

## Tips

### Making that perfect brew...

For best results, use freshly roasted beans, ideally ground just before brewing. In the grinding process it is essential that you select the right grind (bean particle size) for the type of brewing equipment you are using. Too fine a grind may produce a 'burnt' taste and too coarse a grind will restrict the taste intensity and body.

For espresso machines, filter and stovetops use a fine grind. For a plunger coffee use a medium grind.

Follow these simple steps for that perfect cup...

- Keep your coffee brewing equipment clean. Coffee oils quickly build up and over time become rancid – tainting your coffee's flavour.
- Use 'good' water. Water that tastes or smells funny will adversely affect your coffee's flavour. If your tap water tastes OK, then go ahead and use it, but if not, use either filtered or bottled water.
- Use enough coffee. Using too little, too finely ground, is the most common cause of 'bad-tasting' coffee, often giving you a bitter taste. Use two level tablespoons of coffee per breakfast cup.
- NEVER re-heat cold coffee - make a fresh brew.

## Customer profile

Alfresco dining in a subtropical water featured garden setting combined with exceptional food initiatives are just some of the reasons why 'Altura' coffee lovers keep coming back for more.

You'll find Kings Garden Café situated within the grounds of Kings Plant Barn, Silverdale, just North of Auckland on the Hibiscus Coast.

Kings Garden Café is a family owned business where Don and Julie Scotts,



## Did you know...

The web is a mine of information on all things coffee. Here are a few interesting statistics to mull over with your next cup of coffee-

- Coffee is the most popular drink worldwide with 1.4 billion cups consumed every day.
  - Britain consumes 500g of coffee per person per year.
  - It takes 42 coffee beans to make an espresso.
  - 37% of coffee drinkers drink their coffee black, while 63% add a sweetener such as sugar.
  - Italians do not drink espresso during meals. It is considered to be a separate event and is given its own time.
  - In Greece and Turkey, the oldest person is almost always served their coffee first.
  - Our sense of smell, more than any of our other senses, makes our final judgement on coffee.
  - Decaffeinated coffee sales are at their highest in January due to people's New Year resolutions.
  - Scandinavia has the world's highest per capita annual coffee consumption at 26.4 pounds (approx. 12kg).
- Source: [www.britishcoffeeassociation.org](http://www.britishcoffeeassociation.org)

along with their team of 16 enthusiastic staff, work together to provide the complete modern café experience.

Don and Julie's philosophy is, "We're first and foremost in the keeping people happy business."

"We all strive to go that extra mile for our customers: nothing is too much trouble and 'No' is never on the menu."

Don says business is increasingly about 'who your business networks and associates with and your relationship with them.

"In this regard our affiliation with Altura and their operating philosophy, along with their ability to produce great coffee, is a good fit for us," he says.

Seating 125 patrons, and operating seven-days a week, this exciting operation keeps two baristas busy producing on average 250 to 500 cups of coffee to between 300 to 600 customers per day.

Julie says, "Even with 20-years experience in various café's, motels, lodges and conference centres both here and overseas, we are continually learning and fine-tuning the business.

"This is a practice shared by our associates at Altura," she says.

"After all, any company that employs the slogan, 'Life's too short to drink bad coffee,' must be worth dealing with," says Don.

building a reputation for serving distinctive Coffee 'Altura'. If it's a tasty treat or aromatic coffee you want then pop into this café.

### JAJA Café

JAJA (Just another FINE Auckland) Café is a corporate café based in the URS Centre just off College Hill business park just outside Auckland's CBD and on the doorstep to Ponsonby's café-strip.

"Our customers are really enjoying the Altura coffee taste sensation and some refuse to drink coffee anywhere else in the vicinity because it is so good," says owner operator John Rakich.

"We have also really appreciated Altura's dedication and level of support for its' cafés. Technical information, marketing material and products have all been provided in a very prompt, professional and friendly manner," he says.

## From the sharp end The beginnings of Altura

When you visit Altura Coffee's impressive café centre in Albany today it is difficult to believe that it all started out in a largely empty warehouse building in the back of Auckland's Glenfield industrial estate some 13 years ago. Founders Tony Lynch and Chris White have come from quite different backgrounds to form a very complimentary partnership which is now reaping the rewards of several years hard graft.

For Tony, a background in engineering automotive work has led over the years to an initial tinkering and then developed expertise in coffee machine design and manufacture as well as working with coffee roasters and all of their associated machinations.

Meanwhile, Chris started out as a school-leaver who had never drunk a cup of coffee in his life and has gone on to develop a speciality in coffee roasting, tasting and blending, as well as enjoying the barista duties that come with the territory.



"I started out in the coffee game in New Zealand when everyone was drinking filter coffee and no-one even knew what espresso meant!" laughs Chris.

"Coffee drinking in New Zealand has changed and advanced a lot over the years and the coffee sector has grown exponentially as a result."

In a growing market Tony and Chris came together in the very early days of Robert Harris. Chris worked there as a roaster and Tony, based in an engineering factory next-door was contracted to repair coffee machines. Tony became a partner in Robert Harris before it was eventually bought out by Gerebos Greggs.

"Gerebos Greggs were more interested in supermarket and retail sales, so cafes and their comparatively tiny volumes were not a priority for them," says Tony. So, with a typical kiwi can-do attitude and a flash of entrepreneurial enthusiasm Tony and Chris decided to

seize the opportunity and target those small cafes, a market they believed had great potential.

Chris delights in describing the first Altura factory set up in industrial Glenfield. "We had a 15kg roaster, a grinder, 12 buckets and a shaft! The factory space we leased was huge. I reckon we could have played indoor cricket in there and still not have disturbed the coffee production space."

This scenario very quickly changed though as Altura began to expand and became more well known, the space filled and every little nook and cranny was soon filled.

"The first seven years were a pretty hard graft," says Tony. "We were both working other full-time jobs, myself in engineering and Chris in cafes and bartending, to properly develop and establish Altura."

"The business has always grown very organically and in those first few years this was especially true. As the customer base grew we were able to take on our first sales rep, then a roaster and we have grown from there."

In 2000 Tony and Chris realised they needed a bigger factory and warehousing capacity but also that they needed a frontage or a public 'face' for Altura. Until that point all of their coffee and associated products were only available at other cafes or retailers.

### "...everyone was drinking filter coffee & no-one even knew what espresso meant...?"

"We figured we needed to have a café of our own to act as a showroom, I guess you could call it, for our potential new customers and an environment in which we controlled all elements of the process from the roasting, grinding, barista and final service presentation."

"A lot of other New Zealand coffee roasters had started their business in the opposite way. Roasting coffee for their own café, having people start buying it directly from them and then when production volumes got larger they set up their own factory proper then," says Chris.

"The last 12 months in our new Albany premises have confirmed just how valuable a resource the café is to our coffee business," says Chris.

The new home for Altura Coffee is situated on Douglas

Alexander Parade in the busy light industrial business park area that is Albany today.

The new premises were design-built to Altura's exacting specifications and include a factory and warehousing, head office upstairs, a large open-plan café with open-air courtyard outside, but the feature piece of the ensemble has to be the coffee roaster which is actually placed inside the café proper.

The roaster really does stop you in your tracks as you enter the café and even if you're not a coffee buff it is fascinating to watch the process and learn more about coffee and its production in front of this big shiny brass and copper piece of machinery.



Tony says a hell of a lot of work went into developing a roaster that could be displayed in such a way for the punters to see in action.

With the addition of the café to its core business activities Altura has now swelled to having eight staff working for the coffee company and another 15 working in the café.

"We consider the café and its team to be a very integral part of our coffee business," says Chris. "Our café staff act as sales reps every day for our range of products and services, whether they are talking to everyday café punters or potential new cafes or distributors."

Having got this far in the coffee business Tony and Chris are not ones to sit back on their laurels. Both are actively involved in the day-to-day operations that are the Altura Coffee Company and keep their hand in most areas of the business.

"You're always learning in this game," says Chris. "Since the days when we started out with just filter coffee the industry has grown, expanded and changed significantly. Who knows what will be on the menu board in another 20 years time!"

## Watch out for...

Altura Coffee is currently in the process of producing its first major product catalogue which will detail all of its' products and services ranging from coffees, cappuccinos, smoothies and frappes to its Ramallo coffee machines, grinders and other accessories.

The catalogue is about to go to press this month so watch out for it in the post shortly!

## From the Traps

We would welcome any feedback you might like to share with us. Please email [sales@alturacoffee.co.nz](mailto:sales@alturacoffee.co.nz) with any thoughts, ideas or information that you think will be of interest and we'll do our best to publish it.

Mrs. Gill from Pokono says, "As a fanatical drinker of Coffee, Altura brand is the best tasting coffee I have ever tasted. My situation has changed recently and I am now moving to Wellington, please let me know where I can purchase Altura in Wellington, as your coffee is honestly the best that we have found anywhere."

### Not Just Lunch Café

Not Just Lunch Café is a new café in Blenheim using Altura Coffee. A recent review in the local rag said it was a new café serving fine food and