

Essential

Coffee House News

Issue 1

Be expert at espresso

I say, I say, I say, what's the difference between a latte and a cappuccino? The cappuccino has chocolate sprinkled on top.

Funny? Well, not that funny because it's not a joke, says Dave Keeper of Ethical Addictions (EA), the Gloucester-based coffee supplier. It is an insight into what is happening in many coffee shops, because the barista doesn't know the difference.

A restaurant owner was overheard to say "Before I switched coffees nobody had ever complained about the coffee. However, now I have changed I realise nobody ever complimented me either."

Dave says: "Coffee shop owners have a passion for quality coffee and it is really important that this passion and expertise are passed on to staff, so they are able to serve the best coffee to the customers."

So training is a must. Here are a few tips:

Show staff how to make a good espresso, even down to the number of grams used.

Correct grind and extraction time are essential for espresso, different blends will need different measures and extraction times.

Give staff plenty of time to familiarise themselves with the espresso machine.

Teach the baristas how to steam milk and the correct quantities to use.

Let staff try the drinks they are selling, especially when offering coffee



syrops, as they will then be able to talk knowledgeably to customers about how the syrups can enhance the flavour.

Finally, don't compromise on quality. Your customers will taste the difference. They may not complain – but they may never return.



Future looks bright for coffee shops

With the popularity of coffee shops increasing, it is no surprise to learn that the European market grew by 13% last year.

The two key trends are the desire for convenience (which coffee shops provide) and more demanding and more knowledgeable customers.

Now is a great time to grab a slice of that market, offer something different from your competitors and gain the edge. People are out there looking for great coffee – make sure they come to you.

Ethical Addictions will be happy to help you with coffee, training and ancillary supplies

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Next issue: Reinventing milkshake for grownups – the growing trend for frappes.

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'E' is for English

Most coffee syrups are continental imports, but not TAYLERSON'S MALMESBURY SYRUPS.

Made using water drawn from a Cotswolds spring, TAYLERSON'S MALMESBURY SYRUPS are truly a home-grown products.

Discerning coffee shop customers might be pleased to know their syrups are 'local'. TAYLERSON'S' small, dedicated team produces hand-crafted, superb quality coffee syrups.

All the syrups have exceptional taste being made to the highest standard.

'E' is for experiment

Customers always want choice, and TAYLERSON'S MALMESBURY SYRUPS offer a wide range of flavours for coffee shops.

But, if you're not sure what to stock, then experience shows that the most popular are Caramel, Vanilla, Cinnamon and Hazelnut.

A recent is Natural Ginger and another option is the 2008 Great Taste Gold winning Amaretto.

TAYLERSON'S MALMESBURY SYRUPS are currently working on extending the range.

Coffee shops get wise to syrups

Coffee shops are getting wise to the uses of coffee syrups, as more and more customers are excited by this addition to their coffee.

Adding syrups is no longer something only the continental Europeans engage in; now we British do it too. It's OK to add syrup!

What's more, they are a great way to increase margins on coffee sales. Coffee shops can get a 100 per cent return on a bottle. A litre bottle will have 120-plus shots – at 30p a shot that's a definite return and a very small addition to the cost of the customer's cup of coffee.

With their distinctive labeling and merchandising, TAYLERSON'S MALMESBURY SYRUPS look good on your shelves too!



Want to order Taylerson's Malmesbury Syrups?

1 litre bottles of coffee syrup are available for: Hazelnut, Caramel, Amaretto, Vanilla, Cinnamon, Ginger.

Why not try the frappes syrups? Try: Mocha, Caramel, Espresso, Mint Choc, Banoffee

Pumps also available, and sold separately.

To order, email sales@malmesburysyrups.co.uk or contact us on 01666 577 379.

For more information visit our website at www.malmesburysyrups.co.uk



Producers of milk in bags, polybottles and Dairystix

A joined up milk supply chain for all your coffee shop needs using milk from our own farms. For more details please contact our head office on 01454 411447

New Recruit

Welcome, to The Fooderie, Guildford, which is now stocking TAYLERSON'S MALMESBURY SYRUPS. Owner Ruby Hashim said they were attracted to the range because they were distinct and, being from the Cotswolds, more local too.