

# HOTTOPICS 06

ISSUE 12 WINTER



## SEASON'S GREETINGS

It's been a particularly exciting and challenging year for us at Marco. We've busied ourselves with the launch of our Filtro range of small batch filter coffee brewers and the introduction of the Siena 2 bean-to-cup machine.

We trust that the past year has been similarly good for your business and that you are looking forward to a promising 2007. For many in our industry, Christmas is the best time, perhaps the only time, you get in the year to switch off and maybe spend some time with the family. So, we hope you have a relaxing seasonal break. This is also one of the few opportunities we get during the course of the year to sincerely thank you for your custom. Your business is highly appreciated. Thank you for choosing Marco products.

From all the staff at our Dublin and Strixton offices, we would like to wish you a Happy Christmas and a prosperous New Year.

### Statoil specs Marco's Libra 5

Statoil, the Norwegian state owned oil company, embraces more than 2,000 service stations in nine northern European nations. In 2006, Statoil completed the first stage of their roll out of



forecourt beverage and bakery offerings. Most stations provide convenience products (hot food & groceries) and, with one of the highest per capita consumptions of coffee in the world, there is ample opportunity for the sale of hot beverages and bakery products in Northern Europe.

To drive their forecourt business, Statoil tailored a range of counter options to meet the stations' needs – providing hot beverage and bakery items. Statoil invited Marco to tender for the provision of



a hot water solution. Following an exhaustive review and trial of beverage equipment available in Europe, Marco's Libra 5 was selected. Speaking from Statoil's head office in Norway, Aine Kinsella, Concept Development Manager, noted how for Statoil, Marco was an easy choice.

The Libra 5 matched the requirements in terms of reliability, performance, value for money and health and safety. With the push button dispense mechanism, it is ideal for self service applications.

### > in this issue

- > Statoil specifies Libra 5
- > Refreshing Northampton's Theatregoers
- > Customer Questionnaire
- > European Team Coffee Championships
- > International News
- > Libra 9
- > CATEX 2007
- > Schaerer Coffee Art
- > WEEE Directive

### contact details

Marco Beverage Systems Ltd.  
63 Heather Road, Sandyford  
Industrial Estate, Dublin 18, Ireland  
Telephone: +353 (0)1 295 2674  
Fax: +353 (0)1 295 3715  
email: sales@marco.ie  
www.marco.ie

Marco Beverage Systems Ltd.  
Shire House, Strixton Manor,  
Strixton, Wellingborough, Northants,  
NN29 7PA, United Kingdom.  
Telephone: +44 (0) 1933 666 488  
Fax: +44 (0) 1933 666 968  
email: sales@marco-bev.co.uk  
www.marco-bev.co.uk

The boilers are installed and maintained by Marco service partners - in Norway, Sweden, Denmark, Poland, Lithuania, Estonia and Russia.

# More news...

## Refreshing Northampton's Theatregoers

Marco Beverage Systems has played a vital part in the refurbishment of the Royal and Derngate in Northampton, one of our finest provincial theatres. Together with its customer, Café Espresso First Service, the Wellingborough-based coffee distributor, we were charged with the responsibility of providing refreshments for up to 1800 theatregoers. The theatre re-opened on October 7th with a David Essex concert, following a radical refurbishment programme lasting 18 months.



In charge of the renovation work were Customer Service Director, Simon Pearce and Kevin Musgrave, Customer Service Manager, Catering. In all, a total of seven food and beverage bars have been refurbished and the theatre's requirement was for a company which could supply vending for back of house, together with bean-to-cup coffee machines and filter coffee equipment for the beverage bars, all serving Fairtrade products. Under the auspices of Sales Director, Steve Choules, Café Espresso beat off stern competition to win the contract.

Café Espresso had no hesitation in selecting Marco Beverage Systems as their machine partner to supply the filter coffee equipment. Since speed of service was a further

important criteria, Marco recommended its Filtro pour over model, brewing into 2.2 litre insulated flasks. The system also maximised the quality of the Fairtrade products used. In all, one machine plus three flasks were installed in each beverage area.

Reviewing the results, Kevin Musgrave commented: "Café Espresso has surpassed our requirements for service and coffee quality and the Marco Filtro units provide us with the volume and quality of coffee we need to serve up to 1800 visitors in a very short space of time before the performance and during the interval".

For Café Espresso, Steve Choules was similarly pleased: "We were delighted to work on such a prestigious project and meet

the client's requirements fully. With its Filtro coffee brewer, Marco Beverage Systems supplied a system to deliver our fresh coffee at its very best".



## Customer Questionnaire

Marco Beverage Systems invites you to participate in our Annual Customer Survey. To access the customer feedback form - please go to the "Contact Us" section on our websites to access the link. Your feedback would be appreciated - all feedback returned via our customer survey is confidential. If you would like a hard copy of the survey - please contact [sales@marco.ie](mailto:sales@marco.ie)

## European Team Coffee Championships

Every so often a new event is created which simply “works” and the first time it takes place it is a memorable event full of energy and enjoyment. Such was the inaugural European Team Coffee Championships.



The six top ranking teams of young, incredibly capable and enthusiastic coffee baristas from throughout Europe competed for the team coffee championships in a highly competitive event which was held in conjunction with the **SHOP exhibition** over three days from 8th to 11th October.

The format of the event was the brain child of Marco’s own Joe Smith, Coordinator of the Irish SCAE Chapter and his UK and German counterparts. It is competitive, educational and social, with marks awarded for all three disciplines. At the commencement each team is provided with a selection of green coffee beans which they must roast, then grind, profile and finally make into a number of coffee based drinks. These activities are interlaced with coffee knowledge tests, competitive cup tasting sessions, creating lattè art when blindfold and social activities. The awarding of marks for social interaction ensures that there is an emphasis on making the Championships a

fun social event, even if there is an undercurrent of deadly competition.

The importance of the Championships was underlined by the fact that four of the eight European members of the World Baristas Judging panel attended the event. The competitions took place in public workshops which were observed by many of those attending the exhibition and provided an unparalleled opportunity to see the best in the industry at work.

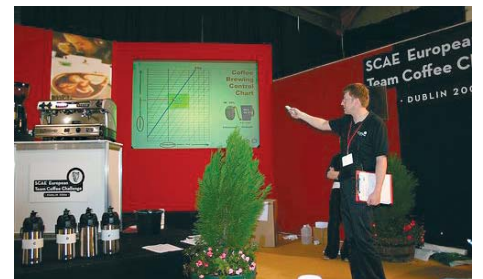
The whole of the Irish coffee trade provided support for the Championships, by giving generously in sponsorship, people, knowledge and judging. To mention a few, Paul O’Toole (Bewleys Tea and Coffee) ran the coffee roasting seminar, David Mc Kernan (Java Republic) was the knowledge quiz master, Kenco sponsored the Cup Tasting, and Phillip Mills (Johnson’s Coffee) stage managed the coffee grinding workshop. The event was run with military precision by Paul Stack (Marco) who also delivered the filter brewing workshop and Shemaine Doyle (Robert Roberts) who organized the hugely successful social activities. Together with many overseas sponsors including La Spaziale, Inter-American Coffee, Espresso Warehouse and Reneka, they brought both financial support and knowledge to the event.

Everyone involved was sucked into and surprised by the energy of the event. The competitors were of the highest standard worldwide but were challenged by the requirements of the competition and by the standards of the judges. The pace was relentless and the social programme ran late into the night with Irish Dancing and Russian



ballet and plenty of Guinness, which gives a flavour of the diversity, endurance and sheer fun of the event. The SHOP exhibition was suffused with the aroma from coffee roasting and rang with the roars of support during the coffee tasting competition.

In the end the UK team emerged the winners, though as they admitted it was the event itself which was the true winner. The proof is on the barista “blogging” sites (see links) which are all a buzz with the news of the event, and if they have their way it is a winning a formula first performed in Dublin that is set to run and run.



### Blogs:

All are linked on the SCAE Irish website: [http://scae.ie/pics\\_reports.html](http://scae.ie/pics_reports.html)

## International News

- **At the invitation** of the Irish Ambassador to Norway, Ms. Thelma Doran, and Enterprise Ireland, Marco hosted lunch in Oslo for our Norwegian colleagues; Brynet, Primulator, Café Bar and Statoil, to celebrate Marco’s entrance to the Norwegian market.

- **Marco** exhibited at Bev-X at the Paramount Hinkley Island Hotel in Leicestershire on October 2nd and 3rd. The first day was the Conference which had the theme of “Ethics and Beverages – A marriage of Opportunity?” Six excellent speakers gave their views on Fairtrade and ethically sourced commodities. This was

followed by the Industry dinner in the evening, and the Bev-E award, which this year was won by Simon Robertson of Leoni in Malton, North Yorkshire. Congratulations! The following day was the trade show, which gave us plenty of opportunity to meet key trade suppliers and see the latest products.



- **Iberital**, Marco’s Spanish partner, presented Marco at the Hostelco exhibition in Barcelona in October. A manufacturer of traditional coffee machines, Iberital sees huge opportunity for Marco’s filter coffee brewers and bulk water boilers in the Iberian market.

- **Paul Stack** and Joseph Smith visited the St. Petersburg Peterfood Event in November. Paul held a workshop and team competition on Filter Brewing Excellence and Joseph Smith judged at the event’s Barista competition.

## Libra 9



A new addition to the Libra family is the Libra 9. The Libra 9 retains the same great functionality for self-service hot water at the push of a button. The Libra 9 machine accommodates to-go cups up to a capacity of 14oz, and the depth of the opening has been extended to accommodate tea pots (164mm depth) and cafetières.

The slim line design of the Libra 9 allows customers to maximize counter space, yet delivers an immediate draw off of 9 litres of hot water. The unit is easy to service, with electronic controls and user diagnostics.

## Schaerer Coffee Art

Marco are delighted to announce the launch of the Schaerer Coffee Art in the Irish market. Developed to provide the same functionality as the Ambiente 1, which it replaces, the Coffee Art is the ideal machine for restaurants, cafes and offices providing up to 150 cups of top quality coffee per day. The machine's strengths are based in the design: space saving, powerful performance, service-friendly and easy to clean. A new milk system guarantees the perfect milk foam for the ultimate coffee experience. It is equipped with an integrated milk system that enables you to prepare all your favourite milk beverages at the press of a button.

For further details – contact [sales@marco.ie](mailto:sales@marco.ie).



## CATEX 2007

### A date for your diary.

The bi-annual Irish Catering Exhibition, CATEX, takes place from Monday 26th February to Wednesday 28th February 2007 at the RDS, Simmonscourt, Dublin. The exhibition promises to be of greater interest than ever with the SCAE Irish Barista Championships and three additional coffee competitions including Lattè Art, Blind Tasting and Coffee and Fine Spirits. In addition, there are national competitions for The Bartender's Association, the Panel of Chefs national and international competitions, a focus on organic foods (including an organic foods Gala Night Dinner and a dedicated area of the hall), wine tasting master classes, seminars and celebrity chefs to mention but a few. We look forward to welcoming you on the Marco stand. For more information go to the Marco website [www.marco.ie](http://www.marco.ie) and [www.cea.ie](http://www.cea.ie).

## WEEE Directive

Waste Electrical and Electronic Equipment Directive.

The WEEE Directive is steadily tightening its grip throughout Europe. The Directive is to become effective in the UK in early 2007. While the initial impact will undoubtedly be upon the domestic electrical sector, it is clear that throughout Europe it has been accepted that catering equipment comes within the scope of the directive. It is only a matter of time before the relevant enforcement authorities turn their attention to catering equipment.

In Ireland, the Department of the Environment and the WEEE Register have already engaged in discussion with the Catering Equipment Association in relation to the exact implementation of the Directive in reference to catering equipment. By the time of going to press the CEA will have met with the members of the catering equipment industry to discuss the major implications effecting implementation and put in place a plan for the industry. A number of points are already clear. There will be no avoiding registration and registration will be retrospective to August 2005 – there will be no advantage to delay. There will be a significant administrative cost and possibly other major costs resulting from implementation. For further information go to [www.marco.ie](http://www.marco.ie) and look under Service – WEEE/RoHS and [www.cea.ie](http://www.cea.ie).

## SCAE Seminars & Workshops - 2007 Schedule



Sponsored for the second year running by Marco, the next seminars will commence in January 2007. The venue is yet to be confirmed – keep an eye on the [SCAE.ie](http://SCAE.ie) website for updates.

<b>January</b>	Workshop: Origins – Cupping – Taste
<b>February</b>	Competitions at Catex: Irish Barista – Latte Art – Coffee & Good Spirits
<b>March</b>	Barista Certification Training
<b>April</b>	Barista Certification Exam
<b>May</b>	Workshop: Roasting
<b>June</b>	Barista Certification Training
<b>July</b>	Barista Certification Exam
<b>September</b>	Workshop: Filter Brewing & Extraction
<b>October</b>	Shop Exhibition Cupping Competition & WBC National Judges Certification
<b>November</b>	Workshop: Grinding & Espresso

## Welcome to:

Gavin Paterson	Electrical Engineer, Dublin
Martina Horvathova	Accounts Payable, Dublin
Daniel Paxton	Stores, Dublin

## Spares On-line

To assist your service needs, spare parts lists for the most frequently used parts and installation manuals are now posted on the Marco websites.

## Seasonal Office Hours

Could you please make a note in your diary that our Dublin and Strixton offices will close on the afternoon of Thursday, December 21st and will re-open on Tuesday, January 2nd.