



LILLA GAZETTE

customer insight

PORTO RICO COFFEE IMPORTERS CELEBRATES 100 YEARS!!



Lilla is proud of being part of another centenary company and congratulates Mr. Peter Longo, owner and president of Porto Rico Coffee for the example of entrepreneurship and success.

Today, there are three Porto Rico stores in Manhattan and one in Chicago (under the name Coffee and Tea Exchange), but New York's Greenwich Village store is the oldest. It remains as it was: a coffee shop in the truest sense. There is no espresso machine front and center to perform the final act of the seed-to-cup play, but the one in the back offers a fine pull, if you need it. Here, the theater lies in the presentation of product: beans from every coffee-growing continent and most of its countries are piled up waist-high in canvas bags that take up much of the floor space, while tea tins and wares line the wall. Employees plunge giant scoops into your bag of choice and transfer orders to the counter, where the grand finale is played out on an antique scale.

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Groups of tourists come in from time to time, some even wanting a picture taken with Longo. "I do advertise, but it's mostly word of mouth", he says. It's not a touristy place, but it has been here long enough as an icon of quality – and Greenwich Village life – that it has made a far-reaching name for itself. Porto Rico has grown markedly in an era of brazen entrepreneurialism, where cafés and roasteries spring up as legions of caffeine lovers ditch first careers for a life dedicated to their daily fix.

Says Longo, "We're not a café, although we do service them. We've kept our focus, which is why we continue to do well".

To Peter, the main philosophy of his company is customer service. "They always get a live person on the line here, someone who knows them" he adds.

Porto Rico Coffee currently has a 2 bagger Lilla Opus10 roaster purchased in 1994.

technology on display

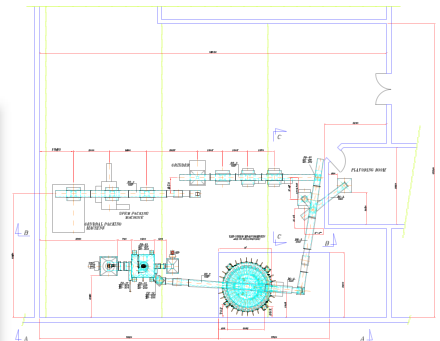
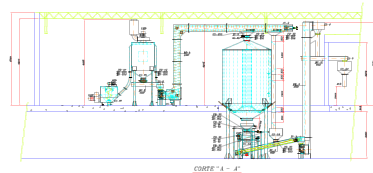
BLENDING SYSTEMS ON DEMAND



Example of a Lilla silo (215 tons) installed at a Brazilian soluble plant.



Example of a Lilla blending system.



Example of a Lilla blending system, including a silo with 32 cells

The coffee roaster is unarguably the "heart" of any roasting plant, but as the demand for more sophisticated coffee grows, it becomes increasingly important to have efficient coffee storage and blending systems working in conjunction with it. Please imagine the infinite possibilities available to the roasting company with Lilla equipment. The basic configuration of a blending system includes a coffee feeder, which can be pneumatically or mechanically actuated (pneumatic elevator, screw conveyor or air pump), connected to a receiving cyclone on top of the silo, which by its turn will allocate each type of coffee to the selected cell

(compartment) of the silo, by means of a rotary damper.

Below the silo there usually is a transitory hopper to hold the coffee and release it to a second hopper equipped with an electronic PLC-controlled scale. This scale will measure the exact quantity of each type of coffee which will be in the blend. After that, the coffee will be automatically conveyed to the roaster, to be roasted; or, to a grinder, in case the coffee has already been roasted.

During its 88 years of existence, Lilla has developed systems for all size

coffee plants. From the 80's to the present, "automation" has been our major concern, and as a result, besides the roaster, we can supply completely integrated automated conveying, storage and grinding systems.

The drawing above shows a sophisticated blending system manufactured by Lilla for a company in the U.S. which allows the customer to request, online, the desired blend and have it automatically packaged and delivered to his home.



customer insight

SMITH'S COFFEE COMPANY LIMITED: A BENCHMARKING CASE



Smith's Coffee Company is one of the major suppliers of coffee in the United Kingdom, the fifth largest economy in the world.

With over 60 years of experience in the coffee market, the company has built a broad customer base, encompassing bulk coffee & tea users, wholesale distributors, retailers, restaurants and individual end users. Today, Smith's Coffee is also active as private label roasters and packagers.

By word of mouth only and with no sales team, Smith's Coffee increased the business enough to enable it to move to larger premises in 1997.

That move, and increasing demand, led to the purchase of two Lilla roasters in 1998.

The new equipment enabled Smith's Coffee to satisfy a demand equivalent to 40 tonnes of green coffee per week. They roast over 30 different coffees for their select clientele, and offer Over 22 single estate coffees, available as raw or roasted coffee, combined in an infinite number of blends.

Managing Director Colin Smith, the driving force behind his firm's success in the UK, is contributing his expertise to the broader European market as President of the Specialty Coffee Association Of Europe.

Lilla is proud of its association with Smith's Coffee Company, and looks forward to a long and rewarding relationship.



THE SCIENCE OF THE ROASTING PROCESS - PART III

OIL ON THE ROASTED COFFEE – II



In an earlier edition of the Lilla Gazette, we came to the conclusion that the main factor causing the migration of oils onto the roasted coffee beans is the final color required by the process, and that the cooling of the coffee at the end of the roast has an irrelevant effect. We now come to an important question: Working with the different profile roasting recipes, is it possible to prevent or emphasize the effects of the migration of the oil, while keeping the final color of the beans? The answer to this question is: yes. As we already saw in our earlier editions, cracks in the walls of the coffee bean's cells appear as a result of the emission of the large quantity of CO₂ generated inside the bean during the roasting. These fissures take on different dimensions, depending on the way that the CO₂ is

produced. Since it is these cracks that permit the migration of the oil from the inside of the bean to the surface, the precise way that we roast the coffee can control this phenomenon. During the most intense roasting phase, the beans increase in volume between 40% and 60%. Inevitably, the damage caused to the cell structure is proportional to this increase in volume. That means that controlling the roast profile--with the sort of customized recipes used in profile roasting--can enlarge or reduce the cell's expansion and, consequently, the cracking that appears in its walls. This, in turn, will result in the increase or reduction in the migration of the coffee oils.

Up to a roasting temperature of 230° C, depending on the specific green coffee used in the process, this oil migration

can be closely controlled. However, the darker the roast, the more difficult this control will be. When the beans reach temperatures above 230° C, the CO₂ production inside the bean becomes so high that, almost inevitably, its escape to the surface causes serious damage to the cell walls. Here, even profile roasting recipes that could help avoid this phenomenon, would also change the roasting process and could produce an unpleasant tasting, or even undrinkable, final beverage. As a result, we can conclude that controlling oil migration for a dark roasted coffee comes with a number of problems.

In our articles about the science of roasting, we always talk about the elements connected to the coffee quality without connecting them to each other. We do this to help understanding, of course. However, we must remember that all of these elements are indeed connected, and each of them must be considered when we want to reap the benefits using profile roasting.

NEW WEB PAGE

In line with our new visual image, Lilla has published a revised web page, more attractive and complete with the latest news of our products, shows where we will exhibit, technical and other information.

Please visit
www.lillaroaders.com

