

# Beanstalk

ECS CLIENT NEWSLETTER ISSUE #2 WINTER 2008

WELCOME 10 HEPNER PLACE WELCOME WEL

## we have moved!

Espresso and Coffee Solutions is now located at 10 Hepner Place in North Geelong. After considerable renovations we now offer first class facilities including a dedicated training room for coffee classes and a spectacular new showroom!



### The new showroom.

Feel free to visit our showroom for the very best and latest in coffee, tea and drinking chocolate products as well as our full range of coffee accessories and machinery.

### The training room.

Come in and make use of our new training room. Brush up on your own skills or, to ensure your staff are up to speed, we hold regular classes at no charge to our clients. Remember, to sell more coffee you first have to make great coffee, and we are here to help. At ECS we value training as the most important service we offer. It is our job to ensure you make the best hot beverage you can

every time. Refer overleaf for information on how to book into our free customer training sessions.

### The warehouse.

Our warehouse stores over 1000 different products, a full technical workshop and our new Probat coffee roaster.



## Spice up your coffee!

Delight your senses. For the month of July buy any 750ml Piazza Syrup for **only \$11.95**. Available in **6 flavours**. Butterscotch, caramel, chocolate, hazlenut, irish cream and vanilla.



## espresso and coffee solutions

### Coffee and Tea

Freshly ground & whole roasted coffee, choice tea blends

### Coffee machines and equipment

Commercial & high end domestic

### Technical support

Technicians on call, machine servicing and repairs

### Training

Accredited coffee classes

## DID YOU KNOW ...

**Douwe Egberts Cafitesse Coffee Systems** serve more than 10 million cups of coffee every day. Cafitesse Coffee Systems deliver high volume filtered coffee and beat all other beverage systems taking only 2 seconds to pour a cup.

DOUWE EGBERTS



espresso and coffee solutions



Bianchi VENDING MACHINES



WMF

ECM



MM MAZZER

jura



San Marino ESPRESSO MACHINES



ESPRESSO di MANFREDI

# UTZ CERTIFIED - FEEL GOOD INSIDE!

At Espresso and Coffee Solutions we want our coffee to be as acceptable to those who farm it, as it does to those who drink it. Good coffee is no longer just a matter of taste, quality and price. Today's consumers increasingly demand that their coffee be grown responsibly and expect roasters to provide assurances that their coffee was also produced responsibly.

An important part of Sara Lee's effort for buying sustainable coffee is its partnership with the UTZ Certified Foundation. UTZ Certified means "good coffee" in Mayan language, and is a global coffee certification program. UTZ Certified coffee growers take care of local communities and their environment. As part of its commitment to corporate social responsibility, Sara Lee recently announced the doubling of its

worldwide procurement of sustainable coffee. As a major global coffee roaster, Sara Lee can boost sustainability as a competitive way of producing coffee that supports the environment as well as the socioeconomic conditions of local communities. Sara Lee believes UTZ Certified provides a very beneficial worldwide code of conduct and an accompanying system of control for the production and processing of mainstream coffee.

This means all the UTZ branded coffee we sell at ECS are produced responsibly, professionally and with care for local coffee growing communities. So feel good inside when you drink your next coffee from us. We do! Available September 2008.

**SaraLee**



**DOUWE EGBERTS**



**espresso**  
and coffee solutions



**Bianchi**  
VENDING MACHINES



**MAZZER**



**espresso menu**

**San Marino**  
ESPRESSO MACHINES



**ESPRESSO**  
**di MANFREDI**

## ECS IS GOING GREEN.

In order to offset our carbon emissions in the day to day running of our business, ECS has funded the planting of over 5000 native trees this year!

## BARISTA AWARD

Last year we hosted the Golden Plate Awards - Barista of the Year Competition. We supplied 2 new San Marino 2 group coffee machines and 2 new Mazzer grinders along with a panel of judges. 15 entrants worked their way through creating a number of coffees in our training room and were judged on the International Barista criteria. Congratulations to Best Barista Sarah Remyn, At The Heads, Barwon Heads and all entrants. Roll on 2008! Come on ECS customers, who is up for it this year?

## \* FREE TRAINING SESSIONS.

*when:*

**Every Tuesday 3pm-5pm.**

*where:*

**Training Room 10 Hepner Place Nth Geelong.**

\*Sessions are free for all ECS clients. Bookings are essential the Friday prior. Phone 5278 9922.

## *the espresso menu* **Long black**

*Espresso lungo*

Brewing of a long black should begin with a **4-5 second pre-infusion**, followed by a **pour of 60-70mls of coffee** onto 1/2 a cup of hot water **extracted in approximately 25-30 seconds at 88-92 degrees**. The crema should be golden in colour and have a thickness of 2-3mm. From the group handle the coffee should pour slowly onto the side of the cup, the flow being golden in colour and almost breaking during the pour. If your long black doesn't quite come up to scratch, and you'd like to brush up on some coffee making skills ask about our coffee classes or on site coffee training. We are here to help you make the best cup of coffee for your customers!

- ◆ Doppio (double) dose
- ◆ 4-5 second pre-infusion
- ◆ 25-30 second extraction

Resulting in 60-70mls of espresso beverage at 88-92 degrees, added to half a cup of hot water with a thick golden crema on top. Serve immediately.