

Briah Wogah

Know your BEANS

We're getting out of here...

...but we're only moving next door. After 27 years at Bourbon House, we're in the process of moving into the property next door; a bigger, better space where we'll have more room and facilities to showcase all that we do. More about that in our next issue.

Since our last newsletter we've been busy developing our range of retail packs (see page 2), celebrating Fairtrade Fortnight (page 3) and of course, refining our knowledge of the best coffee machines in the world (page 4).

We've also been developing new business relationships in more distant corners of the UK and we're now supplying coffee to people in the North East, the Midlands and a greater number of outlets in London. We remain committed to quality and freshness and whether you're close at hand or miles away, we're passionate about roasting, packing and shipping your coffee to you quickly to guarantee exceptional taste.



We've always had an eye on the welfare of the environment and our commitment to offering organic, fairtrade and chemical-free coffees is just one small part of our approach. Now we're aiming to go further and we're scrutinising the way that we use the road network to deliver our coffee to you.

Carbon emissions, rising fuel costs and road congestion are all growing issues for businesses large and small and rather than simply passing related costs onto customers, you'll be pleased to know that we're determined to develop practical solutions. At the heart of this is a drive to reduce vehicles on the road.

We offer a FREE, yes free, delivery service to key areas around Bristol and the South West. Many of these are on a weekly schedule while others are fortnightly.

If you're not already benefitting from this, please contact the sales team to receive details of deliveries near you. If you don't order in time to take advantage of this free service, you pay a premium price for a courier.

This puts extra vehicles on the road so the environment pays too.

Ordering is easy and your requirements can be placed with us by phone, fax, email or on our website.

If your business is close enough, you'd be crazy not to take advantage of this service. If you don't, you're already paying unnecessarily for carriage and we'll soon have to push up our prices to cover the extra admin involved. A step we have no desire to take.

Our 5 steps to Greener Coffee

- Cutting out unnecessary road journeys
- Encouraging efficient ordering to keep vehicles off the road
- Exploring the lease of company vehicles fuelled by LPG or other green fuels
- Experimenting with oil recycling
- Researching efficiencies for green transport throughout the UK

Efficient Deliveries make Coffee Greener



Make a Macchiato

1 Check all the basics: clean group, warm cups, fresh beans, run fresh water through the group, clean steam jet.



2 Add the appropriate dose of coffee to the filter, lock into the group, position your cups and make your basic espresso. The crema should be a rich orangey brown colour.



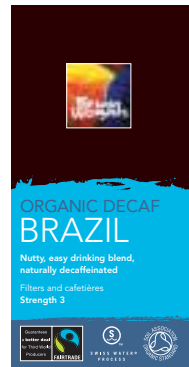
New Look Packs Punch

The Wogan Coffee retail range received a style makeover early in 2006 and the seven-strong selection now has bags more on-shelf appeal. The range includes new Organic Fairtrade from Costa Rica, Organic Fairtrade Decaf from Sumatra and three improved blends developed in partnership with top chefs.

A fresh face and name that appears on our brand new Espresso Bean pack is that of Robert Clayton. Robert is a highly talented chef and has won and retained a Michelin star at kitchens including Hunstrete House near Bristol and the Bath Priory Hotel.



Currently at The Carnarvon Arms in Burghclere near Newbury, Robert is delighted to endorse our whole bean retail pack and keeps a good stock of arabicas at home for lazy mornings with the papers and for when he's entertaining family and friends.



WONDERFUL WATERSHED

Located at the heart of Bristol's historic waterfront, the Watershed Media Centre houses a cinema, art space, digital media events and a stunning café/bar. The food is fabulous and is one of Bristol's great venues for a refuel after work or lengthy weekend mornings. "Good coffee is essential to the Watershed", says Maggie Fowley. "We've been a customer of Brian Wogan for ages and about a year ago we conducted a customer survey to see if they'd pay a little more for organic and fairtrade coffee. The positive response was overwhelming and we've since made a successful switch to Wogan's Organic and Fairtrade blend."



BRIAN WOGAN ACQUIRES COFFEEWISE

We've recently acquired Coffeewise, a local company supplying coffees to pubs and cafes in Bristol and Somerset. The business was owned and run by Mitch Williamson, an old friend of the late Brian Wogan and the two had worked together since the 60s. Everyone here had enormous respect for Mitch and admired the professionalism he brought to the industry. Mitch has finally put away his order book for the last time and is now enjoying his retirement sipping great coffee.

A TASTE FOR WOGAN
COFFEE TASTE, the specialist delicatessen located south west of Bristol on the side of the busy A38 airport road has recently started selling the Wogan Coffee retail range. TASTE is run by a specialist supplier to the restaurant trade and its passion for high quality ingredients is evident on its shelves. It also has a wonderful fish counter plus a full butcher's counter too. Much of the meat is sourced from neighbouring farms.

MAKE A MACCHIATO

3 Whilst espresso is running through, foam fresh milk and aim to achieve a dense, silky foam. But this is not a cappuccino and you'll need just a spot of milk.



4 Macchiato means 'stained' or 'spotted' so gently pour a dash of the milk into the centre of the espresso. This technique takes practice but refine it until you get your macchiato 'spot on'!



A variation on this method is to first add foamed milk to the cup then, with great care, pour the espresso into the centre of it to create a 'spot' of coffee.



**OUR FAIRTRADE PARTNER
IN COSTA RICA**

Coffee from Costa Rica just keeps on getting better and its quality now rivals the world's finest. As UK interest in Fairtrade and organic coffee develops, so our relationship with growing co-operatives across Costa Rica strengthens.



One such co-operative is Coope El Dos based in the northwest of the country. Coffee has been commercially cultivated in the area since the 1940s and the group now includes around 580 members, all of whom live and work on small family farms of around 1.5 hectares each. (British farms are 65 hectares on average) If northwest Costa Rica seems many miles away in both distance and culture, it's important to recognise that co-ops such as Coope El Dos are highly organised agri-businesses that work together in the name of quality and environmental sustainability.

At the heart of this commitment is a forest nursery that grows 75,000 new

trees per year to replenish shade for the coffee. The co-op is also actively reducing water usage, conserving energy and developing alternative and renewable energy sources.

ULTIMATE COFFEE
Brian Wogan is the new supplier of coffee to the Ultimate Leisure Group. Based in the North East the group has over 40 venues including bars, grills, hotels, pubs and restaurants.

WILD FOR ORGANIC FAIRTRADE

Organic and natural food retailer FRESH & WILD is serving our Organic and Fairtrade coffee from Costa Rica in its Bristol café. The store is located on Clifton's Queens Road and its adjoining glass-fronted café looks out over a bustling area of fashion stores, restaurants and bars – a great place for a coffee.



World of Cups

Everybody seems to want big cups these days; large cappuccinos, grande lattes, mega mochas. However, while this larger than life approach may enable some outlets to charge a little more, it does not follow the traditional approach trusted by our continental cousins for generations. But we believe that less is more when it comes to great coffee.

Our friends at Chandos Deli in Bristol have recently introduced a charge of £1.50 for their coffee regardless of size or style. We applaud this approach as it encourages a discussion between customers and staff so that a coffee can be made to exact requirements.

Presentation is key. Matching the right cup to the right coffee style is crucial if you're serious about coffee. 'We've put together this guide to help you maximise visual appeal...'



ESPRESSO SHOT – All good coffees start with an espresso so this should be your benchmark of excellence. Keep it short, neat and intense.



STANDARD CUP – A great all-rounder for a variety of standard-sized coffees but perfect for a regular cappuccino.
LARGE CUP – A real bowlful - ideal for a large cappuccino or a rich latte.



HOT CHOCOLATE MUG – Definitely huggable and so perfect for chocolate or coffee that demands a cuddle.



TAKEAWAYS – Available in 8oz regular and 12oz large formats with sip-through lids. Cups carry Wogan Coffee branding to add extra colour to the customer's day.

If you'd like to know more about our cup range and how we can supply you, ring the sales team on 0117 955 3564.



Service Team

Q&A

In this issue, **DOUG MACAULEY** answers the tough questions on **COFFEE GRINDERS...**

I'm opening a new coffee shop and have spent serious money on an espresso machine. Do I really need to pay big money for a coffee grinder too?

The combination of a good machine, good coffee and a good grinder will deliver consistently excellent results but the role of the coffee grinder is often over-looked or under-played. If the grinder does not prepare your beans in the right way, this leads to poor coffee in the cup.

The best grinders have a high powered motor that operate the 'plates' at low revolutions per minute (below 1000rpm is good). These plates are like millstones and if they turn too fast, they get warm. This can have a detrimental effect on the coffee.



THE HEAD OF THIS GRINDER HAS BEEN REMOVED TO SHOW THE SHARP 'TEETH' WITHIN.

My grinder is so noisy that I prepare lots of coffee at the start of the day to avoid disturbing the customers. Is this OK?

Ground coffee deteriorates in hours so try to grind small amounts – or ideally as you need it – to keep your coffee at its freshest. If you do this your customers will soon realise that the noise is a small price to pay for exceptional coffee.

Most grinder manufacturers offer a 'silent' version of most models. Frankly they are not silent but they are a considerably quieter option.

My coffee supplier says I only need to use 7g of their coffee to make the perfect espresso but it seems to rush through the machine too quickly and makes poor coffee. Is my grinder at fault?

There's several possible solutions to this problem, one of which may be that your grinder is producing coffee that is too coarse. Other areas to investigate are stale coffee, high water pressure or insufficient coffee in the filter. This last point is often over looked and while the precise dose your grinder delivers should be explored, the size of the filter in the group handle is the likely suspect.

Few people are aware that there are different filter sizes to match the coffee you are aiming to create. Filters are available in a variety of sizes from your machine supplier.

When the Wogan Coffee engineers visit my café they spend lots of time tinkering with the grinder. What are they doing?

Every coffee grinder has a unique relationship with the espresso machine that it serves. My colleagues in the Service Team get to know how the two items of equipment interact and take time to 'set' each grinder up so that it delivers a consistently perfect espresso.

Anyone that owns a grinder can attempt to set it themselves and we will give some basic advice on tweaking it for perfection.

Changes in coffee type, climatic conditions and wear and tear mean that grinders demand TLC. Depending on the blend you use, your machine should deliver a perfect espresso in 20-25 seconds. If it doesn't, call us to inspect your grinder.

One good way to check the performance of your grinder is to dispense a dose of ground espresso coffee onto your palm.

Squeeze your hand into a tight fist, then open it again. As a rough guide, the coffee should be in one lump broken with one or two distinct cracks.



CONTACT US

If you'd like to contribute to the next issue of **KNOW YOUR BEANS**, have a great coffee story to tell us or would simply like to learn more about beans and machines, please do contact us at the address below.

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