

# LILLA



Roller Grinder

3G Roaster

# LILLA GAZETTE

Cafe Outspan - Long An, Vietnam

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# SPECIALTY

YOU CAN TRUST LILLA

## OLAM AND LILLA: PARTNERSHIP RENEWED

WITH A TURN OVER OF US\$ 6 BILLION PER YEAR AND WITH A CEO APPOINTED TWICE AS THE BEST BUSINESSMAN IN SINGAPORE, ASIAN GIANT OLAM GROWS STRONG WITH LILLA. FOR THE SECOND TIME.

The year of 2008 was an important year for Lilla. It started what is now a strong partnership with one of the leading global supply chain managers and processors of agricultural products and food ingredients. Operating in a supply chain in 64 countries, Olam delivers 20 top-quality products to over 10,000 customers worldwide. Starting out with Lilla with a 2700 kg/h coffee processing plant with our Opus 40 3G Roaster, Olam enhances its capacity to deliver more and increases its capability to do better with a second new plant, for 3000 Kg/h, using once again our state-of-the-art Opus 40 3G Roaster, but now with a pre-heating system.

### History

Established in 1989 as a single-product company, Olam started with and has remained focused on a single commodity asset class: the agricultural complex. Having grown by taking advantage of adjacent opportunities in the agriculture business, Olam evolved to the multi-product, multi-national company it is today. There was no magic to this formula. Olam always sought to exceed the expectations of all its customers through leveraging its resources, including people, knowledge, capabilities, skills, and all its assets in order to create a competitive advantage scenario, thus building leadership positions and becoming what it is today. Olam's story can be categorized into the following distinctive phases:

#### 1989 - 1992: The formative years

Through companies operating in Nigeria, Olam established an independent export operation, sourcing and exporting agricultural products such as cotton, cocoa and sheanuts. The group's agri-business headquarters were located in London, England.

#### 1993 – 1995: Business model development

After recognizing the patterns and similarities inherent to the markets it was present, Olam acquired all the knowledge it needed to manage, through its tools and techniques, all the risks and unknown grounds each product presented. Olam transferred all this knowledge from East to West Africa, to countries such as Benin, Togo, Ghana, Cote d'Ivoire, Burkina Faso, Senegal, Guinea Bissau, Cameroon, Gabon, Tanzania, Kenya, Uganda, Mozambique and Madagascar, India was one of the countries Olam first reached. Under the invitation of the Singapore Trade Development Board, Olam relocated all its operations from London to Singapore. After that, Olam expanded its operation to Indonesia, Vietnam, Thailand, China, Papua New Guinea, Middle East, Central Asia and Brazil.

#### 2002-2005: Swift Expansion

In 2002 Olam received its first external investor to take an equity stake in the company. After nearly a decade as a highly successful private company, Olam was listed on the Main Board of the Singapore Exchange on 11 February, 2005, dividing its shares between other companies and public shareholders, not forgetting to mention its own employees, which own approximately 11% of its shared capital. Olam is currently expanding its operations to the Middle East, North and South America, Eastern Europe and Russia.

#### 2006-Present: Global Leadership

Olam today is a global leader in the supply chain management of agricultural products and food ingredients. Operating across more than 60 countries, it sources 20 products from over 45 origin countries and markets them to over 10,000 customers through more than 13,000 employees.

#### Lilla and Olam

The partnership started in the year of 2008 when Lilla was chosen among other world class machine manufacturers. This partnership was then renewed recently when Olam once again decided for Lilla equipment for their plant expansion. Lilla's roasters and handling equipment work 24/7.



From left to right: Mr. Sharma, Mr. Yadav, Mr. Shankar, Mr. Oliveira, Mr. Jagannath

This Asian giant, through its history and values, taught us that by sticking to its core business and spreading its knowledge acquired over the years to all the markets it operates, a company can find amazing growth and great success. And this is why Olam matched so well with Lilla in its coffee-related business.

## NEWS

### Cafes Basa de Cordoba, Mexico, Invests on New Grinding Technology

Seeking for new quality standards on roasted and ground coffee, Cafes Basa de Cordoba, Mexico, purchases Lilla's Orion 500 Grinder. Basa de Cordoba already possesses Lilla's technology through its roasters, and complete automated handling equipment, and is now investing on the improvement of grinding standards. Our Orion Grinders are PLC controlled, featuring 3 pairs of water-refrigerated rollers, with adjustment parameters in hundredths of millimeters, thus guaranteeing consistency in the desired granulometry. The Orion Grinder also comes with a transporter of ground coffee and is extremely silent, once it is accompanied with anti-noise insulation. The capacity ranges from 500 to 3000 kg/hr.



Orion Roller Grinder

## TSIT WING AND LILLA: ANOTHER IMPORTANT PARTNERSHIP

ANOTHER ASIAN GIANT, PROCESSOR OF FINE COFFEE TSIT WING ESTABLISHES PARTNERSHIP WITH LILLA THROUGH A WHOLE NEW COFFEE PROCESSING PLANT.

### Tsit Wing and Lilla

Tsit Wing International Holdings Limited is one of Hong Kong's leading food and beverages supplier. From its beginning as a coffee, tea and grocery supplier to beverage and food services industry leader, Tsit Wing has expanded its business range and included coffee shops, distributing branded coffee and tea machines, and supplying instant beverage products to supermarkets. And this is where Lilla came in.

The partnership with Lilla started in the year of 2010, when Tsit Wing acquired a full coffee processing plant that includes green coffee cleaning, storage and handling; roaster feeding with full weight flow control; roasted whole bean storage, weight control and blending system; grinding and storage for ground coffee. For the roasting process we supplied our Opus 10 3G Roaster, with which Tsit Wing roasts extremely special coffees such as the *Kopi Luwak* and the *Jamaica Blue Mountain*, among others. It's no surprise that Tsit Wing trusted Lilla with its special coffees. Our 3<sup>rd</sup> generation roasters were specially designed to give its owners FULL control over every step and variable of the roasting process.

Concerning the roasting profile developments, as they were new Lilla customers, they received a specialist engineer for the training and development of the roasting curves for all their products. He started analyzing the roasting curve they had in their existing roaster. After mimicking the same cupping standard they were used to, he started creating new profiles to improve the beverage for each blend, always working along with Tsit Wing's personnel from the roasting lab and their cupping experts. At the end of the process they acknowledged the great cupping improvements and their personnel were already trained to work with and create new roasting profiles by themselves. Make no mistake. Be it a more popular blend or an extremely refined type of coffee, our roasters are able to do the job with perfection. Their decision was taken after all sorts of comparisons with other top brands in the market.



### The Company

In its pursuit of excellence, the guiding principle of Tsit Wing is to respond swiftly to changing consumer expectations and customizing its service to meet customers' needs. Striving for continuous growth, Tsit Wing is now moving from specialization to diversification on three fronts: product, business and geography. As a result, Tsit Wing has expanded its business to Singapore, Malaysia and other Asian countries subsequent to the successful entry to China and Canada. It has also actively sourced renowned agency branded products to compliment their coffee and tea business.

Building on this direction, Tsit Wing will embark a new era in expanding its business and regional growth further to truly becoming a world-class food and beverages services provider. Under the Tsit Wing International Holdings Limited, companies in different geographical areas include Tsit Wing (Hong Kong) Co. Ltd., Tsit Wing Enterprises Ltd., Tsit Wing Australia Ltd. and TW Zhuhai, which provide services and supplies in Hong Kong, Canada, Australia and China respectively. Meanwhile, under Tsit Wing (Hong Kong) Co. Ltd., the two subsidiaries Tsit Wing Coffee Co. Ltd. and TW Cafe Ltd. take care of the needs of the food services, FMCG, and retail markets in Hong Kong.

Throughout its history, Tsit Wing has grown exponentially and through its top-quality products it has earned respectable prizes, such as the "International Trophy for Quality", the "International Award for Food and Beverages", The "Superbrands" award, the "Hong Kong Top Brand", the ISO 22000: 2005 Accreditation (Food Safety Management System), among many others. With a glorious past and a bright future, Tsit Wing is being led once again to higher grounds with state-of-the-art equipment provided by Lilla.



## NEWS

### SCAA Houston, TX

2011 was a special year for Lilla at the Specialty Coffee Association Exhibit in Houston, TX, because it's where Lilla first attended SCAA, 15 years ago. It was also special because it was one of the launching grounds for the new Smart Auto Roaster (see edition # 13), Lilla's latest release. We thank all our partners and future clients who came to our booth, and learned and shared experiences and perspectives on the coffee roasting world. We invite all to visit our booth at the SCAA 2012, to be held in Portland - Oregon, from April 18<sup>th</sup>-22<sup>nd</sup>.



Exhibit Center - Houston, TX

# ROASTING COFFEES WITH THE OCCURRENCE OF DEFECTIVE BEANS

By Eng. Fernando Fernandes - Executive Director of Cia Lilla

## How the roasting process can help when fermented beans are present in your blend

### Main kinds of defect that are part of this survey:

In these experiments we focused on the influence of roasting profiles over coffee with beans presenting defects associated to irregularities in their color and surface texture:



**Black beans:** they usually come from ripe or over-ripe cherries that are exposed to fermentation caused by a type of fungus. This deterioration may happen still in the crop area, on the ground, or during the storage period before the drying process. They are slower to roast than healthy beans and present a yellowish color after roasted. It usually adds an ashy flavor to the final cupping even when presented in small



**Sour beans:** They may come from any kind of beans, immature, ripe or over-ripe. The fermentation caused by bacteria may happen due to adverse conditions when the cherries are still on the tree, on the ground and mainly when the time between harvesting and drying is too long. The cupping of a coffee containing some of these beans gets sour and acetic, which reminds vinegar flavor.



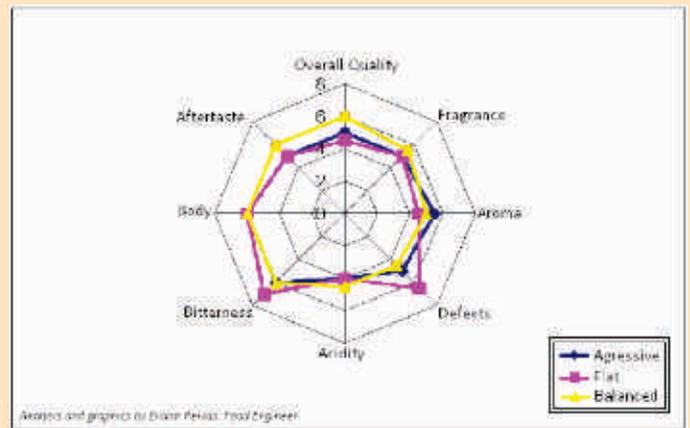
**Immature beans:** They come from cherries picked up before the right time and, therefore, have light green color. They have less acidity and add astringency to the cupping.

We know what a small amount of a combination of these beans can cause to the brew flavor, but what else can be done in such cases? What can a roasting profile curve do to help minimize the undesired effects of some of these beans? That was the target of the tests and the study presented bellow.

### The influence of the roasting profile curve in cupping over the its perception on defects:

The quality of the coffee beverage depends on the raw material as much as on the roasting profile curves (the evolution of bean temperature along time). A specific coffee blend may have the potential to produce a roasted coffee with a good cupping quality, but developing all this potential to its maximum limit will depend on the roasting technology applied. It means that the final cupping result will depend on how the heat transfer will be processed and it will depend on the kind (shape and details) of the roasting curve that will be designed. In other words, the same blend, with the same percentage of defective beans, may turn out a beverage with good or a bad flavor and aroma, all depending on how the roasting will be processed and controlled.

The best curve design, in order to obtain the best cupping, is always related and affected by the characteristics of the raw material, but there is always a way to make it better and improve the flavor and aroma. See the graphic bellow showing cupping analysis for the same green coffee blend, roasted with three different profile roasting curves:



The coffee blend used in this test has the following characteristics:

- Arabica: 60%
- Robusta: 40%
- Defects: 70%

An unusual percentage of defects has been used in order to get a clear picture of our element under analysis: the control we may have over the influence of black, sour and immature beans in the flavor and aroma of the coffee drink.

The aggressive curve conducted the roasting with strong energy during and between the cracks. The flat curve made the period between the cracks quite long. Finally, the balanced curve used a medium length for the period between cracks and considerably reduced the energy during the cracks, specifically causing a very mild second crack. For the specific raw material we have used, this last curve was the best we found, thus resulting in the best general cupping grade. It is amazing how the other curves were unable to provide a better cupping for the same blend. It is important to mention that these other curves have good results for other types of coffee, with less or no defects. Different blends always require new researches to find the best profile curve if you want to obtain the best cupping.

The final conclusion is that it does not matter if you are working with the best coffee blend to produce the best coffee drink or if you are producing a final product with a lower price, in either one of them the roasting process quality and control is primordial. You need the best roasting process to extract all the potential your green coffee blend has. Nowadays the investment in roasting technology and profile roasting research is essential.