

TEA & COFFEE

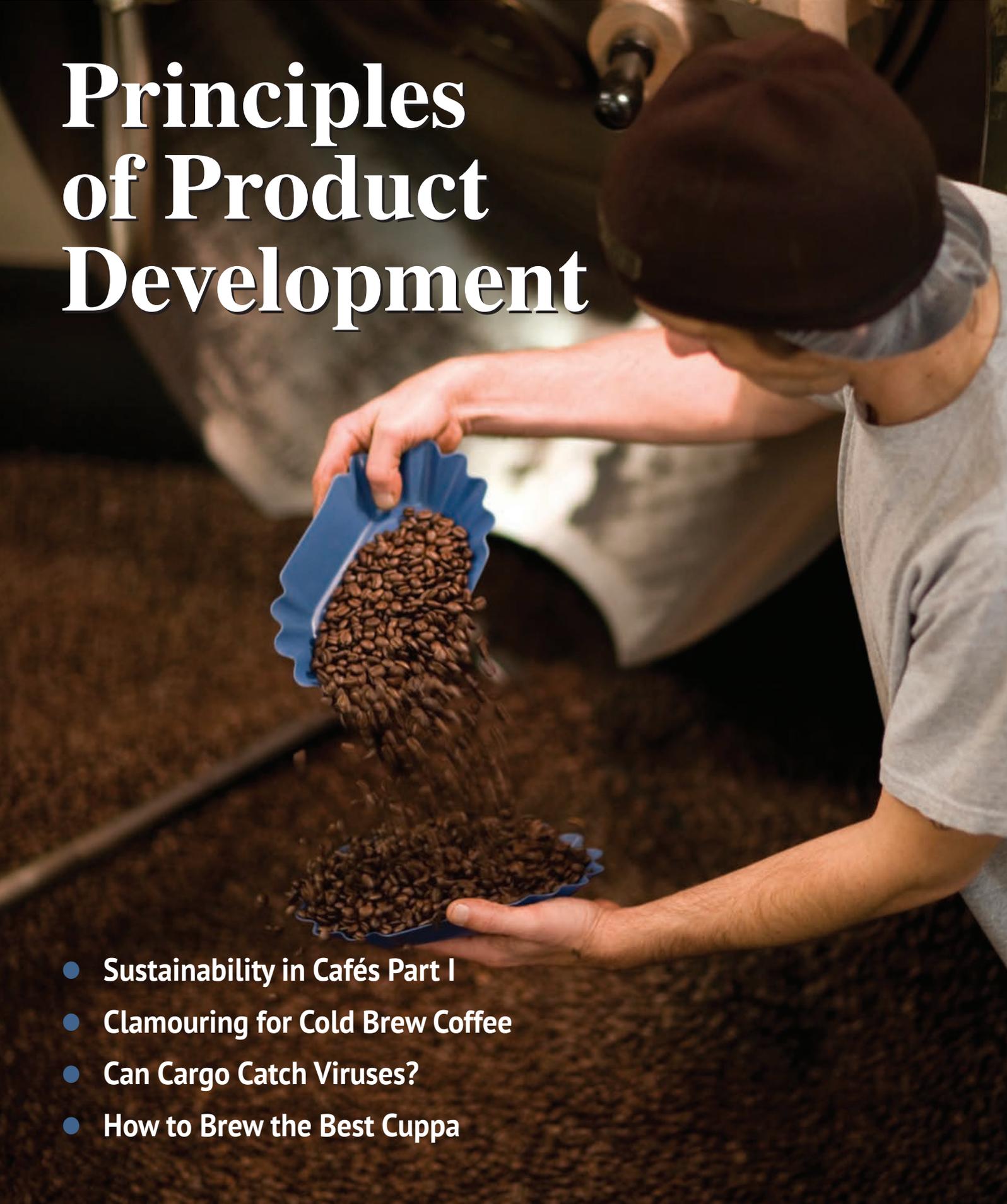
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TRADE JOURNAL

APRIL 2020

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Principles of Product Development

A person wearing a grey t-shirt and a dark cap is shown from the side, pouring dark brown coffee beans from a blue plastic scoop into a blue plastic tray. The background is a blurred industrial setting, likely a coffee roasting facility, with large metal drums and machinery. The lighting is warm, highlighting the texture of the coffee beans and the person's hands.

- Sustainability in Cafés Part I
- Clamouring for Cold Brew Coffee
- Can Cargo Catch Viruses?
- How to Brew the Best Cuppa

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C O N T E N T S

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🌿 Designates a tea story ☕ Designates a coffee story



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A Surreal Reality

To say we are living in dubious and disconcerting times is an understatement. It became a “new world” almost overnight with many asking, “What is the new normal?”

I live in New York City, and mid-production cycle for this issue, New York State (which is now the epicenter of Covid-19 cases in the United States) began enacting stringent measures to combat the spread of the disease. We now have the strictest “stay at home” directives in the entire country, and they’re becoming more severe by the day. From social distancing to the closure of museums, Broadway and performing arts theatres; to sporting events rendered non-existent; to restaurants converting to take-out only establishments; to many chain and independent coffeehouses temporarily ceasing operations along with non-essential businesses (and sadly, many will likely not re-open); and people being allowed outside only briefly to buy essentials and “get fresh air” (and yet even parks are limiting the number of people allowed in); the “city that never sleeps” is sleeping as the state is on full lockdown. But this is becoming life in many cities, states and countries around the world.

We planned for this issue to be distributed at the Specialty Coffee Association (SCA) Expo in Portland, Oregon. As we go to press, the Expo (as well as the Re:co Symposium) is still technically “on” as the Oregon Convention Center is not allowing the SCA out of its contract to enable them to postpone the show without severe financial repercussions. The SCA is actively working to delay the show as it has done with World of Coffee in Warsaw, Poland. For more information see “Being strong-armed amid uncertainty” under Editor’s Blog on www.teaandcoffee.net or any of our related news stories for continuing coverage on Covid-19’s impact on coffee and tea industry events.

Perhaps the most important section of this issue is our Calendar of Events (page 12), which lists all postponed trade shows along with their new dates if they have been announced. The page has been revised at least three times before going to press to reflect all officially announced

changes! However, we will continue to post any cancelled or postponed shows on the Events area of our website (www.teaandcoffee.net/events) as they become available.

Our logistics feature is highly topical amid the current climate. With Covid-19 now a pandemic, many shippers are apparently asking their insurers if their cargo can “contract the virus.” The article explores that topic and if cargo can be infected, are shippers covered?

As this was originally the SCA Expo issue and June the WOC issue, we planned a two-part series on sustainability in cafés in North America and Europe. We are proceeding with the series even though WOC has been postponed (it’s now in October) and Expo may be. Within both the coffee and tea industries, there are myriad sustainability initiatives, but much of the focus and coverage is on the efforts at origin. The series addresses sustainability programs in place on-premise or in the roasting facilities.

Coffee and tea companies are continually introducing new products at increasing rates of frequency. New products offer companies many benefits such as attracting new consumers, raising brand awareness, and of course, added streams of revenue. However, as our feature explains, established tenets of R&D must be followed to successfully launch a product and mitigate business risks.

We round out our features with stories on cold brew and nitro cold brew coffee, which continue to surge in popularity around the world; a new concept and approach to functional or wellness teas; and the proper way to brew the many varieties of tea available in order to achieve the best cup. There is also a case study on Miko Coffee’s implementation of its first optical sorting machine.

I hope everyone is staying healthy and safe. Hopefully our industries will emerge from this current storm as unscathed as possible. Paraphrasing Yannis Apostopoulos, CEO of the SCA, “keep calm and keep drinking coffee – and tea – because it will help the entire supply chain.” Be well!

Vanessa L Facenda Editor
vanessa@bellpublishing.com



Vanessa L Facenda



Starbucks has temporarily closed many locations in NYC such as this one on the Upper East Side.



NYC chain Joe's Coffee has also temporarily closed outlets such as this 3rd Avenue location.

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UKERS' ANNUAL DIRECTORY & BUYERS' GUIDE

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NEW & NOTABLE

TEA & COFFEE REPORTS BREWING WORLDWIDE

NCA Convention Takes Place Just Prior to Covid-19 Becoming a Global Pandemic



Attendance at this year's National Coffee Association (NCA) Convention was down but it was one of the lucky events as it actually took place before the Covid-19 outbreak forced many coffee conferences, conventions and trade shows were postponed.

The NCA's annual convention, sporting the theme, "The Challenge of Change," was held 5-7 March in Austin, Texas. On the opening day, following NCA president and CEO, Bill Murray's opening remarks and state of the association, Matthew (Matt) C Saurage, chairman of Community Coffee Company, was introduced as the new chairman of the NCA, succeeding Michael F Gaviña.

The keynote speech, by Simon T Bailey, strategist, motivational speaker, author and former sales director for the Disney Institute, discussed leading in an era of change and uncertainty. As the business climate changes amid gender parity, #MeToo, pay equity, diversity, and inclusion, Bailey says we too, must change and embrace what he calls "Vujà de Moment." The opposite of "déjà vu," it is an invitation to disrupt what is comfortable and convenient to embrace what needs to emerge to remain relevant, innovative and competitive.

Several presentations focused on coffee prices. In "The Cure for Low Prices," Steve Mathews, head of strategy, and Eric Moore, research analyst at Gro Intelligence, discussed the slump in coffee prices and the turnaround in the fourth quarter of 2019.

Carlos Mera, senior commodity analyst at Rabobank, in his presentation, "Jittery Coffee Prices: Supply, Demand and Other Factors," discussed 2019 prices, crops and exports as well as a 2020 outlook. He noted that an off-cycle of lower-than-normal quality was harvested in Brazil 2019, resulting in higher

demand for washed coffees globally, especially those at the exchange. Both prices and differentials have been firm since, and certified inventories have declined. The Brazil 2020 harvest will be key. "There is clear concern about washed coffee availability, evidenced in the delivery of the December contract," said Mera.

Brazil's 2020 harvest has the potential to alleviate the demand for medium/high quality Arabica. Brazil continues to supply the rest of the world, but Mera said the Brazilian real is very weak. "Expect Brazil to continue to increase production." He warned that coffee price volatility is not over because the Covid-19 outbreak had already impacted coffee prices as they dropped more than expected [as of 6 March].

Scott Clemons, CFA and partner at private equity firm, Brown Brothers Harriman, returned for his popular economic outlook presentation, this year entitled "2020 Vision." At the time the NCA Convention occurred, the US had a strong, healthy economy. Unemployment was at its lowest levels since the 1960s, with more than 200,000 new jobs added in the last reporting period. Furthermore, the labour market was tight – there were 700,000 more jobs than available labour.

Clemons said, "Personal consumption is the gift that keeps on giving," stressing that "as long as the labour and housing markets remain relatively healthy, the fundamentals of the economic cycle remain intact.

"However, the coronavirus poses evolving risks to economic activity... The effort to contain the spread of Covid-19 in China will likely cost several percentage points of economic growth in that country in the first quarter, with lingering effects into the second quarter.

The shortness and tightness of global supply chains implies that

disruption in the Chinese economy will ripple throughout the rest of the world."

Again, both this presentation, and the NCA Convention, happened before Covid-19 was declared a global pandemic by the World Health Organisation.

Rich Karlgaard, Forbes Media publisher and futurist, in his presentation, "Tech, Trade Turbulence and the 2020 Elections," offered insight on the 2020 US elections and how it will likely impact the US economy and markets. However, once again, Covid-19 became a primary focus of the speech. Karlgaard recently interviewed financier and philanthropist Michael Milken (who was convicted on felony charges for violating US securities laws).

Commenting on the economy and rapidly spreading disease, Milken said, "Capitalism has remarkable recuperative powers...The cost of living is going down. Purchasing power is going up. This will lead to a faster recovery of any recession caused by Covid-19."

Other presentations taking place during the three-day convention focused on single serve coffee; CBD and coffee; coffee behaviours, preferences and trends; packaging sustainability challenges; RTD coffee; roaster emissions and regulations; as well as a preview of the NCA's annual National Coffee Data Trends 2020. The convention also featured its second science fair and popular Cupping for All Levels session.

Conversations in and around the convention as well as at networking events and parties, centered on the growing Covid-19 epidemic and what industry events would be postponed or cancelled as only the Natural Products West Expo had been cancelled at the time of the NCA Convention.

Vanessa L Facenda

Covid-19 Sparks Quarantine of FSMA Rules

The Food and Drug Administration (FDA) of the United States is suspending some basic Food Safety Modernization Act (FSMA) regulations during the Covid-19 pandemic.

In a new guidance document, the FDA recommends a temporary halt to enforcement of on-site audit requirements for FSVP (Foreign Supplier Verification Program) importers and manufacturing facilities. Essentially, the guidance accommodates the conflict between on-site audit mandates and recent coronavirus-related travel restrictions.

The enforcement suspension impacts some FSMA major tenets: Good Manufacturing Practices, Hazard Analysis and Risk-Based Preventive Controls for manufacturers of human food and animal food; and the FSVP for importers. Specifically, the FDA has temporarily suspended the need to conduct an on-site audit to verify suppliers' compliance with US food safety standards.

Under FSMA, manufacturers must conduct a written supply chain program, approve suppliers of raw materials, and verify those suppliers' preventive controls against identified hazards. The manufacturer must apply verification activities to each supplier before using the raw material and periodically thereafter. Verification activities include an on-site audit, sampling and testing, and a review of food safety records. Where the hazard poses a serious risk of adverse health consequences, the verification activity must be an on-site audit that is repeated annually.

For importers, FSMA requires an FSVP that provides assurances that the supplier's food safety practices measure up to US standards. To do

so, the importer must secure a hazard analysis from each supplier and, where warranted by risk level, conduct verification activities to ensure the supplier has applied the proper preventive controls. Again, where the hazard poses a serious health risk, the verification activity must be an annual on-site audit.

Under the new guidance, the FDA will not require a manufacturer or FSVP importer to conduct an on-site audit, otherwise indicated as the appropriate verification activity for an approved supplier, under the following circumstances:

- The supplier to be audited is in a region or country covered by a government travel restriction or travel advisory related to Covid-19;
- Given a government travel restriction or travel advisory, it is temporarily impracticable to conduct an audit of the supplier or to engage a qualified auditor in the impacted region or country to conduct one, and;
- The manufacturer or importer temporarily selects an alternative verification activity or activities,

FSMA
FSVP
FDA



such as sampling and testing or reviewing relevant food safety plans. The manufacturer or importer must amend its supply-chain program or FSVP to incorporate the alternative activity or activities selected.

The guidance cautions that manufacturers and importers should resume on-site audits within a reasonable period of time after it again becomes practicable to do so. The FDA also advises that manufacturers and importers re-edit their food safety plans or FSVPs to reflect their return to on-site audits.

The enforcement suspension remains in effect indefinitely. However, the guidance promises that the FDA will provide timely notice of any withdrawal of the policy.

Joseph F DeRupo

The UK Government Introduces Plastic Packaging Tax

As part of the United Kingdom's Budget 2020, the government has announced the introduction of a tax on plastic packaging containing less than 30 percent recycled content. The tax will come into force in April 2022 and will be set at £200 per tonne.

Chancellor Rishi Sunak has stated

that the tax "will increase the use of recycled plastic in packaging by 40 percent – equal to carbon savings of nearly 200,000 tonnes."

Elsewhere, the Treasury announced £700,000 to develop IT capability to administer the future Extended Producer Responsibility scheme for packaging.

The chancellor also unveiled plans to remove the tax relief on 'polluting' red diesel – meaning an increase in costs for many using heavy machinery in the waste and recycling sector.



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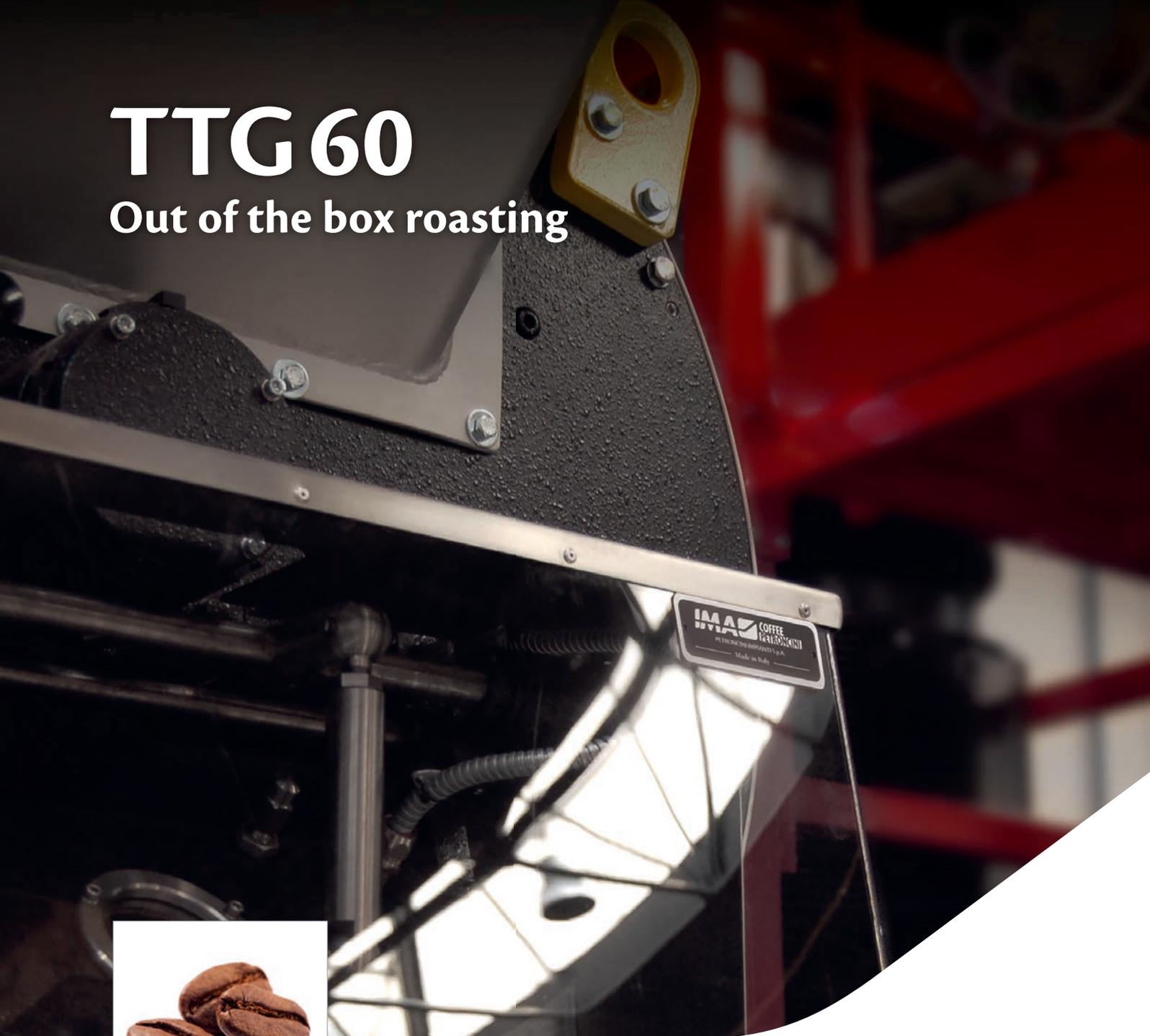
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Japanese Gourmet Tea Selection Awards the Winners in Paris

The Japanese Gourmet Tea Selection award ceremony took place 27 January at Hotel Ritz in Paris, France with Ambassador Junichi Ihara congratulating the proud gold medal winning tea producers. Their 13 teas had been selected as the best among 129 samples submitted, after going through several appraisals and tasting sessions.

Ambassador Ihara recalled the importance of the ancient Japanese tea traditions and culture. He underlined the outstanding quality of the Japanese premium teas and the government's support to promote these cups in markets with high culinary expectations, like France and Germany. An ancient tea-producing country with a world-famous tea ceremony that originates from the Buddhist monks and the Shogun court, Japan ranks as the world's tenth leading tea producer, with tea production of 79,000 metric tonnes (mt) in 2018.

Considering imports and exports in the home market, consumption amounts to 105,300 mt. With limited land area and great thirst for good cups, Japan's tea market is under pressure with high labour costs, urbanisation encroaching arable soils and the ageing of the rural population, who retain the know-how for making fine teas.

Awareness is growing about the need to preserve this highly reputed heritage production and to attract knowledgeable consumers in Western countries. Therefore, and to enhance exports of gourmet teas from Japan, new promotion strategies now focus directly on consumer perception and cup appraisal, as well as pairing gourmet food with gourmet teas.

There were previous promotional events in France in 2016, 2017 and 2018, to enhance knowledgeable consumer perception for the culinary quality of these cups. For the present competition four of the jury members belong to the fine food and fine wine side, with another four jury members being long-standing tea experts, with great knowledge about teas from Japan.

The 129 tea samples were sub-



(Top) Award winning producers and jury members with Japanese Ambassador Junichi Ihara. (Bottom) The Ambassador with Gyokuro Gold Medal winner and jury president.

mitted in line with the recent trends towards building up the single origin/estate tea concept, prevailing in China since time immemorial and prominently enshrined in the European agri-food market. This new approach was introduced in Japan during the early 2000s and was translated into the Europe-Japan Trade Agreement (EJTA) that was signed in July 2018 and began in February 2019.

The Japanese Government introduced the Protected Geographical Indication (PGI) concept in 2015, which is an added-value approach that differs from the standard Japanese practice of blending most tea at wholesale level.

Following up this new possibility for creating premium product profiles, some of the producers of Gyokuro, the exclusive premium shaded tea also called Jade Dew in the West, have filed submissions. The "truly traditional Gyokuro," which is produced in Kyushu, Fukuoka, Yamé was approved as the first PGI tea in Japan in 2016 and has as such been listed in the relevant EJTA Annex, together with 89 other food items, such as Kobe and Hokkaido beef from Hyogo Prefecture.

This single origin concept has generated an innovative and fully transparent labelling model, stating the growing area, the process/type of tea, the date of the leaf picking and the botanical cultivar. Such mostly small volume and premium quality harvests have been designed with a focus on the export market and there are now several tea producers in the smaller tea areas in Japan who work along the



new trends. They come in particular from the Kanto region, Saitama Prefecture, Sayama city, from Kyoto Prefecture, Uji City, and from other terroir tea regions located on Kyushu Island, namely Miyazaki, Kagoshima, Fukuoka, Yamé and Nagasaki.

Therefore, it's not surprising that the thirteen Gold Awards were shared out between four matcha teas from Kyoto, Uji, one Gyokuro tea from Fukuoka, Yamé, five Sencha teas from Myazaki, Kagoshima and Saitama, one Bihakko cha from Saitama and two Tamaryokucha from Nagasaki and Saitama.

The output of such terroir premium leaf teas remains limited, which increases their attractiveness as "must have" and stimulates demand. This new trend has become instrumental for enhancing the premium profile and specialty tea image of Japanese teas. It also paves the way towards more organic production and makes a valuable contribution to increased exports to the Western markets.

This year's Japanese Gourmet Tea Selection was a memorable event that will hopefully lead to favourable follow up in the French market.

Barbara Dufrière

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Coffee Consumption & Spending Remains Strong in the US



The outlook for coffee consumption habits in the US in 2020 is positive as consumption and spending remains high.

The National Coffee Association's (NCA) webinar, *US Coffee Outlook 2020*, which took place in January, revealed that coffee consumption remains healthy in the United States. The US is the world's largest hot coffee market, accounting for 16 percent of worldwide retail sales, excluding ready-to-drink (RTD) coffee, per Euromonitor International, which provided the statistics and data used in the webinar.

According to Euromonitor, the average American drank 340 cups of coffee in 2019. Although

consumption per capita has been declining at retail, it has been rising in the foodservice channel. However, RTD coffee and coffee shop spending outpaces retail coffee spending in terms of growth.

Spending on coffee is on the rise as incomes increase and are set to continue rising. Euromonitor reported that in 2019, the average American spent approximately USD \$137 on coffee.

Premiumisation is the driving force of coffee growth in the US with more and more coffee drinkers (but heavily skewed to

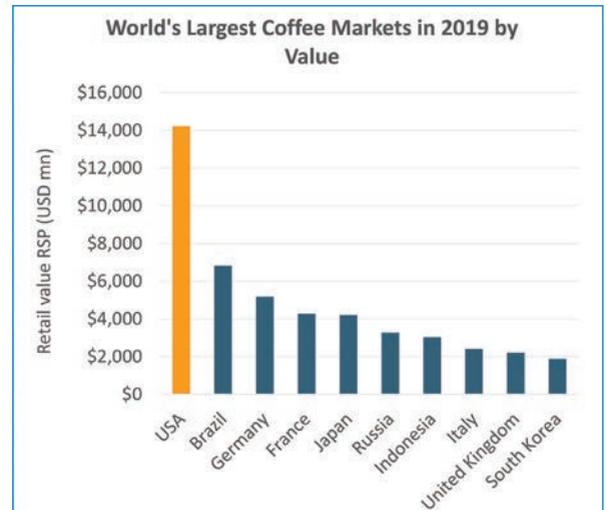
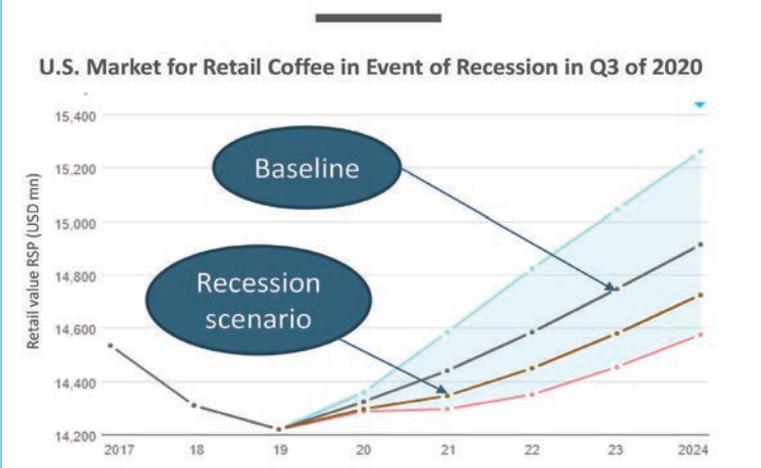
younger consumers) embracing cold brew and nitro cold brew coffee as well as other specialty coffee beverages (eg, espresso-blended drinks).

The presentation was conducted prior to the Covid-19 pandemic, and yet, as graph on the left shows, Euromonitor predicted that coffee would likely be able to ride out a recession.

The US is the World's Largest Hot Coffee Market

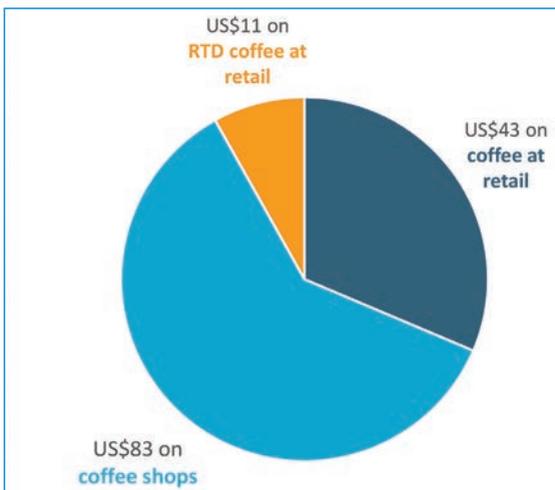
In 2019, the US accounted for 16 percent of worldwide retail sales of coffee (not including RTD).

Coffee would likely be able to ride out a recession



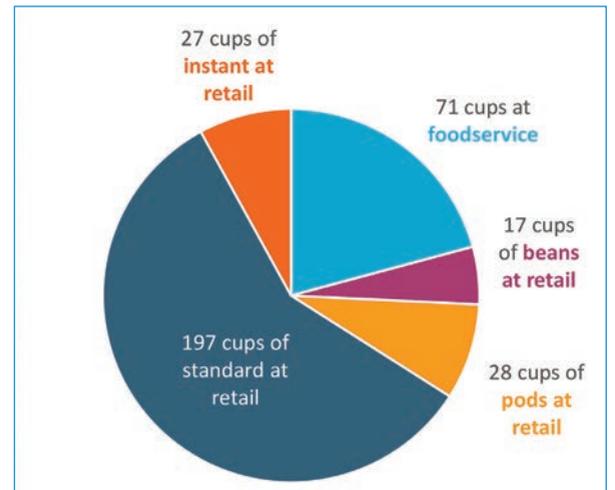
US Coffee Consumption by Cup in 2019

- The average American drank 340 cups of coffee in 2019.
- Consumption per capita has been declining at retail but rising in foodservice.



US Coffee Spending in 2019

- The average American spent approximately USD \$137 on coffee in 2019.
- RTD coffee and coffee shop spending outpaces retail coffee spending in terms of growth.



Source for all graphs: Euromonitor International



APRIL 2020

Moscow Coffee Festival*

17 – 19
Moscow, Russia
www.moscowcoffeefestival.com

BevTech 2020*

20 – 22
San Diego, California
www.bevtech.org

Re:co Symposium*

21 – 23
Portland, Oregon
www.recosymposium.org

Specialty Coffee Association (SCA) Expo*

23 – 26
Portland, Oregon
www.sca.coffee

126th Session of the International Coffee Council & other International Coffee Organisation (ICO) bodies*

27 – 1 May
London, England
www.ico.org

MAY 2020

Toronto Coffee & Tea Expo

2 – 3
Toronto, Ontario
www.torontocoffeeandtea.com

The National Automatic Merchandising Association (NAMA) Show

6 – 8
Nashville, Tennessee
www.namanow.org

**Still scheduled to take place as of this issue's printing deadline*

National Restaurant Association (NRA) Show

16 – 19
Chicago, Illinois
www.nationalrestaurantshow.com

European Coffee, Tea & Soft Drinks Festival

19 – 20
London, England
www.european-coffee-tea-soft-drinks-expo.com

China Xiamen International

Tea Fair
21 – 25
Xiamen, China
www.teafair.com.cn/en

Private Label Manufacturer's Association (PLMA) World of Private Label Show

26 – 27
Amsterdam, Netherlands
www.plmainternational.com

Vietnam International Café Show

28 – 30
Ho Chi Minh City, Vietnam
www.cafeshow.com.vn

JUNE 2020

28th ASIC Conference

22 – 25
Montpellier, France
www.alphavisa.com/asic/2020/registration.php

Coffee Fest Chicago

26 – 28
Chicago, Illinois
www.coffeefest.com

POSTPONED SHOWS DUE TO COVID-19

Hotelex Shanghai

29 March – 1 April
Shanghai, China
www.en.hotelex.cn
New dates: TBA

Natural Products Expo West

4 – 6 March
Anaheim, California
www.expowest.com
New dates TBA in April

London Coffee Festival

2 – 5 April
London, England
www.londoncoffeefestival.com
New dates: Late July 2020

Melbourne International Coffee Expo (MICE)

4 – 7 May
Melbourne, Australia
www.internationalcoffeexpo.com
New dates: 3-6 November 2020

Interpack

7 – 13
Düsseldorf, Germany
www.interpack.com
New dates: 25 February - 03 March 2021

World Tea Expo

8 – 11
Denver, Colorado
worldteaexpo.com
New dates: 15 – 18 October 2020

SCA World of Coffee

18 – 20
Warsaw, Poland
www.worldofcoffee.org
New dates: 15-17 October

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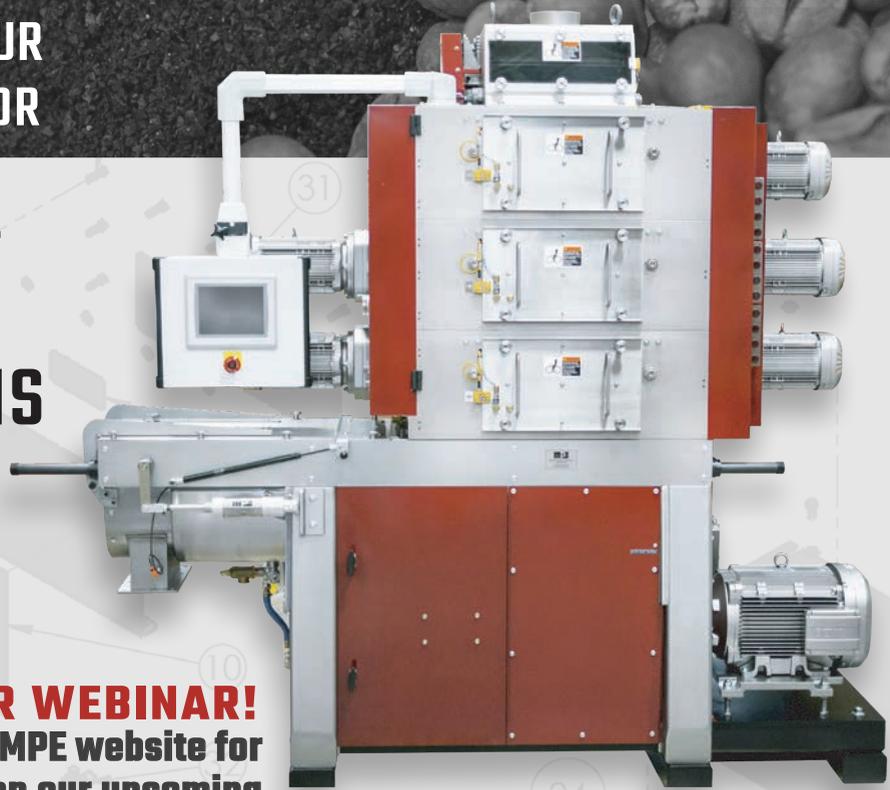
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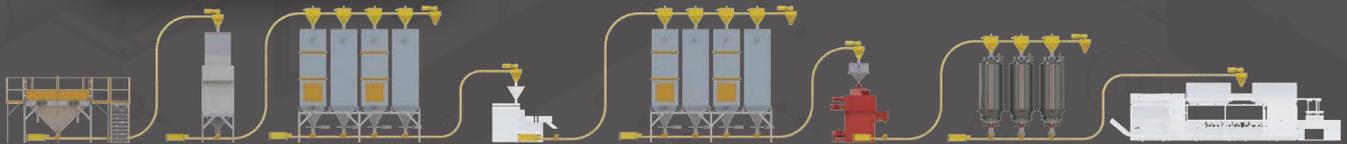
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Setting a Standard for a Sustainable Café Experience

Sustainability is far from a new conversation for the coffee industry. However, the café experience in the United States adds a new dimension to this challenge as companies strive to reduce their carbon footprint while responding to the needs of consumers. Convenience remains the primary driver for consumers with drive-thrus, mobile apps, and on-the-go packaging responding to their needs. There are several barriers, including lack of infrastructure, shifting consumer behaviours, employee engagement and cost that are preventing sustainable actions from being adopted. Despite these challenges, the coffee industry is persevering to find solutions.

T&CTJ is launching a two-part series focusing on sustainable initiatives taking place in cafés across North America and Europe. Part one examines sustainability efforts in several chain and independent coffeehouses in Canada and the US.

By Anne-Marie Hardie

Beyond the Price Conversation

A conversation about sustainability cannot be made without talking about the product, and the people who produced it. "It can't just be a conversation about price," stressed Thaleon Tremain, CEO, Pachamama Coffee Cooperative. "If you want to work with farmers, get them in the board room and provide them with some skin in the game – make them owners."

Based in Sacramento, California, Pachamama is a unique enterprise that is 100 percent owned by the coffee producers in five regions: Peru, Nicaragua, Mexico, Guatemala, and Ethiopia. The five delegates each represent a cooperative that is mainly comprised of small-scale farmers. “Each of these organisations has a general manager or president that serves on the board of Pachamama,” said Tremain. The five directors, one from each of the countries, owns and operates Pachamama Coffee Cooperative, including the three cafés.

“Typically, producers remain at the level of raw commodity – and as a commodity producer they have very little power,” shared Tremain. “These producing countries identified this barrier and actively sought out a way to move forward in the supply chain.” The company began as a wholesale coffee company in 2006, extending its business into cafés as they recognised the critical role that consumers played in purchasing their products. The farmers are fully invested in this process, determining where their profits should be allocated.

“It’s been great for the farmers to be able to build that distribution, giving them the power to connect with the consumers directly,” said Tremain. “It’s a great way to help farmers to help themselves.” The key to implementing this type of model successfully is fostering strong relationships with the producers. “We often talk about empowering the farmers, and the critical aspect of this is providing them with power – give them a vote, put them on the board of directors, and give them stock options.”

Designing the Infrastructure

One of the founding members of Cooperative Coffees, a group of independent coffee roasters importing coffee directly from farmers with the

goal of defining a higher standard of partnership and fairness, Larry’s Coffee, based in Raleigh, North Carolina, has integrated sustainability from the ground up, creating a roasting facility that is as close to net-zero as possible. “Our founder, Larry Larson, designed the building to maximize natural lighting, reducing heating and cooling, and cut down on the use of electricity,” said Katie Payne, Helm support representative and sustainability coordinator. “There were roadblocks along the way, but he wasn’t going to stop until he found someone that could implement what he was looking for.”

A certified B-corporation, the roastery installed a clearstory, a higher portion of the building that contains windows, bringing more natural light and fresh air into the building. Solar collectors are used to heat the radiant flooring while a biodiesel pump helps reduce gasoline use. Insulation, zone heating and reflective flooring also help reduce the overall energy consumption in the facility. To minimize water waste, dual flush toilets and two rainwater harvesting tanks were installed, providing rainwater for the washrooms.

The company also has an on-site vermiculture bin, beehives and a vegetable garden with food for their employees to take home to eat. Sustainability, for Larry’s Coffee, is seen as a journey where the company is continually evolving and adapting its processes. One example of this is converting its biodegradable bags back to a plastic one in 2014 after learning about the methane gas that was released when the bag biodegrades. Today, the company continues to search for a more sustainable packaging alternative.

One of the biggest challenges in the café experience is reducing the amount of waste. “One thing that we are consciously aware of



Image courtesy of Pachamama Coffee Cooperative

Pachamama Coffee Cooperative, which consists mainly of smallholder farmers, owns and operates three cafés.

Brooklyn-based Partners Coffee bags were once compostable but realised that was not the most sustainable option in New York



Image courtesy of Kathryn Seldon

and hyper thoughtful about is our carbon footprint,” said Allie Caran, director of education at Partners Coffee, based in Brooklyn, New York. “We understand that the nature of our business, being both a roaster and café, is that it tends to have an enormous footprint.”

Challenges and Barriers

Before its re-branding, Partners’ coffee bags were compostable, which it had thought was the most sustainable solution. However, further investigation revealed that this alternative was not conducive to the New York community. “I learned that composting in New York is hard to do,” said Caran. “It is rarely picked up regularly.”

Partners Coffee came across several roadblocks with waste diversion, resulting in choosing a process that was simple for its wholesale and retail consumers to adopt. For the new bags, the company worked with zero-waste manufacturer Savor Brands, based in Honolulu Hawaii, to choose a recyclable alternative that could be re-purposed by TerraCycle. The used bags are returned, collected and taken to TerraCycle, where they are shredded and converted into a variety of usable materials.

For Partners Coffee, sustainability includes looking at the entire process and seeking out the best alternative. This includes areas where materials can be re-purposed or processes that can be restructured in order to reduce the amount of waste. On the roasting and production side, sustainable measures were increased simply by being more aware of the challenges and barriers.

“We thought about how we, as an organisation, can be more sustainable. This included looking at a variety of measures including optimising the batch size, so that we not only control what it is in the cup (by choosing sustainably produced coffee) but overall usage,” said Caran. An afterburner is also used to help break down the smoke and

odour from the roaster.

Changing the habits of consumers can be an extremely challenging battle. So, when Partners looked at reducing the amount of waste in the café, it sought out solutions that could make reusable cups more desirable. The process began with switching to reusable containers for its beverages and making ceramic and glassware the default option for customers. “If a business isn’t making the thoughtful steps to ease this into everybody’s routine,” shared Caran, “then it’s hard for the consumer to change their routine. A lot of the responsibility for sustainability truly lies with the business.”

Adopting a Sustainable Practice

San Francisco, California-based Philz Coffee has also taken a detailed look at how it can reduce the number of materials that are sent to landfill. Its process began converting all products, cups, straws, utensils, to fully compostable versions and piloting reusable mugs in four of its locations. However, the company soon discovered that diverting waste to a compost bin was not as simple as they first thought. “One of the huge challenges that we’ve been faced with is proper waste diversion,” said Andi Trindle Mersch, director of coffee, tea and sustainability, Philz Coffee. “Theoretically, we have all three bins, recycling, compost, and waste, at each of the facilities, but when we rolled out the new compostable products, we realised that we needed to provide training on the proper diversion.”

Space became a significant obstacle as the company looked for places that would fit all three bins, recycling, waste, and compost, making it easier for the consumer. In cases where this was not possible, it added additional signage to help coach consumers on taking the right waste action steps. Another barrier that it was confronted with was locating the service providers for their waste diversion. “One of our stores in Chicago was told that composting was

not available, but they were proactive and went out and found a service provider that would compost,” she said.

Throughout the process, the company discovered that the best method to reduce waste was not to create it all. In addition to offering reusable mugs in their location, Philz Coffee is currently investigating the concept of circular cups, and how this type of system could be integrated into its facilities. The circular mug programs provide a reusable mug to the client, which they can take home and drop off at either a café or designated kiosk after use. “One of the reasons people don’t use reusable mugs is that they forget them or don’t wash them,” said Trindle Mersch. “It would be revolutionary if the coffee industry started using these mugs.”

The broader goal for Philz Coffee is to seek out ways to both reduce waste, while also finding ways not to create it in the first place. “We have a group of interns at Stanford University looking at how to integrate renewable energy in our store,” said Trindle Mersch. “We are trying to get the foundation work done in a lot of areas looking at the resources that need to be used to make the shift.” It is about adopting best practices, including looking at the materials, equipment, suppliers, water and electricity use, and then integrating the processes that will have the most positive impact.

The most effective sustainability programs are ones where every individual in the café, from the suppliers to the end consumer, is engaged in the process. It is a change that requires every individual in the company to identify areas of risk, whether economic, social, or environmental, and recommend solutions that can help resolve these challenges.

In its Davis, California location, Philz Coffee encourages customers to bring in ceramic mugs, which the café will wash and store for them.



Image courtesy of Vanessa L. Facenda

The two-part Sustainability in Cafés series was scheduled to coincide with the SCA shows: Expo (Portland, Oregon, April) and World of Coffee (Warsaw, Poland, June). Due to the Covid-19 pandemic, WOC has been postponed and Expo is trying to postpone but the series will run in the scheduled issues. ☕

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Covid-19 Disrupts Sustainability Efforts



On 18 February 2020, the Next Gen Consortium, a company committed to reducing single-use food packaging, awarded CupClub and Muuse to pilot its reusable cup systems in a cluster of local cafés across Palo Alto, California. Industry leaders, Starbucks Coffee and McDonald’s Corporation, guided this conversation helping institute this ground-breaking program. It was an announcement that addressed some of the key barriers to using reusable cups.

However, just two weeks later, fear of Covid-19 and how it is being transmitted stopped this pilot program and other reusable cup programs in its tracks. On 4 March, Starbucks announced that its cafés would no longer be accepting reusable cups in any of their North American locations. Canada-based Tim Hortons and Second Cup temporarily halted their reusable cup program the following day.

To date several coffee companies, including Dunkin Donuts, Intelligentsia Coffee, McDonald’s Canada and Peet’s Coffee, have temporarily halted reusable cups in an attempt to stop this virus in its tracks. Blue Bottle, one of the leaders in the circular cup program, has temporarily suspended personal cup and public cuppings at all its cafés.

Most companies have also removed all items from their condiment bar – milk, sugar, spoons and lids – and placed them behind the counter. All companies are still honouring the personal cup discounts to any customers who bring their cup into the cafés.

As of 14 March, Second Cup announced that cash will no longer be accepted in any of its cafés, only debit, credit, gift cards and mobile payments will be accepted. Further to discontinuing the use of personal mugs or travel mugs, Second Cup has now extended this policy to include all

ceramic mugs, dishware and cutlery. These programs, some of which have been in place for over a decade, have been ceased in order to reduce any potential contamination through saliva droplets. The challenge is how receptive consumers and companies will be to relaunch these programs once the fear of Covid-19 has abated.



Principles of Product Development

Image courtesy of Peet's Coffee

New products can attract new customers to a business, raise a brand's profile and increase profitability. To successfully launch a product and mitigate business risks, following the established principles of research, development, testing is key.

By Spencer Turer

One of the most notorious questions asked to green coffee buyers and baristas is, “What is the best coffee in the world?” Consumers sure want to know. The answer is basic – it’s the one that sells! Esoteric, exotic and innovative products that do not sell weigh heavily on a company’s financial bottom line and lock-up valuable resources in inventory. Product development will help you create the best coffee for your business.

Product development can be as complicated or as basic as each company determines. An exceedingly basic approach to product development and sales opportunities may be missed with an imperfect coffee that does not meet the wants and needs of your customers. An overly complicated process may not be cost effective, can be time consuming, and companies may experience “paralysis by analysis” by being overburdened with research data and insight statistics that leave the development direction for the coffee unclear.

Understanding the basic principles of product development influences functional strategy and tactical action. There are four primary activities to complete when fulfilling product development projects; research, development, testing, and launch. Concluding each project in succession helps to establish building blocks that ensure success of the project.

As with any multi-functional process, coordinating with all the internal stakeholders at the start of the project will help align project scope and goals. Not everyone will have an active role in the project; however, most functional groups within a company will be called upon to contribute. “A vision along with a clear understanding of production processes and capabilities affords the product a balanced and full spectrum of input and possibility,” said Jim Brady, director of Roasting at Westrock Coffee Roasters, based in Little Rock, Arkansas. Finance, operations/manufacturing, sales, marketing, sourcing, quality control and product development will be the

project stakeholders, and should all be included in the project launch. Keeping the stakeholders informed and up to date on the project’s progress will help insure accurate and timely contributions.

Companies that have recognised technical abilities and product sophistication often conduct product development projects with their own staff. Not all companies have all functional areas represented individually within their organisation, forcing some departments to conduct multiple aspects of the tactical project. Often, outside coffee consultants are commissioned to lead product development projects based on their history of success, specific technical expertise, and the ability to efficiently lead the project without depleting internal resources which can be critical to keeping the project on time, on target, and on budget. Brady added, “Project management is facilitated best when the entire team is aware of the role they each play. And what role the others play, while sharing a common goal.”

The Importance of Research

Research is the beginning and can be separated into three distinct topics: product, manufacturing and consumer. It is critical to understand why the project was initiated and what the intended goal is. Product development projects may be to optimize an existing product or to launch a new product. The goal may be quality improvement, menu expansion, cost reduction, increasing manufacturing efficiency, mitigating supply challenges/disruptions, incorporating certifications, or to include social or gender programs in the supply chain.

Product research begins with a thorough understanding of the current supply chain; specifically, the capabilities and competencies of current and supplemental suppliers who may provide know-how. Unless there is excess inventory not yet allocated to production, all green coffee research should consider new coffee purchases. Knowing the expected product launch schedule is

Image courtesy of Counter Culture Coffee



When developing a coffee product, items must be formulated, evaluated and reformulated until the desired product is determined.

necessary when researching and identifying green coffee availability at the expected quality and futures prices relative to harvest cycles.

Manufacturing research to know the current capacity and capabilities for roasting, grinding and packaging is relatively straightforward. If the product direction includes new technology or processing capabilities, comprehensive due diligence as early as possible will greatly help with the decision process. Projects that require segregated inventory for green coffee that will not be cross utilised by other products should be carefully studied to consider warehouse space, inventory controls and financial capacity.

Consumer research, also called consumer insight, is often overlooked but is critical to the success of the product development project. In short, product success is greatly increased when the potential customers are included in the research, and when decisions are not made only using internal employees. Investigating the opinions of those who will ultimately make purchase decisions, knowing their preferences for flavour profiles and price elasticity will contribute to a successful product launch. Purchase intent inquiries will help determine if a new product will attract new consumers for incremental revenue or simply transition existing consumers from one product to another.

Development Begins with Experimentation

Development in the laboratory is a series of trials following scientific method. The formulation of the question should have already been considered



Image courtesy of Carolina Korman

Employee training is vital to any product launch so the details of the new product are fully understood.

during the research phase. For example, is cost reduction possible without affecting flavour? Or, will additional menu options increase revenue and profitability? Product developers will then create a hypothesis, ie, an intellectual opinion for the result of the project to establish a path for development. Often multiple hypotheses are considered for complex projects or to avoid bias and prejudice. Before product testing occurs, the hypothesis is expanded to include functional details for green coffee sourcing, cost of goods, blending, roast development and other factors.

The logical consequences of the plan must be considered to verify the hypothesis and confirm or

It is essential to keep detailed records of the laboratory development process.



Image courtesy of Julia Luckett Photography

reject the plan. For example, product development hypothesis must be challenged regarding coffees price, quality and availability, and the capabilities of manufacturing. A single origin coffee product launch should not be considered when green coffee is out of harvest and not fresh. Furthermore, a new product that has little to no discernable difference from existing products will most likely not increase revenue. Products requiring specific certifications pose complex challenges when the project hypothesis is verified; will the cost of goods, coffee quality, availability, and the reliability of the supply chain meet the needs of the new merchandise?

“Not all their experiments work,” said Kevin Kuyers, president of Theta Ridge Coffee, based in South Bend, Indiana, who adds his experience in product development with coffee farmers working to develop a low caffeine plant. “It took 12 years to get it to where they wanted it to be. It was great coffee and started selling well. They started planting larger fields to produce more, but over the next few years the coffee plant mutated back to its original form and they could not keep the caffeine content low.”

Benchtop testing is where coffee art and science

intersect. Coffee samples are requested, supply chain details are verified, processing trials occur, and cupping and tasting occur. Internal testing is conducted to evaluate the coffee versus the goals and direction determined in the research phase. Most often, benchtop testing is conducted with green coffee type samples or current availability, which may not be the same quality as the coffee available at the time of product launch.

Coffee products are formulated, evaluated and reformulated until the desired product is determined. With each formulation, detailed analysis of process controls, physical attributes, and sensory profiles are recorded to ensure an exact replication is possible. Considerations in the benchtop development include consistent sourcing, manufacturing capabilities, and other business factors determined in the research phase.

Kuyers noted that “it is important to ensure that product is sustainable, especially for the farms and companies that are looking into developing a new product,” specifically, social and environmental sustainability as well as maintaining the coffee’s flavour from harvest to harvest.

Once the development process approves a potential new product through internal testing ▶

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A key step in successful product development is knowing what your customers want.

it must be validated through production trials. Success in the laboratory does not always emulate the coffee's finished product attributes realized in larger capacity production equipment. Having detailed records of the laboratory development process will greatly assist in adjusting the process controls and specifications to achieve a similar result. Coffee analysis during ramp-up from benchtop development to full manufacturing is critical. Finished product flavour profiles need to be validated in perspective brewing methods to document attributes for replication.

"Having a production team with experience in multiple platforms can dramatically improve the success of the project. Education and training exposure can be difficult to quantify in its value but is easily identified when applied to a situation that yields a result with a minimalised development cost as a result of such education," shared Brady from personal experience.

Product development testing involves external analysis to ensure consumer acceptability. The product should perform as the initial research concluded. Consumer testing may be complicated and is often costly when considering different opinions and purchase intents over various market segments and geographic locations. Including potential or target customers in the product testing will provide critical data not able to be acquired through internal trials or by only including existing customers. Before any testing occurs, detailed success criteria should be determined and agreed upon, specifically the statistical results required to proceed to product launch. For example, a

potential success criterion may specify that at least 80 percent of current customers prefer the optimised blend over the existing product.

Consumer testing will help identify if the product development will generate incremental sales with existing consumers or attract new customers to the business. Potential new customers may be asked to rate the product in development versus their current preferred product to determine if they would switch. Consumer product testing can also be used to evaluate the success of advertising, packaging variations, pricing or retail merchandising, and beverage production.

Launching the Product

Only after the success criteria is achieved should a product be launched, since meeting the established success criteria is the best indication that the product will be successful.

Using the information learned during the product development testing phase will help ensure a successful product launch. Knowing what messages in merchandising will resonate with customers helps increase the effectiveness of a costly advertising campaign. The placement of advertising material to promote the product launch is critical; locations will vary if the goal is to market to existing customers or to attract new customers. Employee training is vital to any product launch, and providing a comprehensive program for sales staff, baristas and customer service representative to understand the details of the new product and why it was developed. Communicating the features, advantages and benefits of the new product will help ensure purchase intent is transitioned to actual sales.

New products can attract new customers to your business, increase profitability, enhance operational efficiency, and impact consumer satisfaction. When done right, following the established principles of research, development, testing and launch the business risks are reduced. Knowing what your customers want and are willing to spend helps guide your process to achieve success. ☕

Spencer Turer is vice president of Coffee Enterprises in Hinesburg, Vermont. He is a founding member of the Roasters Guild, a Licensed Q grader, and received the Specialty Coffee Association of America (SCAA, now SCA) "Outstanding Contribution to the Association Award." Turer is an active volunteer for the SCA, National Coffee Association USA, and International Women's Coffee Alliance.



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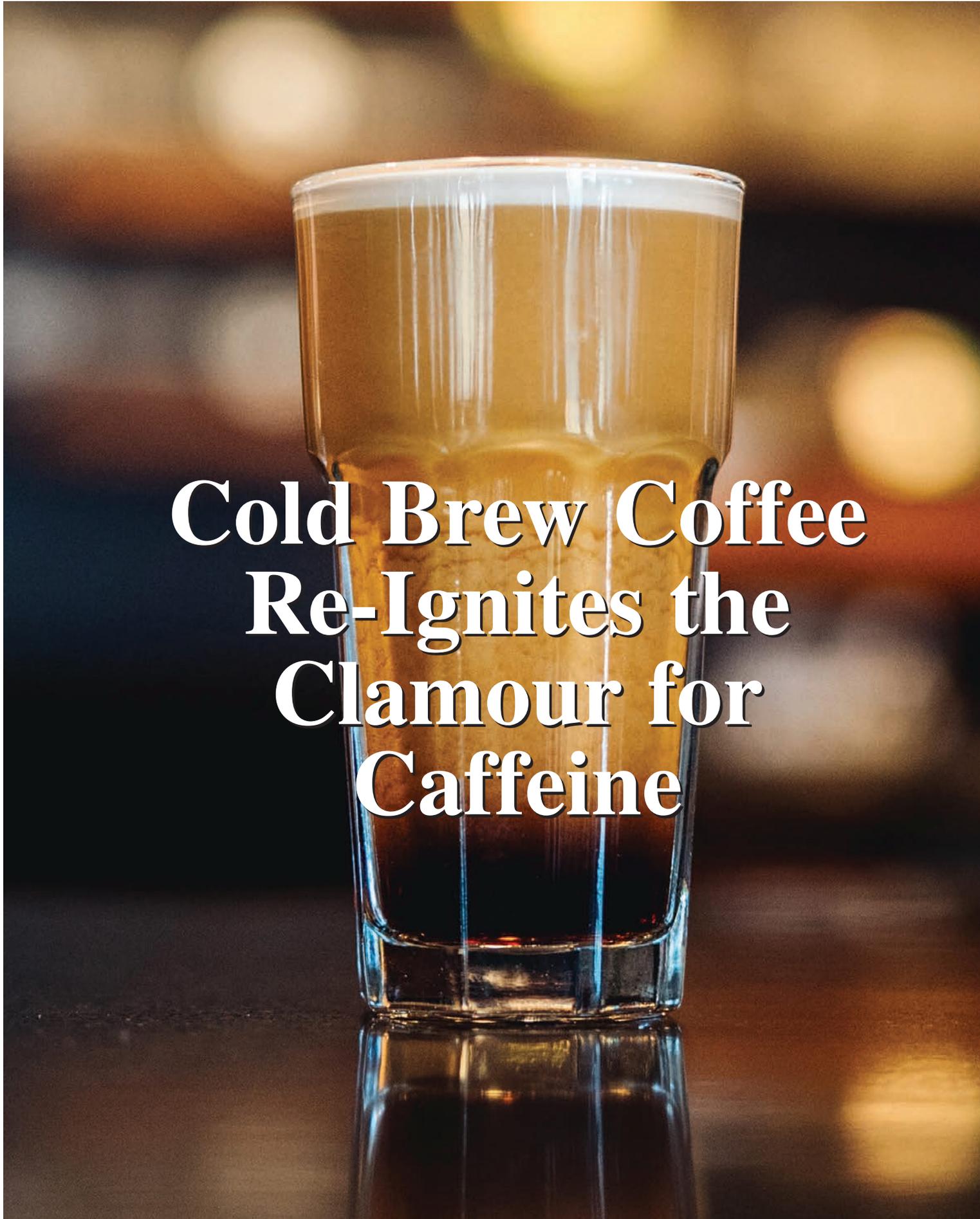


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Cold Brew Coffee Re-Ignites the Clamour for Caffeine

No longer a trend or fad, the popularity of cold brew and nitro cold brew coffee continues to surge both on-premise and in ready-to-drink form.

By Neha Chaturvedi

With the number of coffee drinkers proliferating, consumers are making a rapid shift to gourmet brews. The coffee landscape is witnessing booming sales among young coffee aficionados, with cold brew coffee becoming the drink of choice. Cold brew coffee is evolving as a dynamic new entrant as it is not akin to the run-of-the-mill iced coffee. Simply put, it is made from coffee beans that have been steeped in water for at least 12 and up to 24 hours. As cold brew coffee offers a different flavour profile, it is becoming one of the hottest new offerings for coffee lovers.

Flavour seems to be the top attribute for cold brew coffee's soaring popularity. Consumers describe the concoction as rich and smooth and less acidic as compared to the traditional hot brew. As caffeine concentrations are higher in cold brew coffee because of longer steep times, consumers can reap the same benefits as derived from hotter versions of the brew but in smaller amounts. North America presently is topping the list for cold brew sales. Over the last one year, sales for cold brew coffee in North America have surpassed those of iced coffee accounting for 80 percent to 85 percent of the market, according to London-based global market research firm Fact.MR.

Nitro Cold Brew is Trending and How

Nitro cold brew coffee – nitrogen-infused cold brew – is riding on the wave of profitability as it is emerging as a favourite among younger consumers. The nitrogen imparts coffee with a silky and smooth texture. Coffee experts state that flavour compounds undergo significant decomposition when they interact with oxygen from the environment. Nitrogen-infused cold brew, however, gets rid of any residual oxygen in the coffee, thus allowing the coffee to develop a naturally sweeter taste than brewed coffee. Nitro cold brew originated in the United States approximately five years ago and has quickly and indelibly made its entry into mainstream multinational coffee chains such as Starbucks.

As nitro cold brew cans are populating retail shelves and featuring on menu cards of coffee chains, nitro cold brew coffee has become an inescapable trend. It has become one of the top orders in cafés. While the coffee market is abuzz with trends, the soaring popularity of nitro coffee

illy launched its first RTD Cold Brew Coffee line in March in the US.



Image courtesy of Starbucks Coffee

comes as a surprise. This is because the beverage is not easy to make, requiring a complex assembly of filters, pipes, tubes, gas tanks, hoses and keg connectors. The cost incurred for installing a nitro program at a coffee shop could range anywhere between USD \$1500 and \$2000 (although costs have dropped in the last few years as the technology has improved), not to mention the additional expenses incurred in training baristas to use the equipment.

From the customer's viewpoint the price tag is steep too. An average cup of nitrogen cold brew coffee (around 10-12oz) ranges in price between \$5.00 to \$6.00, which is not cheap relative to hot brew variants.

Yet, the nitrogen cold brew continues to fascinate consumers with its appeal. The first step to creating nitro cold brew is to similar to brewing regular cold brew coffee. The cold brew – a superior product to iced coffee – is further transformed by infusing it with nitrogen through a pressurized valve. This gives the coffee a satiny and velvety texture. While cold brewing heightens the sweetness of the coffee, the nitrogen infusion gives it a frothiness that is unbeatable. The result is a sweet and creamy beverage without additives, that not only entices consumers to drink more but also convinces them to unflinchingly shell out top dollar for a cup of coffee.

How Brands are Innovating to Promulgate the Cold Brew Culture

Cold brew coffee innovation has witnessed a juggernaut in the last year with industry players teaming up to promote cold brews in a big way. In March 2020, BKON, Alto Cold Brew and Enhanced Beverage Solutions partnered to organise a road show event that will take place throughout 2020. The event is set to hit major cities across the US where attendees will learn simple yet innovative ways to enhance their cold brew programmes.

This event is well-timed to enable smaller players to consolidate their position in the market. It will also pave the way for cutting-edge brewing techniques,

(Above) Starbucks RTD Nitro Cold Brew Coffee began rolling out in February. (Below) One Village Coffee partnered with BKON to introduce its first canned cold brew line in May 2019.



innovative labs and getting access to in-depth knowledge on nitro dispensing equipment.

Based in California, Alto Cold Brew believes that cold brew is the coffee of the future. The company has put a lot of emphasis on its specialised coffee filters for cold brew, which are currently being sold on Amazon and give at-home consumers an efficacious and easy alternative to the cumbersome coffee chain process of cold brewing.

Enhanced Beverage Solutions has taken nitro-infused beverages to another level by incorporating the technique not only in coffee but also in tea and wine to impart them with a velvety, rich texture. The company is working closely with restaurants, bars and cafés to help them infuse a variety of drinks.

Trieste, Italy-based illy launched its first line of ready-to-drink (RTD) cold brew coffee products in US stores in March. The drink uses illy's special blend of 100 percent Arabica coffee, which is allowed to cold brew for 12 hours. illy went full force marketing the new cold brew line via social media promotion, advertising and sponsorship at sought after food and music festivals.

Experts in the coffee landscape advise that manufacturers wanting to break from the pack must emphasise the importance of 'clean indulgence,' ie delivering cold brew coffee that is not only superior in taste but is also devoid of artificial ingredients.

In February 2020, beverage giants PepsiCo and Starbucks launched a new RTD variant called the Starbucks Nitro Cold Brew. With this move the two companies have carved a niche for themselves in a high growth segment that delivers leading innovation



to its consumers. Fact.MR reports that with the nitro cold brew market growing at a staggering 40 percent year-on-year [in the US], Starbucks has captured the unassailable position of market leader in the RTD coffee category with a whopping 80 percent share.

Packaging Innovations and Trends

The need for sustainability is ramping up the demand for recyclable and biodegradable drinking cups. For instance, the KLIX Eco Cup claims to have a reduced environmental impact and is recycled the same way as a standard A4 size piece of paper. Used in vending machines, this packaging is highly suitable for both cold and hot coffee brews.

For those not wanting to give up on the convenience sipping cold brew coffee from a straw, Repurpose makes compostable straws out of plant matter, which easily degrade within 180 days at a composting facility.

Another option are stainless steel straws that are not only long lasting and durable but also affordable. With a silicon tip, they come in a pack of six and are bent in shape to fit tall tumblers of cold brew. Plant-based packaging company Vegware manufactures

cups that are sustainably sourced from paper that has a special lining which is made from renewable materials and can easily be composted.

Astonishingly, the non-compostable straw or cup is not the planet's biggest enemy. Rather, researchers purport that dairy releases almost three times as much greenhouse gases, a fact strongly contested by the dairy industry. Today, there is the option to choose from a slew of non-dairy coffee drinks or sip that milky latte from a ceramic mug. ☕

Union Hand-Roasted Coffee launched a single-origin cold brew concentrate in 2019 for the food-service channel in the UK.



Neha Chaturvedi is a market research writer and content strategist at London-based Fact.MR.

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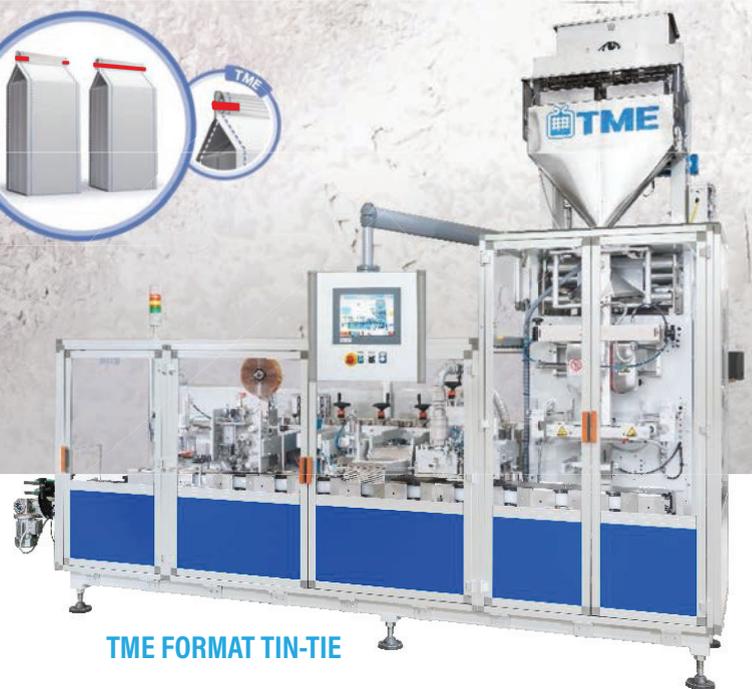


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Miko Coffee Finds a Solution for FM with the Sortex A

Miko Coffee's history dates back to 1801 when Leonardus Michielsens opened his grocery shop in Antwerp, Belgium. One of the world's oldest coffee roasters, the family-owned company prides itself on providing the highest quality coffee beans and commercial coffee machines.

Exporting to more than 40 countries, Miko Coffee provides coffee beans and commercial coffee machines and grinders to hotels, cafés, Michelin-starred restaurants, events and exhibition centers, golf clubs, hospitals and a wide range of retail businesses. With more than 600 employees, the company and manages coffee-service subsidiaries throughout Europe and in Australia.

But Miko Coffee's reputation for high quality was in jeopardy when customers began complaining about the presence of foreign materials in their coffee beans that were jamming and damaging their coffee grinders.

"In late 2013, some customers contacted us because their coffee machines were becoming jammed by small sticks and other foreign materials (FM) in coffee beans we'd supplied," said Bart Laps, plant manager of Miko Coffee. Furthermore, "since they were our machines, when they were blocked, we would have to send technicians to our customers' facilities to remove sticks, clean the machines and get them up and running again." This created an additional time and cost burden for Miko Coffee, while impacting its customers.

To alleviate the foreign materials problem, Miko Coffee approached London, England-based Bühler Sortex for a solution in the form of an optical sorter. "We chose Bühler for its reputation and they have a business unit dedicated to coffee processing," said Laps. "We visited their application centre in London and were impressed with their sorters and their knowledge and experience."

Foreign materials in green coffee beans, usually Robusta but sometimes Arabica, can include small sticks, stones and occasionally plastic and glass because it is often dried on the ground. "When coffee is dried on the ground, these small pieces can easily become collected with the coffee beans," said Laps, explaining that users often pour whole bags of coffee into their machines, which can then become blocked if any small pieces are still present. He noted that this was happening most frequently with green coffee from Vietnam.

Miko also makes blends of coffee. "If just one batch from one supplier contains foreign materials – even sticks that are 10mm or smaller – it can affect the whole blend," explained Laps, adding that not all coffee is sorted before it leaves origin, "so we must

When Miko Coffee discovered that foreign materials in its coffee beans were causing customers' grinders to jam, the company invested in a Bühler Sortex optical sorter to help alleviate the problem.

By Vanessa L Facenda

All images courtesy of Miko Coffee



sort them ourselves to remove FM before the beans can be roasted."

Investing in Its First Optical Sorter

"Miko approached us and in 2014 we carried out trials for them," said John de Vor, sales director of Q-Process, the agent in the Benelux countries for Bühler Sortex. "They were impressed with the results and [purchased] a Sortex A optical sorter."

The Sortex A range has been designed to help processors overcome difficult sorting requirements. It features advanced inspection technology that identifies differences based on structural properties, enabling the sorter to simultaneously reject unwanted material of the same shape and colour as the coffee bean.

Previously, Miko Coffee had used a machine to sieve coffee beans before roasting, but its small mesh meant good coffee beans were being needlessly sorted out, which affected yield. Using a larger mesh would boost yield, but only remove larger foreign materials. Compounding the problem, wood has almost the same specific weight as green coffee and can therefore not be removed by a de-stoner.

Each day, Miko Coffee receives two truckloads of green coffee, amounting to approximately 8,000 tonnes a year. About 50 tonnes of green coffee are sorted each day, with the Sortex A running for ten hours. Every bean is sorted before it is blended and roasted, which ensures higher-quality, cleaner coffee, free from defects and foreign materials.

"Miko Coffee now uses a large-mesh sieve machine to remove larger foreign materials, before passing them through the Sortex A. This leads to much less

Foreign material in green coffee beans can include small sticks, stones, plastic and glass.



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waste, but with far more foreign materials removed,” de Vor noted. “Miko Coffee has a capacity of 6000kg of green coffee beans per hour, with a final reject, after resort, of less than 0.1 percent, with a very high foreign materials concentration.”

De Vor said that Miko Coffee’s sort is now more accurate, too, “because the Sortex A is able to differentiate between sticks and coffee beans that are the same colour. Quality and safety are key for Miko Coffee, which is why its entire production facility is BRC certified (Issue 8) – an internationally recognised mark of food safety and quality.”

Miko Coffee uses the optical sorter when processing green coffee for all its brands, including Freehand Coffee, Grand Milano Coffee, Miko Coffee and Puro Fairtrade Coffee. Puro Fairtrade Coffee ensures that farmers receive a fair price for their beans. “On top of the guaranteed minimum price, farmers also receive a Fairtrade premium,” said Laps. “This premium is invested in the farmers’ community for schools, infrastructure and agricultural improvements.”

For every cup of Puro coffee sold (2 percent of sales), a financial donation is made to World Land Trust. Laps said that with this money, WLT buys and protects critically endangered parts of the rainforest, adding that thus far, “an area equivalent to 65,000 football fields has been saved.”

Achieving ROI – and More

The time and cost savings Miko Coffee has made since installing its Sortex A has helped to offset its investment costs, but the company received myriad added benefits, many of which were unexpected, including learning more about coffee.

“Since we installed our sorter, customer complaints and technician calls have fallen by 95 percent,” Laps shared. “We have been able to reduce costs because we’re not sending technicians out to repair the machines as frequently.” He added that there is also much less waste. “Before, if we had 20 tonnes of coffee for example, 50-100kg of waste was thrown away. Now, we clean our coffee two times, which means the concentration of FM is much higher, resulting in lower waste of 20-30kg per truck, Laps said.

Laps said that Miko can buy cheaper coffee but it’s far better quality because they are cleaning it themselves. “With the Sortex A, we are able to



(Above) Foreign materials in green coffee beans were causing jams in Miko Coffee grinders. (Below) Miko Coffee brands

measure the amount of sticks and other foreign materials in the coffee so we can control. We can now go to the trader and say how much FM was present and renegotiate the price of the bean.”

With its business continuing to grow, Miko Coffee is now looking to build a new factory to increase its capacity to approximately 10,000 tonnes per year (and expandable to 20,000 tonnes per year). ☕

Vanessa L Facenda joined *Tea & Coffee Trade Journal* as editor in 2012. She may be reached at: vanessa@bellpublishing.com.



Can My Shipment Have Coronavirus?

By now perhaps you are suffering from coronavirus overload, or you are sheltered in your house eagerly awaiting your April issue of *Tea & Coffee Trade Journal*. As concerned as we all rightly are, it is human nature to drown in today's media coverage where every story is 'breaking news.' In pandemics like these, we always get the call from a diligent (and concerned) shipper that its shipment has the virus, or rather "suffers" from the virus.

Why does a global shipper turn to its commodity insurance broker with such a question? What does it even mean? The answer is more complex than it seems.

First, can the coffee actually contract the virus? No. This is important because marine cargo insurance at its purest form focuses on physical loss or damage. So right away, if there is no physical loss or damage to the coffee coverage cannot be triggered. Next, it would be necessary to review any of the supplemental coverages the cargo policy might provide; think forwarding expenses for bankrupt lines. Any coverage found in these clauses would most likely be confined to uniquely manuscript verbiage for very specific events, and then often for additional consideration and sub-limited.

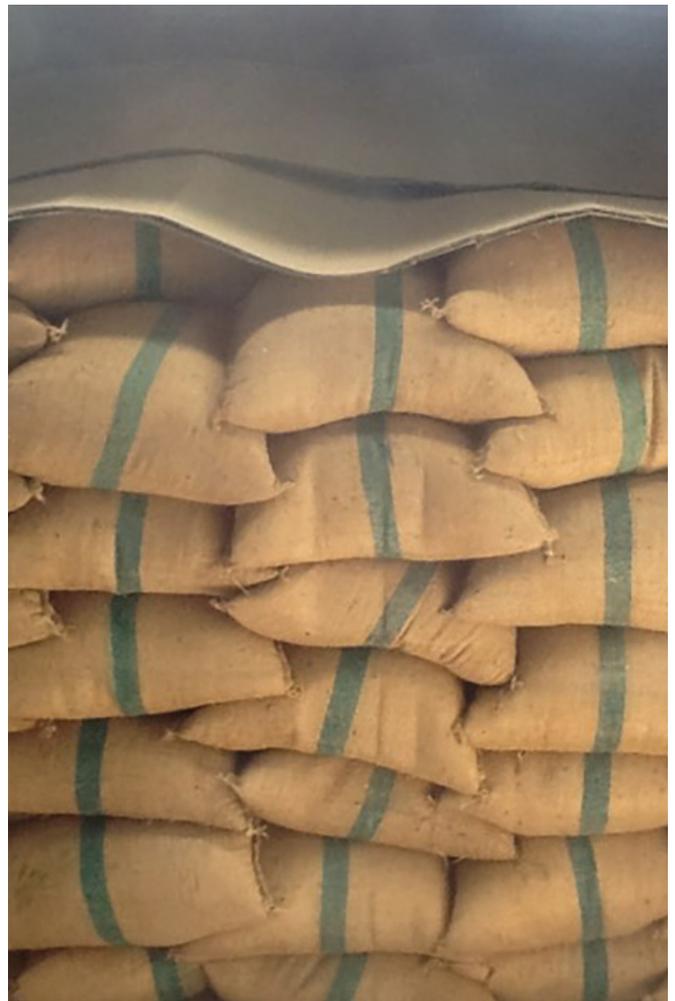
Second, the sales contract requires delivery of 'x' tonnes during the month. Given the shortage of workers at the port and the shortage of containers to load, it simply will not be possible to make this delivery. The shipper claims that delay has caused it to miss the shipment. However, this concept is fraught with problems. How easy would it be for any mis-intentioned shipper to turn any shipment into an insurance sale for any of the myriad reasons a shipment can be delayed?

For this very reason, delay is one of the few fundamental exclusions in both the American Institute Cargo Clauses and London Institute Cargo Clauses, which are the backbone of any marine cargo insurance policy.

Third, taking this one step further, perhaps delay instead morphs into *force majeure*. Surely that will do the trick. In fact, the China Council for the Promotion of International Trade is issuing force majeure certificates in certain situations. Such

With the coronavirus impacting all continents – except Antarctica – shippers want to know if their cargo can 'contract the virus', and if so, are they covered if it does?

By Brett Anderhub



documents might be helpful in the performance (or lack therein) of a contract, but again, what physical loss has happened to the cargo to trigger an insurance claim?

Furthermore, common law jurisdictions like the United States and the United Kingdom look much differently upon force majeure than the Chinese courts. Fortunately, the Green Coffee

As far as cargo policies are concerned, there is not much coverage for “virus infected” shipments

Association (GCA) rules have a specific provision for force majeure events. In short, the GCA allows the contract to be suspended temporarily and only while the issue persists.

Fourth, some might even contend that delay caused the coffee to spoil. This too, is a bit of a sticky wicket, which dances around another fundamental exclusion – namely inherent vice. In this situation, however, one simply needs to take a closer look at the actual loss to the coffee and more specifically, what the proximate cause of that loss was.

So, as far as cargo policies are concerned, there is not much coverage for “virus infected” shipments.

Emerging New Policies

Some new policies have emerged lately; in essence, supply chain insurance or contingent business income policies. These coverages came

to prominence directly following the tsunami that ravaged Japan. These are highly nuanced, however, and have been met with mixed emotions as the scope of perils is often too limited.

One insurance area that has started to see losses mount are credit insurers. Generally, credit insurance claims could be triggered if lack of supply/lack of sales, or investment income takes a prolonged hit, causing some companies to become insolvent. But even here, one should carefully read the policy to make sure there is not some kind of “epidemic” exclusion.

These ever-present problems and disruptions are why a merchant’s job can be so difficult, and why their presence in the supply chain and international trade is so vital.

Let’s just hope self-quarantines due to this virus do not grind trade to a halt. ☹️

Brett Anderhub, CIC, CRM is senior vice president of Rekerdres & Sons, a global commodity insurer based in Dallas, Texas. Brett has a postgraduate diploma in Marine Insurance and is a member of the Green Coffee Association’s Logistics Committee and a member of *T&CJ*’s editorial advisory board.

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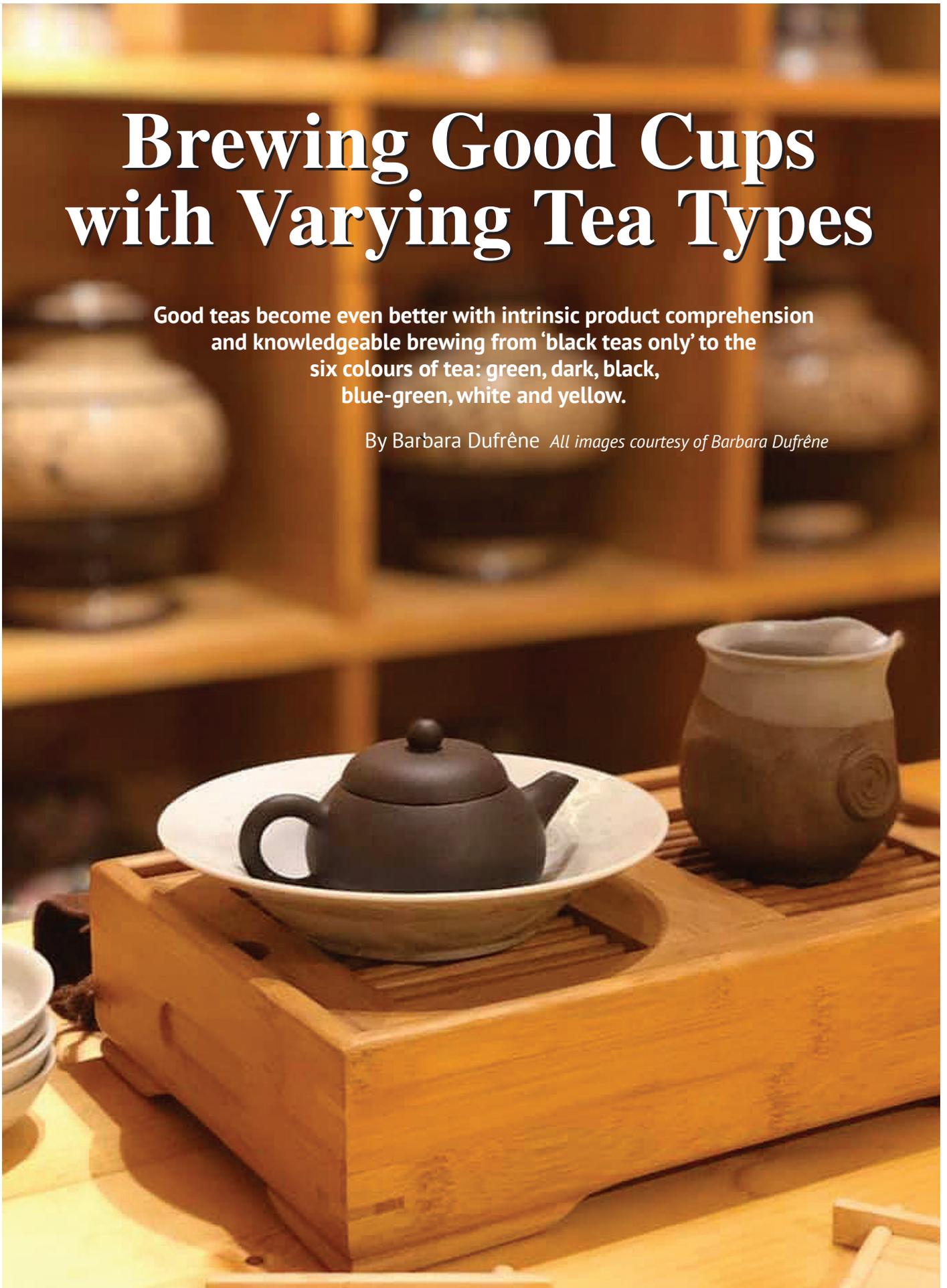
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Brewing Good Cups with Varying Tea Types

Good teas become even better with intrinsic product comprehension and knowledgeable brewing from 'black teas only' to the six colours of tea: green, dark, black, blue-green, white and yellow.

By Barbara Dufrêne *All images courtesy of Barbara Dufrêne*



Until the late 1990s, the tea-drinking Western world – Russia, the United Kingdom and Ireland foremost, and to some extent, the United States of America – has brewed only black teas, mainly from India, Kenya and Sri Lanka. These teas were blended tea bags for the everyday cuppa and fine leaf teas imported mainly from Darjeeling and the Ceylon high grown estates for premium moments. Brewing was fairly standard and consisted of pouring boiling water over the tea in the pot. In the USA, these teas were cooled down to jugs of iced tea, often with sugar and lemon. In Europe, the cups were consumed hot, often with milk and sugar.

When the first green leaf teas arrived in Europe from China around 2005, particularly those from Long Jing from Zhejiang, it was heavily promoted during those early years. Consumers were intrigued by the elegant, flat, green-yellow leaf that infused into a light green liquor. The fragrance was unusual and from the start, there were no additions to the cup — no sugar, no milk, nothing at all. As a rather sturdy pan-fried green tea, the use of boiling water was not harmful to the cup and that allowed for a smooth introduction of the novelty, heralding many more, fine green teas from the Far East.

Later on, white teas arrived, creating a big buzz with their reported health benefits and high theanine content. Then came the puer teas, from the dark tea family, with their completely unusual look of leaves compressed into cakes. They were followed by oolong teas, with their fragrant pearls unravelling into big soft leaves that filled out the pot.

Fine exotic leaf tea was becoming a sought-after luxury product that required knowledge and education to be fully appreciated. Hence tea classes, tea schools and tea trainings have sprung up all over the Western markets. At the same time, market segmentation evolved with black tea losing ground to green tea and the share for premium, specialty and origin leaf teas growing.

Assess How the Leaves are Grown & Processed Before Brewing

To optimise cup quality, there are basic requirements for the quantity of tea, the water quality, temperature and steeping time and the most appropriate accessories. This information is generally provided on the boxes and pouches in the label panels, but assessing and understanding the tea will enable proper brewing, even without reading all the steeping rules.



Over the years, black tea has lost market share to green tea.

Tea is a completely natural product, made from the leaves of an evergreen shrub, the *camellia sinensis*, which are picked several times per year, when they sprout and grow new buds. As soon as they are picked, the leaves are withered and dried, always on the same day to remove the moisture. In order to ensure shelf life and preserve taste and aroma, this process needs time and most importantly, must not be rushed, so that the leaves do not undergo any bruising or damage.

Once the moisture has been reduced, the leaves become flaccid and soft and can be processed accordingly, by roasting, steaming, or firing to stop the enzyme activities. There are many ways to fashion the leaf, one can roll, twist, braid, flatten out, compress in a mold – whatever is the best way for that cultivar from that harvest to become the supply for a fragrant cup.

Whether a consumer's teas come from an online purchase or from a bricks and mortar tea retailer, the dry leaves must be looked at first to consider how much unfolding they will need. Then, the teas must be smelled to evaluate how they will best release their fragrance, to feel their density, and to consider how many grams or ounces will be needed for the cup or pot being prepared. Also, the tea leaves may be more or less robust, according to harvest time and the manufacturing process applied.

Considering all these details and combining them with common sense will help to determine the best way to extract all the savours and flavours into the cup. Many consumers hesitate when they are told about steeping temperatures and the need to use equipment with temperature graduation for green teas. However, in green tea-producing countries, most people boil the water for hygiene, and then cool it down with a water-cooling pitcher, reducing the temperature by 10°C at each transfer. ▷

The Western Style of Tea Brewing

Looking more closely at those tea categories that are available in the Western premium tea markets, most of them will go with simmering water, only a few will need cooling down.

Fired black leaves need a good boil to release their aromatic compounds – this is a common and long-standing practice for Indian, African and Ceylon teas, and also applies to the Chinese blacks such as Keemun, from Anhui Province or Jin Jun Mei from Fujian's Wuyi Shan area, the tiny black spring buds from Sichuan, all delicate spring plucks, but fully oxidized – which allows for easy brewing with hot water at boiling point.

Green teas from China that have most generally been pan-fried can also take a boiling water brew, with the exception of the tiniest, softest and early flush delicate green leaves and particles, which will require a more gentle brewing, to preserve and enhance their delicate fragrance and avoid being spoiled and burnt.

Green teas from Japan are usually steamed and rolled into fine needles. The aromatic compounds are released easily and fast and this is the tea family that most often requires cooling down and short brewing times to yield their typical umami, sea breeze, iodine notes.

White teas are simply spread out to dry in the sun or in cooling rooms, thus undergoing very little mechanical processing, and have their cell structures still almost intact, so they will need close to boiling water and up to ten minutes steeping time to completely extract their subtle flavours.

Wulong/oolong teas, with their wide range of oxidation levels and the energetic rolling process for most of them, will yield the best savoury notes for a cup at the second brew,

Chinese and Japanese green teas require different steeping times.



after a first swift washing, and with water at boiling point, for a short time infusion.

Dark teas, such as the puer teas, are made from leaves that are sun dried first and compressed for further enzymatic development; they will also release their fragrant compounds with boiling water poured on for a short time.

These rules of thumb may need some small adjustments after the first cups and true tea lovers will learn from their own experimenting.

Water Quality is Key for a Good Cup

Water quality is very important and should never be dismissed. The softer the water the better the flavour notes will develop in an unhampered way with no chlorine off taste or oligo elements (oligonucleotides are short, synthetic strands of DNA or RNA that capture aromatic compounds). Many tea houses recommend certain types of bottled water, from local mountain areas and special sources. Tea drinkers can use filtered water of course, and addicted tea lovers may want to set up equipment for reverse osmosis water purifying, thus ensuring the cups release their complete aromatic potential.

Reviewing *Chajing* or *Classic of Tea*, written by Lu Yu between 762 and 774 AD during the Tang dynasty, when tea became widely popular with Buddhism spreading in China, shows a list ranking the 20 best water supplies, mainly sources and waterfalls, including water from melted fresh snow. The list underlines the core importance of the brewing liquid.

Teapots, Tea Mugs & Exotic Vessels

The first consideration will go to the material: either an easy to clean and no-taste memory device like glass or china or glazed cast iron, which is a good choice when drinking many different teas.

For those consumers who often drink either green, or wulong/oolong or puer teas, it is a good idea to have several dedicated tea vessels and opt for tea pottery. Such teapots are mostly made of special, slightly porous sands and clays, which, over the time, will get impregnated with the aromatic notes of the tea family. Most Far East-producing countries have special clay mines, the most famous being the ones around Yixing, in China's Jiangsu Province where purple sand tea wares have been made for centuries. There are others in Japan, like Tokoname, and also in Taiwan and Korea. They have all become iconic and fetch very high prices, in particular when hand made

by renowned artists and artisans, who sign their tea ware, making each piece unique.

The second consideration will go to the shape and the size/volume: brewing individually, brewing for a few or for many, brewing premium teas with many repeated infusions, etc. Most tea lovers have many pots, cups and vessels, because it is a pleasure to “go with the moment” and pick the tea that goes with the mood and the company. The intense tea moments will usually go for Gong Fu brewing, with a state of the art set up and teas like wulong/oolong or puer, that allow for repeated infusions.

Some teas will brew better in open mugs or glasses or a kyusu, which enables the volatile aromatic compounds to expand. Some teas will be enhanced by fragrance cups and brew better under the lid. The more one explores the wide variety of fine leaf, the more brewing vessels one will collect, but when drinking tea in the office, a mug will be fine and a thermos will suffice when drinking tea on-the-go.

Tea is an easy drink, it fits all possible choices, from the mug on the go for hydration and boosting energy and mood, to the traditional tea pot on the family kitchen table for a short break, to refined afternoon or high tea



Packaging offers directions and tips for proper tea brewing.

in elegant surroundings to Zen moments for sharing exclusive premium cups with other tea lovers or exploring quietly on your own.

Tea will provide enhancing sips all throughout the day. There seems to be no limits for enjoying and sharing these cups, which today, have become important tools for socialising and preserving healthy energy in many importing countries. ☺

Barbara Dufrene is the former Secretary General of the European Tea Committee and editor of *La Nouvelle du Thé*. She may be reached at: b-dufrêne@orange.fr.

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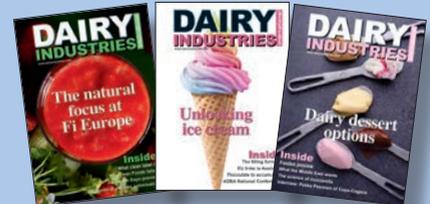
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Most Sought-After Tea Benefits

Functional teas or wellness teas can be a concept that extends beyond physical enhancements in the body, providing psychological benefits as well as social and environmental improvements that offer a sense of well-being.

By Jason Walker



Whether they are called wellness teas or functional teas, consumers look to healthy teas for multiple benefits. Many shoppers' conception of a wellness tea extends beyond helping their bodies to comforting their souls and enhancing the environment and lives of others. All these benefits should be factored into the development of a line of good-for-you teas. The three pillars of a wellness tea should be: build on a strong base tea, manage expectations and efficacy, and look for benefits beyond the actual ingredients.

Build on a Strong Base

All forms of tea (including black teas) have been studied for their health benefits, yet consumers gravitate more towards greens, whites and oolongs as the base for popular wellness teas.

It used to be that dish detergent was dish detergent – it existed solely for getting dishes clean. Then product developers began to offer more enhancements like vitamin E to protect hands and all-natural ingredients to prevent dishwater from harming our clean water sources. Many products, including wellness teas, have followed this same trajectory. Consumers often seek a combination of ingredients with complementary functions.

Certain botanicals and ingredients do offer specific benefits, but many wellness teas achieve their popularity by combining multiple health-focused ingredients with great taste. All forms of tea (including black teas) have been studied for their health benefits, yet consumers gravitate more towards greens, whites and oolongs as the base for popular wellness teas. Green teas in particular, have gained a reputation of being high in antioxidants and other benefits while also providing a mild taste that blends well with other healthy stuff.

Manage Expectations and Efficacy

Successful wellness teas take advantage of research-backed potency and consumer perceptions.

The most popular wellness teas continue to appeal to fundamental health needs and desires. Shoppers look for teas to alleviate cold symptoms, help them sleep, and burn fat. However, not all ingredients are created equal. Chamomile has been used for relaxation and as a sleep aid, but current studies suggest that other botanicals, like ashwagandha, may have greater impact and reliability as a sleepy-time tea component. Successful wellness teas take advantage of research-backed potency and perceived effects.

Look for Benefits Beyond Ingredients

Consumers are increasingly looking for more sustainable teas and products and associate sustainability with a healthier lifestyle. The sustainability mindset includes:

- economic development for tea workers
- environmental protection
- social responsibility

Sustainable teas are feel-good teas that shoppers are seeking and are willing to pay more to get. China plays a critical role in these sustainable, good-for-us-all teas:

- China is the world's largest tea exporter;
- 45 percent of green tea in the US originates from China;
- 50 percent of US Fairtrade tea comes from China;
- 65 percent of US organic tea is from China.

“Tea with benefits” can be a concept that extends beyond physical enhancements in the body. A wellness tea can provide psychological impacts as well as social/ecological improvements that contribute to the tea-drinker's sense of well-being. ☺

Jason Walker is marketing director of Firsd Tea North America. Prior to his work with Firsd Tea, Walker served in a variety of roles in tea and beverage business capacities. He may be reached at: jason.walker@firsdtea.com.



February 2020 Green Coffee Report



December was a volatile month for the coffee market. February saw closures of Brazilian markets for the Carnival holiday and the beginning of the coronavirus problem. Starbucks even announced that it closed more than half of their stores in China in response to the outbreak.

The International Coffee Organization (ICO) forecast global coffee at 169.34 million bags, 0.7 percent greater than in 2018-2019, following a year of exceptional consumption growth in Europe and North America. "In coffee year 2019-2020, a deficit of 0.48 million bags is currently estimated, however, Covid-19 presents con-

siderable downside risk to global coffee consumption."

Further analysis of Brazil's 2020-2021 crop dominated fundamentals for the month. CONAB forecast Brazil's 2020-2021 coffee crop will be between 57.15 and 62.02 million bags. Arabica production is forecast between 43.2 and 45.98 million bags and 13.95 to 16.04 million bags of Conilon.

INTL FCStone also published its own official forecast following a comprehensive crop tour. The estimate is that Brazil should produce 65.1 million bags with 47.1 million bags of Arabica and 18 million bags of Robusta.

Brazil exported 2.42 million

60-kg bags of green coffee in February, down 25.7 percent from the 3.26 million 60-kg bags exported during the same month last year. Arabica exports totalled 2.2 million 60-kg bags, down 27.7 percent from the 3.05 million 60-kg bags exported in February 2019.

Robusta exports totalled 218,905 60-kg bags, up 3.3 percent from the 212,003 60-kg bags exported in the same month last year.

Elsewhere, a talk of tightening supplies amid lower than expected production in Central America began to circulate.

In Honduras, decreased production has led to a tightness in



supplies, triggering differentials to touch levels not seen since 2008-2009. The Association of Honduran Coffee Exports (Adecafeh) thinks 2019-2020 exports will exceed 5.3 million bags.

Exports in February Decrease

Coffee exports in February totalled 99,649 bags, down 7.3 percent from the 107,464 bags exported in the same month last year. This brought cumulative exports for the first five months of the current October 2019 to September 2020 coffee year to 239,619 bags, 11.9 percent lower than the 272,019 bags exported in the same period of the previous coffee year.

Colombia produced 1.001 million bags in February, compared with 1.106 million bags in January 2019. Coffee exports declined by

13 percent to 1.079 million bags in February, down from 1.24 million in the same month last year. The country also launched a coffee price stabilisation fund (FEPC), with a budget of COP 218 billion (USD \$64.2 million).

Of that total, the government earmarked COP 192 billion and the balance came from coffee growers.

ICE (International Coffee Exchange) certified Arabica stocks totalled 2.14 million bags at the end of February, down 15.9 percent from the 2.48 million bags registered at the same time last year. Robusta certified stocks totalled 2.5 million bags, up 25.6 percent from the same time last year.

Amid mixed sentiment on supplies, the Green Coffee Association data showed green coffee

stocks in warehouses in the US totalled 6.312 million bags for the month ending 29 February, which is 357,247 bags, or 5.35 percent lower than the previous month and 47,330 bags (0.7 percent) higher from February 2019. ☕

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This report was compiled by Alexis Rubinstein, senior editor, Coffee Network, a division of New York, New York-based INTL FCStone, a Fortune 500 company focused on diversified financial markets. Email: Alexis.Rubinstein@intlfcstone.com.

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Coffee Enterprises Announces New Pesticide Testing for Organic Products

Coffee Enterprises has expanded its services to include chemical analysis to verify coffee and tea meet National Organic Product (NOP) Regulations.

Coffee Enterprises helps protect companies' investments in coffee and tea quality through analytical evaluations by way of cupping, grading, food safety and chemical analysis technical services. The National Organic Program (NOP) is responsible for production, handling, labelling and enforcement of all US Department of Agriculture (USDA) organic products.

Confirming that coffee and tea products adhere to the NOP regulations throughout the supply chain, from farm to consumer, is essential for business and product trustworthiness. Coffee Enterprises now offers a quantitative chemical analysis measuring over 180 pesticides for coffee and

tea products that will be sold, labelled or represented as "100 per cent organic" or "organic."

Testing is conducted under Coffee Enterprises supervision at ISO/IEC 17025:2017 certified partner laboratories following NOP guidelines.

"Protecting the integrity of certified organic products is critical to business credibility," said Spencer Turer, vice president of Coffee Enterprises.

Coffee Enterprises' Pesticide Multi-Screen Package #4 (NOP) Test is an essential tool to verify that coffee and tea products adhere to USDA regulations for labelling.

Organic agriculture is important for maintaining healthy soil, encouraging biodiversity, supporting animal health and welfare, and to reduce risks of exposure to synthetic chemicals.



Coffee Enterprises

For more information about food safety and chemical analysis services, and other coffee and tea quality control evaluations, visit: www.coffeeenterprises.com or call: 1 800 375 3398 or +1 802 864 5760.

Coffee Enterprises, based in Hinesburg, Vermont, is an independent company providing consulting, technical laboratory services, and business intelligence to the coffee and tea industries. Coffee Enterprises conducts unbiased scientific analysis on coffee and tea.

Nestlé and Starbucks Roll Out Premium Instant Coffee Globally

Nestlé announced the global launch of Starbucks premium instant (soluble) coffee. The new range, which began rolling out in February, consists of Medium Roast and Dark Roast coffees, as well as a variety of coffee beverages and a tea latte.

Nestlé introduced the new range of Starbucks premium instant coffee globally in markets including the UK, Ireland, Brazil, Chile, Mexico, Australia, New Zealand, Greater China (Mainland China, Hong Kong and Taiwan), Japan, Malaysia, Singapore, Thailand, and South Africa.

The new range of Starbucks premium instant coffee is the latest co-developed by Nestlé and Starbucks under the global coffee alliance, which in the last year has brought a broad range of new offerings to more than 40 markets.

"The continued strong collaboration between Starbucks and Nestlé enabled us to move at speed and to expand the Star-



bucks brand into the instant coffee segment. We are delighted to keep leveraging our coffee expertise to create new experiences for consumers," said David Rennie, deputy executive vice president, head of Nestlé Coffee Brands.

"The instant coffee segment is growing fast globally. With the launch of Starbucks premium instant coffee, we have a new range that resonates with Starbucks consumers and will strengthen our leading position."

John Culver, group president at Starbucks International, channel development and global coffee

and tea, said, "We're very excited to introduce our high-quality Starbucks coffees in a premium soluble format for customers to enjoy.

"The speed in which this innovation came to life is an example of the power of our alliance as we further extend the global reach of Starbucks for our customers and create long-term value for both companies."

The Medium Roast is a smooth and balanced Latin American coffee with notes of milk chocolate and nuts. The Dark Roast is a full-bodied Latin American coffee with a sweet roast flavour and notes of dark chocolate. The new coffee beverages and tea latte are directly inspired by signature Starbucks beverages such as cappuccino, caffè latte, caffè mocha, caramel latte, and vanilla latte, as well as the matcha latte.

All products use ethically sourced CAFE Practices Arabica beans that are served in Starbucks coffeehouses.

Extract Coffee Roasters Releases New Branded Tea Line

Bristol, England-based Extract Coffee Roasters has introduced its first full range of sustainably sourced and packaged specialty teas. Extract Tea comes in eleven core lines and one seasonal line. The tea is available as loose leaf and biodegradable string and tag pyramid bags.

Duncan Kendall, Extract Coffee Roasters' managing director, commented, "We wanted to supply our customers with a range of teas with the same passion, artisan craftsmanship, sustainable credentials and community impact which we bring to coffee." He added that "after a long search it became clear that, unlike coffee, there is a real lack of story and transparency within tea. So, we decided to create our own to take control of our supply chain and celebrate the farmer's stories of individual estates and cooperatives."

The new Extract Tea range includes organic and infusions of black, green and herbal tea, as well as exclusive lots from specialty tea farmers.



"Obviously we're excited for people to experience our tea's exceptional taste, but we also can't wait to share the stories of biodiversity, organic techniques and community behind each tea," said Duncan. "For example, we're proud to source our organic Darjeeling from the Arya Tea Garden in Darjeeling, India, which is one of the last remaining family-owned tea gardens in the area."

As well as being sustainably sourced, the new range sees a significant shift in Extract's packaging. The coffee roasters have reduced packaging in the tea's sup-

ply chain by over 80 percent and new pouch sizes mean 52 percent less packaging in cafés and restaurants.

The Extract team has also developed an exclusive tea training program for its customers.

Dan Lacey, Extract's trainer and southwest regional manager, said, "More than anything, we want hospitality professionals to feel excited to share the inspirational stories of these teas with their customers and to have the skills they need to make a delicious drink every time."

TC Transcontinental Creates Internal Recycling Group

TC Transcontinental has announced the creation of a Recycling Group within TC Transcontinental Packaging.

In 2020, the group will start purchasing equipment for converting flexible plastics, recovered from sorting facilities and other commercial, industrial and agricultural sources, into recycled plastic granules. It will also be on the lookout for potential acquisitions of companies within this sector.

"The creation of the Recycling Group aims to vertically integrate the recycling of plastics in our packaging production chain in Canada, the United States and Latin America, ultimately ensuring stable procurement of this material for us," said François Olivier, president and chief executive officer of TC Transcontinental.

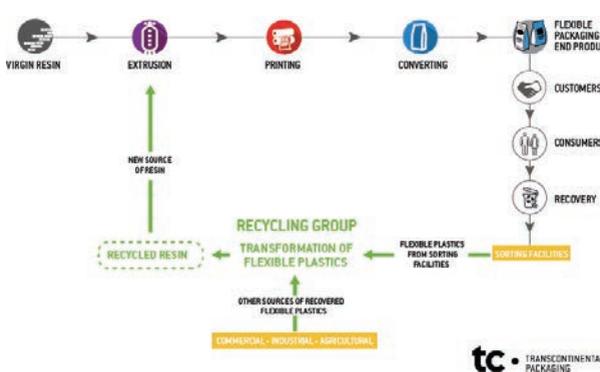
"This decision stems from our desire and that of many custom-

ers to differentiate ourselves with an offering of eco-responsible packaging products containing recycled plastic, accelerate its development, and create a truly circular economy for plastic that will bring further benefits for the environment and for communities."

The establishment of the Recycling Group will contribute to the achievement of TC Transcontinental's objectives as a signatory of the Ellen MacArthur Foundation's New Plastics Economy Global Commitment.

One of the corporation's objectives is to increase post-consumer recycled content across its portfolio of flexible plastic packaging products.

The purchase of recovered plastics will better enable their value recovery and facilitate the creation of local outlets for sorting facilities and companies in the



commercial, industrial and agricultural sectors.

The team will be led by Sylvain Levert, as senior vice president, Recycling Group, reporting to Thomas Morin, president of TC Transcontinental Packaging. He was previously svp, procurement at TC Transcontinental. Levert will be supported by Mathieu Séguin, as general manager and by Fabrice Laberge, as director, R&D, Recycling Technology.

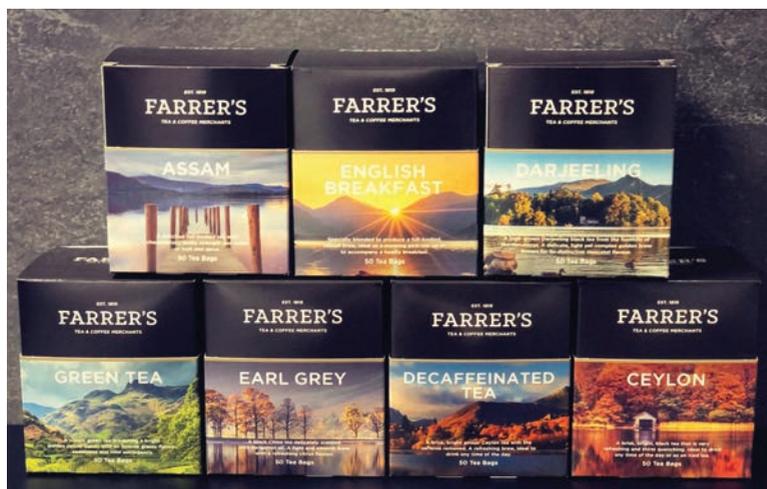


Farrer's Introduces New Lake District-Inspired Tea Branding

Farrer's has launched new packaging designs for seven teas in its teabag range, including English Breakfast, Green Tea and Darjeeling. Each of the seven designs captures a favourite spot in the British Lake District, and showcases the essence of what makes the place Farrer's calls home so special. The company hopes that the design may even encourage consumers to get out and explore more of the Lakes themselves.

The packaging designs for part of the teabag range are new, but the blends inside haven't changed and with the addition of Farrer's new interior product wrapping, customers will find that the teas taste fresher than ever.

Dave Walsh, Farrer's general manager, said, "We really felt it was time to update the packaging designs in our teabag range. As a company we've had so many successes over the last 200 years, and we wanted to create a range of designs that would take us forward into our third century of business. We hope to strengthen the strong emotional ties people have to Farrer's by remaining true to the landscape that inspires



us, whilst forging relationships with new tea drinkers by bringing a sense of adventure to their tea-drinking experience."

Matthew Richardson, creative director at Cactus Creative, which developed the new branding, said, "This project is the culmination of a year-long re-brand for Farrer's and in it we have captured the relationship between Farrer's Teas and the inspirational setting of the Lake District. Between them, the images encapsulate the variety of this ever-changing landscape at different times of the year. Individually, each blend features a

time and place that reveals something of its essence. Green Tea is represented by the lush Langdale Valley, Darjeeling brings us a crisp bright Derwentwater and English Breakfast finds the midsummer sun breaking over Wastwater. We all have our favourite teas and parts of the Lake District and we hope these designs inspire people to find new ones."

Consumers should start to see Farrer's new designs in tea aisles across the Lake District region in the coming weeks, but the re-branded products are available now through Farrer's online shop.

Community Coffee Rolls Out Two Blends to CVS Stores Across the US

Consumers can now find Community Coffee Company's premium Breakfast Blend and American Classic coffees in nearly 5,000 CVS stores across the United States.

Community Coffee's expansion covers the entire East Coast, including New England. It also encompasses the Midwest and Southern US. Additionally, CVS stores in Colorado, New Mexico and California will also be featur-

ing the products.

The products began appearing on the shelves of CVS stores in March. Both blends are available in 12oz bags and single-serve boxes of 12 and feature the new, refreshed branding.

"We believe everyone deserves a great-tasting cup of coffee," said Ryan Schemmel, svp of sales and e-commerce at Community Coffee Company. "As one of the fastest-growing retail coffee brands in America, we're excited to partner with CVS and make that belief a reality. We can't wait to provide even more customers with a high-quality coffee that has over 100 years of family expertise behind it." Founded in 1919, Baton Rouge, Louisiana-based Community Coffee Company offers an expansive line of premium coffees, coffee beverages and teas in a variety of formats.

CVS Pharmacy, a subsidiary of CVS Health, headquartered in Woonsocket, Rhode Island, operates more than 9,665 stores across the US.



Clipper Teas Expands Decaffeinated Range

Clipper Teas has expanded its range of the UK's most naturally decaffeinated tea to the health food trade, following increased consumer demand.

The range includes two new Fairtrade and organic options: Earl Grey Decaf Tea and Pure Green Decaf Tea, in addition to the brand's Everyday Decaf Tea.

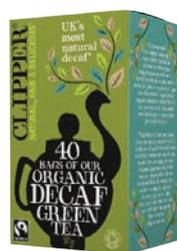
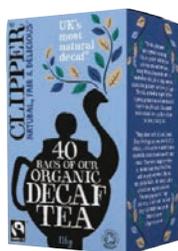
Clipper Teas uses a completely natural decaffeination process, filtering the tea with CO₂ rather than using harsh chemicals. The process is approved for organic products as a more natural way to decaffeinate, that doesn't leave behind any harmful residues. The tea bags are also unbleached, non-GM and made with a biodegradable, plant-based material.

The decaffeinated category has

grown by six per cent in the past two years alone and within tea it is projected to be worth an additional £3 million to the category by 2022.

Bryan Martins, marketing director for Clipper Teas at Wessanen UK, said, "Decaffeinated tea consumption is on the rise for a number of reasons; growing awareness of the natural benefits of good sleep; increased appeal with a younger and more health-conscious demographic and rising demand for specialist teas that can support a healthier lifestyle."

He added that as part of Wessanen UK, "Clipper is focused on



making every cup count to support people to make better health choices for themselves, and the health of the planet through organic, Fairtrade and sustainable tea."

The new decaf tea products will be available at Whole Foods Markets, Planet Organic and other independent food stores with an MSRP of £3.49 per pack. The range will later be rolled out to selected supermarkets.

FNC Contributes 240,000 Trees in Coffee Regions to Support Colombia's National Reforestation Goal

The Colombian Coffee Growers Federation (FNC) has pledged to contribute 240,000 trees in coffee regions to the Colombian government's national reforestation goal of 180 million during a four-year period, as set out by President Ivan Duque.

Since 1993, the Bogotá-based FNC has successfully implemented a forest and biodiversity conservation program, in partnership with the Colombian and German governments, which has had a significant impact on 59 municipalities of eight coffee departments.

After the Ministry of Environment and Sustainable Development set the guidelines for this type of reforestation (native species and guaranteed care), the FNC applied itself to identify how many trees, of the millions that it has planted to date (including timber species), were eligible to contribute to the national goal.

"We are going to register the first 240,000 trees in coffee regions as the FNC's initial contribution to the goal of 180 million trees, with the guarantee that they will be well preserved," said



Roberto Vélez, CEO of the FNC.

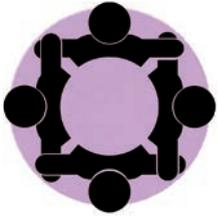
Additionally, for the remaining term of the current Colombian Government, the coffee grower union will contribute new plantings in an amount yet to be determined.

As a way to boost this great effort, throughout the year the FNC will carry out several 'Sembratonés' (plant-athons), the first of these was recently held in Zapatocha, Santander.

The forestry and biodiversity program, the FNC's flagship program for environmental sustainability, contributes to the care of ecosystems and adaptation of coffee farming to climate variability through integrated river basin management.

The program has implemented actions for proper land use, combining coffee crops with agroforestry arrays, forestry plantation and hedges, as well as actions for conservation and care of native forests, with a management and planning approach that favours biodiversity habitat connectivity (corridors) in coffee regions and sustainable production practices that use and pollute less water, rationalise the use of agrochemicals and reduce organic and inorganic waste.

"We have a model that works. It is not about just planting, but having a care guarantee, which in our case is met because the benefited coffee growers are committed to caring for those trees," said Vélez.



Royal Cup Appoints Chip Wann President and CEO

Royal Cup, Inc, an importer, roaster and distributor of premium and specialty coffees and teas, named Chip Wann president and chief executive officer (CEO), effective immediately. Wann, who most recently served as the company's chief operating officer, becomes the first non-family leader for the company.



Chip Wann

"Chip has successfully led our company on a path of modernization while maximizing efficiencies across the board. His commitment to our customers, team, and product lines solidified our confidence in his ability to lead our team for the long term," said Bill Smith Jr, chairman of Royal Cup.

Wann joined Birmingham, Alabama-based Royal Cup in 2017 as chief financial officer, managing corporate finance, accounting, commodities, information technology, pricing, and procurement, and providing overall financial leadership and strategy. He was named the company's first chief operating officer in April 2019 and, in that role, oversaw all aspects of Royal Cup's day-to-day business and personnel decisions.

Prior to his tenure at Royal Cup, Wann served as the chief operating officer and chief financial officer for Birmingham-based Mspark and held executive-level positions in the healthcare and insurance sectors.

"Royal Cup is positioned well for growth in our highly competitive marketplace," explained Wann. "With the investments made by our team in our people, processes, and systems, I am confident in our ability to continue offering our customers the expe-

rience they have come to expect from us, while driving profitable growth for the company."

Former president and CEO, Bill Smith III, will transition to a new role within the organization, serving as a director and strategic advisor. He will focus on new and unique opportunities for the Royal Cup brand, as well remain an active member of the board of directors.

"I could not be more supportive of this thoughtfully planned succession for Chip. Since he joined our organization, I have sought his counsel and support on many key decisions facing our organization. His sound and intelligent advice has played an important role in the factors that have driven our organization forward," said Bill Smith III.

"Since 1896, Royal Cup has been focused on excellence," added Wann. "We are a company rooted in a continuum of five key tenets: quality, integrity, people, support, and value. As we look toward the future, we will remain committed to these tenets, maintaining and enhancing the quality of our products, acting with integrity in all that we do, remembering that it is our people who make us special, supporting our customers in all facets of their businesses through partnership and service, and celebrating the real and intrinsic value that Royal Cup offers."

Royal Cup, which has been owned by the Smith family since 1950, is one of the nation's oldest and largest family-operated coffee and tea businesses.

George Kotch Joins WCR as Research Director

World Coffee Research announced that George Kotch has joined the organization as research director. The position is the senior scientific leadership position at the collaborative research nonprofit, responsible for leading WCR's global research portfolio and building partnerships.

Dr Kotch is one of the world's foremost experts in building effective plant breeding programs

and networks. In particular, he has focused on linking the needs of "customers" (eg farmers, as well as those who eventually consume the food farmers grow) to the research process and strategic R&D investments. Over three decades, he has managed some of the world's largest global breeding programs.

"George brings tremendous experience accelerating impact in breeding programs, bringing new varieties that respond to farmer needs and market demands for quality and consistency," notes Jennifer "Vern" Long, CEO of WCR, based in College Station, Texas. "Coffee faces serious challenges in the 21st century and George brings experience from a range of crops – he'll leverage networks and techniques from across the globe to focus on coffee's challenges. This is the right moment to bring him to our community as we face the combined threats of climate change and low prices."

Dr Kotch formerly served in several senior positions leading breeding teams at H M Clause as vice president of R&D and head of global vegetable seed R&D at Syngenta. There, he directed of all aspects of Syngenta's global vegetable research and development program, covering 20 crops, from strategy development to global implementation, and oversaw a team of over 800 employees.

Dr Kotch left the private sector to bring his skill set to enhance the capacity of Asian and African national breeding programs focused on agricultural innovation for food security. He was the head of breeding at the International Rice Research Institute (IRRI) in the Philippines, part of the GCIAR



George Kotch

international agricultural research centre system, which works to abolish poverty and hunger among people and populations that depend on rice agriculture as a staple food crop. For IRRRI, Dr Kotch led all aspects of the global rice breeding program which included substantial partnership with national governments and private partners.

Most recently, Dr Kotch led the product design and management effort of the global Excellence in Breeding Platform, an ambitious program to modernize and improve breeding outcomes for the global community of international agricultural research centres (the CGIAR) and national breeding programs in low and medium-low income countries. Before moving into managing breeding programs, Dr Kotch was a highly successful bean breeder at Seminis.

Along the way, he created two start-up companies and assisted as technical advisory/fundraiser for a third and served as visiting industry scientist at both UC Davis and NC State, helping to build public/private partnerships.

Dr Kotch holds a PhD in Plant Breeding and Genetics from the University of Wisconsin.

Dr Michael Grosse Named CEO of Syntegon Technology

Syntegon Technology (formerly Bosch Packaging Technology), a global supplier of processing and packaging technology based in Waiblingen, Germany, appointed Dr Michael Grosse its new CEO, effective 1 March.

Most recently, Dr Grosse was a member of the management board of Tetra Pak. He has relevant leadership and management experience in the international mechanical engineering industry, particularly in the areas of process and packaging technology for the food industry.

At Tetra Pak, Dr Grosse, among other things, was responsible for expanding the global services business. He is an expert in new product development and process technologies. Dr Grosse has built

an extensive network and close relationships within the food industry. Before joining Tetra Pak, he held several management positions in the automotive industry.

He succeeds Dr Stefan Koenig, who spent 24 years working for the Bosch Group, ten of which at Syntegon Technology, or Bosch Packaging respectively. Since 2017, he has been leading the company as CEO. In 2019, he oversaw the company's spin-off from Robert Bosch GmbH and its subsequent sale.

"We are very pleased to have won Dr Michael Grosse, an extremely experienced and successful manager, for Syntegon Technology. Almost two decades of management experience in the packaging machinery industry and an international industry network are excellent prerequisites to further advance the successful development of Syntegon Technology," said Marc Strobel, chairman of



Dr Michael Grosse

the supervisory board of Syntegon Technology. "At the same time, I would like to express my sincere gratitude to Dr Stefan Koenig. He has done Syntegon Technology a great service – under his leadership, the company has not only become independent but also more profitable and more competitive;".

"I am very much looking forward to my new position. Because of its high standards in quality as well as its long tradition, Syntegon Technology is an outstanding company in the packaging industry. Together with the Syntegon Technology team, I will particularly focus on further improving customer satisfaction and profitability," said Dr Grosse. "In addition, we want to offer our customers even more innovative and sustainable

packaging solutions in the future and make full use of the opportunities offered by digitalisation."

IN MEMORIAM: Lori Bigelow

Lori Sue Bigelow, age 66, died peacefully in her home in Wilton, Connecticut on 24 February. Ms Bigelow grew up in Westport, Connecticut where she first fell in love with gymnastics. She then went on to Keene State College and was the captain of the team.

Several years after graduation, she joined the family firm of Bigelow Tea, based in Fairfield, Connecticut. Ms Bigelow became renowned for her gift in creating some of the most flavourful and successful teas in the company's portfolio today.

She was also a valued member of the Tea Association of the USA and Canadian Tea Association for many years.

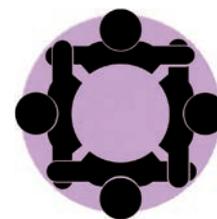
Ms Bigelow retired from her role as co-president at Bigelow in 2006. She was instrumental in the Bigelow family's purchase of the Charleston Tea Garden in South Carolina in 2003. Today, it is a thriving destination spot.

Ms Bigelow deeply loved her niece and nephew with all her heart and was so very proud of them. She was also a wonderful and loving mother of many dogs over her lifetime. One of her favourite events was dressing up with her dog on Halloween and distributing candy to the kids in downtown Wilton.

Ms Bigelow is survived by her parents Eunice and David Bigelow, her sister Cindi Bigelow, her niece and nephew David Bigelow O'Hara and Meghan Campbell O'Hara. She also left behind a loving partner, David McDonald. 🐾



Lori Bigelow





Catching Up with the Coffee Quality Institute

As the Coffee Quality Institute (CQI) moves into its third decade, we are asking ourselves what more we can do to improve quality and change lives through education, empowerment, strategic focus and partnerships. To date, CQI has made meaningful contributions to the coffee community by developing the international language of coffee quality and a rigorous and expanding curriculum to help address challenges on the farm and throughout the value chain. The CQI curriculum is diverse and growing in the fields of coffee processing, cupping, workshop-based toolkits within origin countries, as well as offering consumer education about sensory attributes to increase knowledge of coffee diversity and origin and possibly increase market demand. We are committed to addressing the ever-increasing challenges of coffee sustainability through a more holistic approach, helping to facilitate self-sustaining communities via education and training and an informed consumer base.

Recognising that coffee producers do not face a single challenge with a single or simple solution, CQI is employing a more holistic approach to community assessment and needs-based education and training to help create self-sufficiency, better resilience to market fluctuation, and production of quality coffee. Our standards for quality measurement and processing help us lead the change, and partnerships are critical to real, lasting impact. We are expanding our educational offerings as well as our partnership base and look forward to what the next decade will bring.

In addition to our more formal certification education products such as the Q Grader and the Q Processing programs, we have found that we can have additive impact with short training courses that are hands-on, not a lot of classroom work, and without the need for examinations. CQI's customised workshop toolbox is expanding as we implement this approach, alongside more formal certification training, in locations such as Colombia, Peru, Papua New Guinea, Philippines, and Laos. These workshops can include processing training, but might also be an introduction to sensory, financial, marketing, or database tools so that producers are better equipped to know the value of and then sell their coffee.

CQI's advanced processing certification is also new and evolving as we learn through teaching. The

Q Processing Level 3 class is an expert-level certificate in coffee processing, equivalent in intensity to a master's degree. It consists of a semester of classroom work, a ten-day intensive course at the TECNICAFÉ campus in Colombia, and a group project and individual research during harvest that must be successfully completed before the certification is earned.

The word sustainability gets used a lot of different ways, but for CQI, a sustainability approach implies that coffee communities, collectives and individual producers have the knowledge, skills and leadership necessary to become self-sustaining and resilient. This forces us to examine coffee quality challenges more holistically through outcome-based community assessment, target trainings and certifications, and a practical knowledge-based infrastructure that supports a system of coffee quality improvement.

CQI is expanding our education system and standards delivery with an eye towards customisation and tailored programs. This will help us amplify mission impact of improving coffee quality and the lives of those who produce it. We are recalibrating ourselves and making sure that we are not just providing excellent education, but also considering the long-term impact and self-sustainability of coffee communities and producers.

As we begin this new decade with new vigor, we are fortifying our education support through customised workshops based on need, strengthening the network of Q graders worldwide to support the language of quality coffee, and expanding processing education to include three levels that address specific user challenges. We are ensuring infrastructure for education and trainings that are more globally dispersed, and strategically identifying areas for instructor training and expansion. Additionally, recognising the importance to the market of consumer knowledge and desire for quality coffee, we are offering Q Cupping Essentials to help elevate consumer demand. ☑

Tina Yerkes, PhD, is the CEO of Coffee Quality Institute, based in Aliso Viejo, California. Her professional experience is diverse, with a heavy emphasis on education, standards and non-profit leadership.



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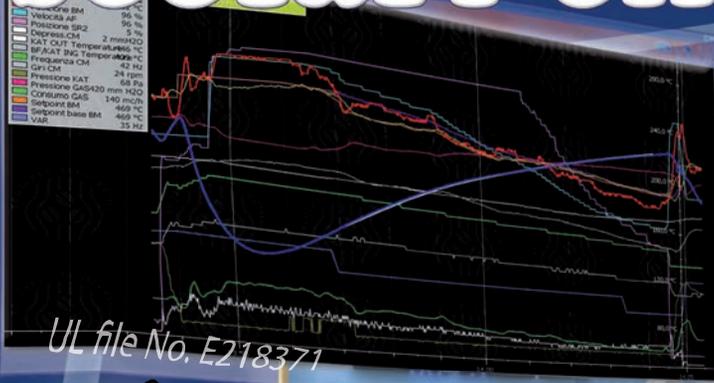
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