



Roller Grinder

3G Roaster

LILLA GAZETTE



ONE OF THE MAJOR SOUTH KOREAN CORPORATIONS CHOOSES LILLA'S OPUS THIRD GENERATION TECHNOLOGY

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Customer Insight

MAJOR SOUTH KOREAN CORPORATION CHOOSES LILLA'S OPUS THIRD GENERATION TECHNOLOGY!

After a highly competitive evaluation of the worlds most prestigious coffee equipment and suppliers, the Lotte Group business conglomerate with 38,000 employees and operations in 9 countries, has chosen the Lilla Opus 20 3rdGeneration roasting unit, to place them at the forefront of coffee roasting technology.

The Lotte Group is South Korea's fifth largest business conglomerate with interests including candy, beverages, fast food networks, hotels, industrial chemicals, and even computer equipment. With operations in Korea, Japan, China, the Philippines, Thailand, Indonesia, Vietnam, Russia, and the United States, Lotte is clearly a global business with tremendous market reach. As would be expected from such a major company, the Lotte Group closely examined the equipment, technology and support from all major roaster manufacturers. Included in the evaluation were close examinations of roasting performance and coffee quality and visits to Lilla equipped facility in the Czech Republic. Making their final choice for Lilla, the Lotte Group highlighted these features as key in selecting Lilla's 3rd Generation Opus 20;

■ **Roast profiling flexibility** - Total programmability with unprecedented user control variables which allow the operator to obtain several distinct product and flavor characteristics from the same raw ingredients by selecting high yield or conventional roasting speeds on a single roaster.

■ **Less shrinkage** – Lilla's pre-cooling cycle of introducing cold air and controlled water injection into the roasting chamber, makes it possible to rapidly and precisely stop pyrolysis (the roast process) and obtain better retention of the coffee aromatics, improving quality and consistency while also minimizing shrinkage.

■ **Low fuel consumption** - Lilla's integrated smoke elimination system "built-in" afterburner. Approx. fuel consumption of 2,8 liters of diesel per bag (60 Kg.).

■ **Beverage quality** – the use of Lilla's 3rdGeneration Profile Roasting makes it possible to achieve excellent sensorial analysis results by changing the roast profile parameters to control the beverage characteristics, such as reducing bitterness, changing acidity levels, or even, emphasizing particular aroma and flavor characteristics. Equally, oil migration and other bean appearance characteristics, which can be altered according to the desired results.

Lotte's new Opus 20 3rd Generation roaster is now installed in its new 3.000 m2 plant facility in South Korea. With an output production of 4000 tons of roasted coffee per year, the new factory will service the entire South Korean market. Lilla is pleased to add the Lotte Group to its growing family of satisfied customers worldwide.

New Agent

Lilla welcomes Mr. Alberto Tenorio from Grupo Solpersa as its new agent for Mexico.

Solpersa has vast experience in the market, whose agencies ranges from packaging equipment to the food industry to telecommunication solutions.

We understand that this partnership will be very fruitful not only for both companies, but also for the present and future Mexican customers.

Please feel free to contact Mr. Tenorio for any assistance or inquiries on Lilla products.

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Trends

BRAZILIAN SPECIALITY COFFEE MARKET

Brazil is one of the largest coffee consumers in the world, second only to the USA. The quality of the product was in past years widely accepted in Brazil, and used as components in blends elsewhere in the world - accepted for its unique characteristics, but not valued as mountain grown arabicas from Central America and parts of Africa, and not priced as premium coffee. Foreign companies were prohibited by law from entering the Brazil market, and prices were fixed by the government.

The scenario began to change when Brazil refused to sign on to the International Coffee Agreement (ICA) in 1989. For one thing, several international companies entered the market, forcing local roasters to change their strategies in order to survive in the new competitive environment, and to respond to the change in consumer demands. In that year, 1989, ABIC (Association of Brazilian Coffee Industry – Founded in 1971) introduced the Purity Seal program, its first initiative to increase coffee consumption by improving product quality. In 2004, ABIC launched the PQC (Coffee Quality Program) with the goal of recruiting roasters committed to the adoption of standards for raw material, flavor consistency and

good manufacturing practices; and, ultimately, to convince Brazilian consumers that all coffee is not the same.

The end of the ICA of 1989, also allowed the formation of the BSCA – Brazilian Specialty Coffee Association - bringing together producers of specialty coffees and to promote Brazilian specialty coffees, also known as gourmet coffees, while stimulating constant technical improvement and more efficient services during their commercialization. Founded in 1991, it has been present in major international events related to the specialty coffees. Since 1992, BSCA has attended all conferences and shows of the Specialty Coffee Association of America (SCAA). It has its own booth with a large variety of Brazilian gourmet coffees, and organizes lectures and promotional events as well. Another great step towards the improvement of the quality of Brazilian coffee was taken recently with the implementation of PSI in 2002, a project headed by São Paulo State Coffee Roasters Association (Sindicafé-SP) in conjunction of APEX (Brazil's Trade and Investment Promotion Agency) with the participation of about 20 companies, including coffee roasters, exporters

and producers. The main goal of the project was to increase the exports of roasted and ground coffee, by improving its quality and promoting the brand "Cafes do Brasil" (translation: Coffees from Brazil) worldwide.

The efforts described above have resulted in Brazil today producing about 10% of the specialty coffees consumed in the world, which ranges from 8 to 10 million bags annually. This is no small feat, and justifies the efforts of the Brazilian coffee trade to raise the image of Brazilian coffee not only at home, but abroad.

Since the sales of specialty coffees grow more rapidly than the traditional types, and there is a trend indicating lower grades of coffee sales are losing ground in Brazil, one should expect to see an increase in the demand for compact coffee roasters with more sophisticated resources, such as profile roasting controls. Lilla believes strongly in this trend, and to meet it has developed and introduced the Opus compact roasters. In the short time they have been available these roasters have met with considerable success in the marketplace, being sold to Europe, Africa and Central America.

