



### Correction please...

In last month's In-Focus featuring Agron, I repeatedly spelled Kim and Carl Staub's name 'Straub'. I deeply apologize. Again, the correct spelling is Kim and Carl Staub.



### BaristaWorks.com launches new compostable paper hot cups

BaristaWorks.com added a new line of, compostable paper hot cups to its assortment of on-line disposable packaging. Ecotainer™ cups provide a more environmentally sensitive alternative to traditional disposables. Sourced from fully renewable resources, these cups use a corn-based plastic as a moisture barrier rather than a petro-chemical – yet provide all of the same functionality as a standard paper hot cup. This new coating makes the cup compostable in municipal and commercial composting facilities and is certified by the Biodegradable Products Institute. Ecotainer™ cups are available from BaristaWorks.com in 4, 8, 12, 16 & 20 oz sizes in a pleasant new "green" design. BaristaWorks.com is a brand of Memphis, TN based Strategic Alternatives, LLC. For more information, please call (901) 850-8874 or email info@BaristaWorks.com.

### Colombia first harvest Cup of Excellence® auction sets new record

This year's 2007 Colombia First Harvest Cup of Excellence® Competition sets a new auction price record for Colombia, while also bringing in the highest average price per lot (\$6.73) in Cup of Excellence history. Selling for \$19.20 per pound, the La Esperanza coffee auction price tops Colombia's previous record of \$19.10 per pound received during the First Harvest competition auction held in 2005. The majority of lots were purchased by single companies, as opposed to buying groups, further illustrating the growing demand for high quality coffees from Colombia and the willingness to secure these coffees through higher bids. For more information about the Cup of Excellence program, to become a member log on to [www.cupofexcellence.org](http://www.cupofexcellence.org). To learn more about Colombian specialty coffees, log on to [www.juanvaldez.com](http://www.juanvaldez.com).

### La Marzocco's 80th anniversary

La Marzocco celebrates its 80th anniversary this year. Indeed, it was founded by the Bambi brothers in 1927 when they opened a factory to produce coffee machines. In spite of having realized the very first espresso coffee machine with horizontal boilers as early as 1939 (MARUS), the turning point in production took place in 1970 when La Marzocco patented a machine composed of two distinct boilers, one for coffee extraction and the other for steam. La Marzocco was the first to adopt this technology, which maintains the temperature inside the coffee boiler constant thereby guaranteeing improved espresso extraction, thanks to Giuseppe Bambi's intuition. To inaugurate the celebrations that mark the 80th anniversary this year, the company has published a book titled "La Marzocco - 80th Anniversary Collection" with images of La Marzocco machines produced throughout its history.

### Ted Lingle awarded Bwana Kahawa Lifetime Achievement Award by the Eastern African Fine Coffees Association

Ted Lingle, Executive Director for the Coffee Quality Institute (CQI) was awarded the Bwana Kahawa Lifetime Achievement Award by the Eastern African Fine Coffees Association (EAFCA) at the 4th Annual EAFCA Conference held in Addis Ababa, Ethiopia. Leslie Omari, Chairman of the EAFCA Board of Directors and Robert Nsibirwa, Executive Director of EAFCA, who both recognized Ted's contributions to the industry, dubbing him the "grandfather of the specialty coffee movement", presented the award. Robert went on to say, "Ted has worked tirelessly and selflessly in support of the African Fine Coffee industry and the entire specialty coffee movement. We are very grateful for his vision." To learn more about CQI and its programs, visit <http://www.coffeeinstitute.org>.

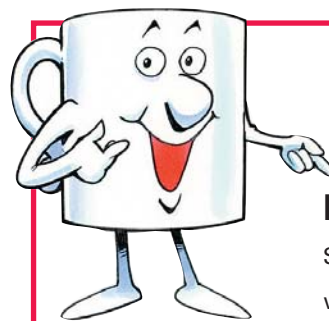
### BaristaWorks.com introduces "Sunrise/Sunset" coffee sleeves

As we look forward to Summer, BaristaWorks.com is pleased to introduce its newest coffee sleeve design "Sunrise / Sunset". To be unveiled at the annual SCAA conference in



Long Beach, "Sunrise / Sunset" is the second in a series of seasonal, limited edition products that will be available exclusively from BaristaWorks.com while quantities last. BaristaWorks.com is a brand of Memphis, TN based Strategic Alternatives, LLC. For more information, please call (901) 850-8874 or email info@BaristaWorks.com

[www.fgcoffeetalk.com](http://www.fgcoffeetalk.com)



## Kudos!

We applaud these industry achievements and actions.

### Kudos to Espresso Americano

Specialty coffee chain, Espresso Americano, has been working since last year with Youth Aids and PASMO fight the AIDS virus in Honduras. Through a campaign started by international artists Ashley Judd, Salma Hayek, Josh Lucas, singer Juanes among others, there more than 90 coffee shops are selling Tags for L.100.00 (one hundred Lempiras), a little less than \$5.00, to contribute to this cause. This is a non-profit project for Espresso Americano, but one that is a must for every socially responsible organization. Although sales of these Tags have not been as expected, they are continuing their mission to make people aware of this terrible sickness and try to stop this silent killer.



### Radiant Systems completes Point-of-Sale rollout

Growing its installed base with one of the world's leading quick service restaurant brands, Radiant Systems, Inc. (NASDAQ: RADS) announces the successful implementation of their point-of-sale solution with Strategic Restaurants Acquisition Corp. (Strategic Restaurants), a 240-site Burger King franchisee. Radiant accomplished the company-wide rollout in three months, delivering cutting-edge technology that will enable Strategic Restaurants to enhance customer service, streamline store operations and centralize the management of menus, pricing and promotions.



### Urnex Brands, Inc announced yellow cap for Grindz Grinder Cleaner

Urnex Brands, Inc. announced the release of a new cap color for Grindz™ Grinder Cleaner. The bright yellow cap will define the patentpending product within the retail environment and help operators distinguish between Urnex® Brand cleaners specific to espresso machines, grinders, and coffee brewers. The packaging transition is part of the new Urnex® "Clean by Color™" packaging program. For more information about Grindz™ Grinder Cleaner, or any other item in the "Clean by Color™" Urnex® Brand portfolio, please feel free to contact Urnex Brands, Inc. by telephone at +1.914.963.2042, or via email to info@urnex.com. Contact: Amy Gross.



### New Tea Products to Debut at 2007 World Tea Expo

The World Tea Expo is brimming with excitement to share the news that retailers, café and tea salon owners, restaurateurs, and F&B managers have all been waiting for: Exhibitors have just unveiled the new products they will introduce at the 2007 World Tea Expo, taking place in Atlanta, June 9, 10, & 11 at the Georgia World Congress Center. For the first time ever, the World Tea Expo will feature a New Products Showcase, where innovation and convenience will sit alongside tradition and quality. Kimberly Frost Jage, VP of Sales & Marketing for the World Tea Expo notes that "the primary growth in consumer demand for tea is higher quality products like specialty teas and all-natural Ready-to-Drink teas [RTDs]. Healthy, delicious, environmentally conscious and innovative products are leading the way, fulfilling the need, and can all be found at this Expo." To register, to sign up to receive the World Tea News, or to find more information on the World Tea Expo, visit the website, [www.worldteaexpo.com](http://www.worldteaexpo.com).

### Green Mountain introduces Hot Cocoa in K-Cups for Keurig

Green Mountain Coffee Roasters, Inc. (NASDAQ: GMCR) announced the debut of Hot Cocoa K-Cups for Keurig's Single-Cup brewing systems. This is the first time hot cocoa is being offered in K-Cup® portion packs. Hot Cocoa K-Cups are available through wholesale, office coffee service distributors and on the web at [www.GreenMountainCoffee.com/HC](http://www.GreenMountainCoffee.com/HC). The new Hot Cocoa K-Cups mark the latest in a series of "firsts" for Green Mountain Coffee Roasters' involvement in the single-cup industry. The company was Keurig's first roaster partner and the first to bring both tea and Extra Bold K-Cups to market.

Continued on page 23

**NewsBites** *Continued from page 22*

**Announcing New Majestic Chocolates from Asher's Chocolates**

Asher's Chocolates is pleased to announce the latest addition to our best selling line of products. Asher's award winning confections are now available in our new line of Majestic gourmet gift packages. Packages range in size from 3.25 oz. to 16 oz. in both regular and sugar free. Asher's Chocolates is the oldest continuously family owned and operated candy manufacturer in the industry. Producing more than seven million pounds of candy annually, Asher's confections are sold in all 50 U.S. states, throughout Canada, Puerto Rico and the Caribbean and in select overseas markets. For additional information on our complete line of candies and sugar free products, contact us at 800-223-4420.




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