a family-run business who cares about values and family traditions. We believe in the transparency of our relationship with the clients and in the reliability throughout time. With the help of our technical office we have developed new technologies and have managed to obtain a decrease in terms of production costs. The result? We’re still competitive and innovative! Our granitori have a patented magnetic traction cooling system which makes them different from any other competitor”. ■



Delice



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fondata nel 1891



Camera di Commercio  
Trieste



4th edition

# CoffeeTrend Magazine

## Editorial Calendar 2008

**February 2008:** The bilingual edition of Coffeetrend Magazine (French-German) will be delivered in the following countries: Austria (370 copies), Belgium (219 cc.), France (1215 cc.), Germany (534 cc.), Holland (145 cc.), Switzerland (395 cc.). Further 400 copies will be handed out during 'interpack' (Düsseldorf, 24-30/04/2008).

**March 2008:** 2600 copies of the bilingual edition of Coffeetrend Magazine (Italian-Spanish) will be distributed throughout Italy, Spain (677 cc.) and Portugal (59 cc.).

Further 500 copies of Coffeetrend will be handed out during 'Alimentaria' (Barcelona, 10-14/03/2008).

**April 2008:** More than 1700 copies of the English edition of Coffeetrend Magazine will be handed out during SCAA (Minneapolis, 2-5/05/2008): The magazine will participate to the event with a booth.

**May 2008:** The bilingual edition of Coffeetrend Magazine (Italian-English) will be distributed throughout Italy. Further 1500 copies will be handed out during 'Caffè Culture' (London, 21-22/05/2007), 'Cibus' (Parma, 5-8/05/2008) and XXII Congresso Spagnolo del Caffè (29-30/05/2008).

Further 1000 copies will be handed out during 'Venditalia' (Milano, 21-24/05/2008).

**June 2008:** The bilingual edition of Coffeetrend Magazine (German-French) will be delivered in the following countries: Austria (370 copies), Belgium (219 cc.), France (1215 cc.), Germany (534 cc.), Holland (145 cc.), Switzerland (395 cc.). Further 800 copies will be handed out during 'SCAE Wonderl Coffee' (Copenhagen, 19-22/06/2007).

**July 2008:** 2600 copies of the Italian edition of Coffeetrend Magazine will be distributed throughout Italy.

**September 2008:** 2600 copies of the bilingual edition of Coffeetrend Magazine will be distributed throughout Italy, Spain (677 cc.) and Portugal (59 cc.). Further 1000 copies will be handed out during Hostelco (Barcelona, 17-21/10/2008).

Special Edition 2008: The bilingual edition of Coffeetrend Magazine (English-Japanese) will be handed out during WBC&SCAJ 2008 (Tokyo, 15-17/10/2008).

**October 2008:** The bilingual edition of Coffeetrend Magazine (French-German) will be delivered in the following countries: Austria (370 copies), Belgium (219 cc.), France (1215 cc.), Germany (534 cc.), Holland (145 cc.), Switzerland (395 cc.). Further 1500 copies will be handed out during 'Sial' (Paris, 19-23/10/2008) and 'Emballage' (Paris, 17-21/11/2008).

**November 2008:** 2600 copies of the Italian edition of Coffeetrend Magazine will be distributed throughout Italy.

Further 2000 copies of the magazine will be handed out during Triestespresso Expo: the magazine will participate to the event with a booth (Trieste, 12-15/11/2008).

**December 2008:** 2600 copies of the Italian edition of Coffeetrend Magazine will be distributed throughout Italy.

Further 1.500 copies of both the magazine will be distributed during 'Sigep' where will taking part with a booth (Rimini, 17-21/01/2009) and 'Pianetabirra Beverage & Co' (Rimini, 14-17/02/2009):

In the course of the year the calendar may vary at discretion of the editorial board.



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# SCAJ 2008

**October 15** (Wed.) - **17** (Fri.), 2008  
3 days (10:00am - 5:00pm)

Venue

**West Hall 3, Tokyo Big Sight, Tokyo**

Organizer

Specialty Coffee Association of Japan

Contact

SCAJ2008 Secretariat(TBA)  
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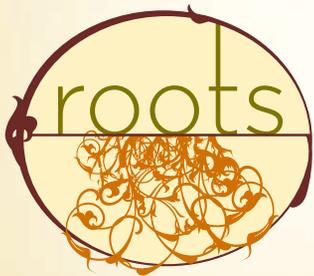
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