

TEA & COFFEE

The International & Trusted Voice of
The Tea & Coffee Industries Since 1901

TRADE JOURNAL

JUNE 2015

www.teaandcoffee.net

Scandinavians Are
Embracing Coffee Like
Never Before

- Colombian Coffee, The Scandinavian Way
- Special Report: India Part II
- Darjeeling Teas: Beyond Compare
- Specialty Teas 101

NEW & NOTABLE

TEA & COFFEE REPORTS BREWING WORLDWIDE

The Rainforest Alliance Gala 2015: A Focus on Sustainability

The 2015 Rainforest Alliance Gala was held in New York City on May 13th after a day-long sustainability summit organized by the Rainforest Alliance titled, "Sustainability Outgrows Its Silos." The summit included panels of speakers from all industries in which Rainforest certifies products, from paper products to tea and coffee. The summit drew representatives from diverse businesses as well as government and NGO leaders and demonstrated the role collaboration plays in implementing sustainability initiatives.

The theme of the summit addressed the need for all members of agricultural-based supply chains to rise to the challenges of today's environment, set ambitious sustainability goals and then, most importantly, make good on those commitments. By bringing together members from various points along the chain, the summit encouraged business partners to hold each other accountable and to listen to the demands—coming from producers as much as consumers—for sourcing products in ways that respect biodiversity and the longevity of human and natural ecosystems.

One of the summit's featured panelists was Daniel Weston, general counsel for Nespresso, Lausanne, Switzerland. Weston spoke as part of a panel concerning the creation and maintenance of deforestation-free supply chains not only for tea and coffee as raw ingredients, but also for the materials used to pack them. For example, Nespresso's single-portion products are packed capsules made from aluminum, which Weston noted is infinitely recyclable. He specifically highlighted Nespresso's AAA program, begun in partnership with Rainforest Alliance in 2003. "We need to be sure that the producers we are working with are producing more and more. Not so much in terms of volume, but in terms of high quality." This "intensification of sustainability," as the panel termed it, connects to companies' desires to sustain long term partnerships with producers in pursuit of consistent flavor profiles which originate from products sourced from consistent terroirs.

Tensie Whelan, president of the Rainforest Alliance, told *Tea & Coffee* that "15 percent of the world's tea is Rainforest Alliance certified," and volumes this significant speak to the changing reality that "sustainability is no



(Left to Right) Founder and chairman of the board for the Rainforest Alliance, Daniel Katz; evp of development, Ana Paula Tavares; Brazilian environmental advocate, Marina Silva; and president of the Rainforest Alliance, Tensie Whelan.

President

Robert M. Lockwood

Publisher

Frederick A. Lockwood

Executive Director

Rob Lockwood

Director of Exhibitions

Frank B. Schuetze (Germany)

Tel: +49 30 645 7212

Fax: +49 30 6409 1350

E-mail: fbsch@t-online.de

Trade Show and Marketing Director

Quentin Wright-McDuffie

Circulation and Subscription Manager

Amanda Coyne

Accountant

Roxanne Cordova-Melendez

ADVERTISING REPRESENTATIVES

Austria, France, Switzerland, Germany, United Kingdom

Robert M. Lockwood

Tel: +1-212-391-2060, ext. 109

E-mail: robert@teaandcoffee.net

Benelux, Indonesia, Italy, Portugal, Spain, South America

Frederick A. Lockwood

Tel: +1-212-391-2060, ext. 107

E-mail: f.lockwood@teaandcoffee.net

Caribbean, Central America, Greece, Scandinavia, Turkey

Rob Lockwood, Jr.

Tel: +1-212-391-2060, ext. 130

E-mail: rob@teaandcoffee.net

Balkans, CIS

Andrey Alishayev

Tel: +1-212-391-2060, ext. 123

E-mail: a.alishayev@lockwoodpublications.com

Africa, Asia

Kelly Hobbs

Tel: +1-212-832-9322

E-mail: k.hobbs@lockwoodpublications.com

North America

Scott Rogers

Cel: +1-917-763-6478

E-mail: s.rogers@teaandcoffee.net

TEA & COFFEE TRADE JOURNAL

3743 Crescent Street, 2nd Floor,

Long Island City, New York 11101, USA

Tel: +1-212-391-2060

Fax: +1-212-827-0945

Web Site: www.teaandcoffee.net



EnviroTech is a registered trademark.

For permission to reuse material from *Tea & Coffee Trade Journal*, ISSN: 0040-0343 (print) ISSN: 2331-8546 (online), please access www.copyright.com or contact the Copyright Clearance Center, Inc. (CCC), 222 Rosewood Drive, Danvers, MA 01923, 978-750-8400. CCC is a not-for-profit organization that provides licenses and registration for a variety of uses.

Lockwood Publications produces SMOKE, Smokeshop and Tobacco International magazines as well as the Ukers' Global Directory & Buyers' Guide.

longer an obligation; it's a desire." In her closing remarks at the summit, Whelan noted that businesses are making decisions and planning their operations in favor of sustainable development not because they are mandated to, but because they know that sustainability is simply good for business. "We're no longer thinking about B to B or B to C; it's about people to people," she said. "The path we are on requires constant innovation."

The gala following the summit was a celebration of innovations that have proven successful and was a welcome opportunity to honor companies like Taylor & Harrogate, London, that has gone above and beyond to initiate projects with coffee and tea producing partners in Rwanda and Uganda. "Pioneers ask for help; you don't have to do this alone," concluded Whelan, who saw the event as an invitation for continued innovation. "Sustainability is the future, and valuing natural and human capital is part of that future."—*Rachel Northrop*

Keeping & Breaking Traditions at the 86th Annual London Tea Trade Dinner

This year's annual London Tea Trade dinner was held on May 7th at the Savoy Hotel on the Strand in London. The tradition of holding this event, which is in its 86th year, goes back more than a hundred years, since the first dinner took place in 1911 (there have been breaks during the two World Wars).

Organized by the Tea Trade Dinner Committee, the dinner offers an ideal networking opportunity for the 350 guests in attendance, from suppliers and their clients, to important tea relations from all over the world.

Since the beginning, the guest speaker has been an eminent member of the British Tea Trade, there to honor and recognize the major role the UK has played in the development of the global tea business. The only exception had been Joe Simrany, the president of the Tea Association of the USA, New York, who was invited as guest speaker in 2011. This year, another non-British personality was invited to address the event, Aditya Khaitan, managing director of McLeod



Russel, the world's largest private producer, headquartered in Kolkata, India, with estates in India, Vietnam, Uganda, Rwanda and Kenya.

More tradition-breaking occurred as there were less formal toasts and a more flexible dinner etiquette, which offered opportunities to make new contacts.

The 2016 London Tea Trade Dinner will take place on Thursday, May 5th.

—*Barbara Dufrene*

Caffe Culture: Passion for Coffee

On May 13-14th, senior buyers and café owners gathered in London's Olympia Centre for the annual Caffe Culture Show, which celebrated its 10th year as the most popular UK show focused on cafés, both independent and chains, and the latest innovations in the industry. Following the London Coffee Fest two weeks earlier, there is no doubt that London is a coffee city, filled with its numerous specialty roasters and cafés. Attendance was up, with over 4,700 visitors and 220 exhibitors from 16 countries, including Sri Lanka and Singapore. Artisan producers and global brands, including Illy, Cimbali and Franke, showcased new products and services.

The show's emphasis was on the core of the business: a passion for coffee, barista talents and innovative technology. The two-day event offered an extensive speaker program and featured seminars to help participants improve their coffee offerings, including SCAE barista trainers who explained the science behind espresso extraction and choosing the right coffee. The Taste Experience Stage featured live demonstrations from acclaimed baristas and TV chefs with the latest on trendy food and drink, while the Independent Coffee Roasters Village allowed visitors to interact with some of the most creative roasters around.

With the focus being on specialty coffee worldwide, numerous single-origin coffees on offer included one from a surprising source: Vietnam. Although most people associate Vietnam with mass coffee, Vietnam's largest coffee company, Trung Nguyen Coffee, is working hard to change that image. Their chairman, Dang Le Nguyen Vu, Vietnam's self-styled 'King of Coffee,' promotes coffee as "fuel for a knowledge economy." Living with the simple belief that "coffee makes the world a better place," the Trung Nguyen 'coffee village' is located among their plantation and research facilities in the Vietnamese highlands. Ho Wai Han Tracy from Trung Nguyen explained Vu's plan for an international network of cafés, similar to Starbucks, as she showed me their single origin Arabica coffee. It may be an uphill battle, but one thing they are not lacking is ambition.

The best baristas in the country competed for spots at the SCAE World of Coffee in Sweden in June. On May 13th, Cimbali sponsored the SCAE UK Coffee in Good Spirits (CIGS) competition, lending equipment and expertise from



Cimbali's Rob Ward and a group of Cimbali coffee specialists. As well as winning a two-day trip to Cimbali's plant in Italy, the UK winner of CIGS, Sang Ho Park, advances to the world CIGS competition in Gothenburg, Sweden. The SCAE UK Cup Tasters Competition was held the next day, with UK winner Andrew Tolley also advancing to the world finals next month.

SCAE's Tim Sturk completed the final day of Caffe Culture with a session on Trends in Roasting and Blending to facilitate a better understanding of blends vs. single origins.

The next Caffe Culture Show will be held May 10-11, 2016.—*Nanette Eldridge*