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### iSi® Gourmet Whip the versatile culinary tool

Designed specifically for the culinary professional, the iSi Gourmet Whip is the innovative answer for presenting soups, light gravies, espuma foams, specialty whipped creams, and trendy libations. Made from stainless steel, the iSi Gourmet Whip is available in one-pint and one-quart sizes and includes 3 decorator tips to maximize presentation options.



Industrial dishwasher safe, the iSi Gourmet Whip is NSF certified. As with other iSi whipper systems, the Gourmet Whip is powered by the industry standard iSi N2O chargers. For more information visit [www.isinorthamerica.com](http://www.isinorthamerica.com).

### West's best duel at SCAA's Western Regional Barista Competition

The most accomplished baristas from California and Hawaii will vie to become the region's best during the Specialty Coffee Association of America's (SCAA) Western Regional Barista Competition (WRBC) – hosted by Pacific Bay Coffee Co. and Micro-Roastery – at the Gaia Arts Center, March 28-30 in Berkeley, Calif. In addition to being recognized as the West's premier barista (the Italian term for skilled and experienced espresso bar operators,) the event's winning barista receives an expenses-paid trip to the nation's hottest coffee competition – the 2008 United States Barista Championship (USBC,) held in Minneapolis, May 2-5. As part of SCAA's mission to educate and inform the general public about specialty coffee and the barista profession, the event will feature a fourth espresso machine for regional specialty coffee roasters to showcase and serve their favorite espresso blends as well as Clover single cup brewed single origin coffees. Spectators have the added benefit of receiving free espressos and cappuccinos served by the area's top baristas. The WRBC is free and open to the press and public. For more information: [www.wrbc2008.com](http://www.wrbc2008.com).

### Sam Cook joins NAMA staff

Sam Cook has been appointed Sales and Service Manager, Eastern/Southern Area, for the National Automatic Merchandising Association (NAMA), Richard M. Geerdes, NCE, NAMA president and CEO announced in March. Cook has over 20 years of sales experience in the industry, specifically in coffee service. His most recent position was National Accounts

Manager with S&D Coffee where he was employed for six years. Prior to this position, he spent 20 years with Royal Cup Coffee. During his tenure, Sam held several positions in a sales manager role. As Sales and Service Manager, Cook will create and build client relationships to increase new membership sales in the eastern and southern areas of the United States. His responsibilities also include retaining existing members, and he will do so by resolving problems and researching non-renewal.

### Café DnA adds new website and east coast construction company's turn key restaurant and café expertise to the team!



Café Design & Architecture aka "Café DnA" is proud to announce the launch of their new website designed to provide a t - a - g l a n c e information for the seasoned independent and novice specialty coffee retailer. The site includes data on recent construction costs, links to Coffee Schools across the nation, industry growth reports as well as the history of Café DnA and their staff. New team member, Doug Corry heads up Café DnA's east coast construction efforts. Your needs are covered for design, permitting and now expertise in restaurant and café construction with Doug's team collaborating with Cafe DnA. For more information visit [www.cafe-design.net](http://www.cafe-design.net).

### World Tea Expo® launches innovative program to help participants leverage rapidly growing industry.

Tea sales in the US are expected to exceed a phenomenal \$10 billion in 2010 for both beverage and non-beverage categories—and in 2007 alone, SPINS reports more than 20% growth in sales of Ready-to-Drink (RTD) teas and Mintel Global New Products Database notes 3,095 non-food global new product launches with tea as an ingredient. The statistics confirm that tea is being consumed by more people and in more ways than ever before. As a result, World Tea Expo® has designed an Executive & Technical Series™ (ETS) in order to help participants leverage the demand by staying up-to-date on changing consumer tastes and industry trends. The cutting-edge program provides crucial information and statistics to top executives, research and development scientists, product formulators and ingredient managers who use tea in a wide range of both beverage and non-beverage applications. For more information visit [www.worldteaexpo.com](http://www.worldteaexpo.com).

### Northwest Glass Designs introduces new products

Northwest Glass introduces its new Retro Cup line and stylish ceramic base syphon vacuum pot. These glasses come in the traditional sizes with a flare of contemporary design. These uniquely designed cups have a ribbed inner layer of glass with a slight but stylish twist. Insulated glass will keep your hot drinks hotter and your cold drinks cooler. The entire cup is made of sturdy borosilicate glass and is both dishwasher and microwave safe. Retro Cups are available in 3oz espresso, 6 oz cappuccino/chai, and 12 oz latte/iced tea. Coasters are not necessary! The syphon fits 20 ounces, a 5 espresso size cup capacity. Unlike our other table top syphons that use alcohol burners, this one uses a butane burner! Not only can you use this table top syphon for after dinner coffee drinks, but it is also great for cooking, as a syphon coffee maker and for restaurant use! For more information visit [www.northwestglass.com](http://www.northwestglass.com).

### International coffee sensation JavaFit creates a buzz on the Virginia Tech Campus

JavaFit Coffee, the first performance gourmet coffee, introduced its brand to Southwest Virginia by giving Virginia Tech students the first chance to see what the buzz is all about. JavaFit's distributor, Quality Coffee Company of Roanoke, is betting that the coffee will catch on with students, since it's pumped with key extra ingredients like antioxidants, calcium, and (of course) caffeine. JavaFit Coffee packs more punch than other brands. Already an international hit, their gourmet coffee products are 100 percent pure Arabica blend fortified with vitamins and minerals that help burn fat, enhance energy and awareness, fight off illness, and achieve better overall fitness. For more information visit [www.javafit.com](http://www.javafit.com).

### Weighpack Systems presents the Bingo Bagger

Weighpack Systems Inc. offers a versatile automatic horizontal bagging machine called the Bingo Bagger. Using a stationary sealing head, the Bingo Bagger is designed for pre-made wicket bags of either laminate or polyethylene materials. Equipped with PLC controls and a user-friendly touch screen, the Bingo Bagger is very easy to operate. The Bingo Bagger is uniquely suited for a variety of packaging applications including fresh produce, candy, snack foods, pasta, baked goods and much more. With vacuum and gas flush options, it is designed to either manually or automatically fill a bag. Compact and easily moved, the Bingo Bagger is a small machine with big packaging capabilities. Running at speeds of up to 30 cycles per minute, the Bingo is flexible and is equipped to work with a variety of bags including stand-up, handle and re-sealable types. It can handle bags from 6" to

14" wide and from 6" to 24" long. For more information visit [www.weighpack.com](http://www.weighpack.com).

### Café Bom Dia expands to nearly 6,000 retail outlets on demand for gourmet "cause" coffee and iconic Mr. Coffee brand

Café Bom Dia's retail distribution has also expanded following the launch of a new line of Mr. Coffee branded coffees. An iconic brand with 98 percent consumer awareness and 47 percent household penetration, Mr. Coffee coffees are a perfect fit for consumers looking to trade up a better cup of coffee. Café Bom Dia continues to grow its retail distribution through its flagship gourmet coffee brand Marques de Paiva, named after the family that has owned the company since 1895. Marques de Paiva is a full line of gourmet sustainable coffees available at best-of-class national and regional retailers. Every coffee in the Marques de Paiva line is certified by third-party, independent organizations to meet the highest standards in ethical sourcing and environmentally-friendly practices. In addition to promoting sustainable coffees, Café Bom Dia was the world's first coffee roaster to measure, reduce and offset its own carbon emissions to become a carbon neutral company. For more information visit [www.cafebomdia.com](http://www.cafebomdia.com).



### Coffee splashing and spilling out of "to go" travel lids a big problem

Coffee splashing and spilling out of the sip hole of cup lids has been a problem for as long as people have been taking coffee on the go. Not only can the resulting spills be costly in terms of the staining of clothing, vehicle interiors, etc., it can be hazardous. The solution? Sip Klip, the sip hole plug. Michele Vogt, a former coffee shop owner / operator, has come up with a simple, inexpensive idea that makes driving safer and potentially less costly. Sip Klip is reusable, fits most standard cup lids, and they are in the process of developing branding options for clients. Sip Klip has claimed a 2nd runner up winning prize in the New Innovative Product Gallery at the prestigious New York International Restaurant and Foodservice Show in March 2008. For more information contact [kim@SipKlip.com](mailto:kim@SipKlip.com).

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