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Boncafé Instant Coffee Collection Pulls Off A New Look!

Boncafé International is proud to introduce a brand new look for its premium Instant Coffee collection. The new contemporary designed packaging will definitely capture imagination and excite the eyes, as well as tempting taste buds to the exquisite flavours and refined aromas!

The new Instant Coffee collection comes in 3 new sophisticated, metallic colours with lovely images of coffee bean and leaves – Colombiana in Coffee Red for

a sophisticated and chic look, Mocca in Coffee Green for a natural and refreshing look and Decaffeinated in Violet Blue for an elegant and ultramodern look. Metallic gold trimmings along the edges further enhance the design and complete the contemporary look.

“Making it even easier to choose the perfect blend, the new labels feature descriptive language to bring each blend to life and a useful coffee intensity indicator from 1 to 5

that displays the strength of the blend, said Mr Christian W. Huber, Managing Director of Boncafé International Pte Ltd. “While the packaging changes,” he continued, “the quality and taste that consumers’ have come to love will remain as superb as ever.”

Boncafé’s premium Instant Coffee collection is available in 50g, 100g and 200g at leading at leading supermarkets and retailers. The recommended retail price starts from \$2.95.





Ascaso Dream - exclusively brought to you by Boncafé

The Ascaso Dream Machine Wins Singapore Women's Weekly Domestic Diva Award 2011!

The Ascaso Dream is a proud winner of The Singapore Women's Weekly Domestic Diva Award 2011 in the Coffee Machine category.

The Weekly's Domestic Diva Awards is an annual contest where discerning readers vote for their favourite products in more than 90 different categories for food essentials and kitchen and home tools or aids.

The bold and quirky retro-styled espresso machine won the hearts of many coffee aficionados who love the sheer pleasure and enjoyment they get out of it. The classic retro look is combined with the best that modern technology has to offer in a traditional style machine. What's more, it comes in 12 exciting designer colours which add a splash of fun and colour to any kitchens.

The Ascaso Dream is currently available at TANGS Orchard, 6 Starbucks outlets and at Être Bon Gallery and Academy.

Be Your Own Coffee Roaster!

Être Bon Gallery and Academy, Boncafé's coffee gallery and training facility, introduces the first Home Coffee Roasting Workshop to coffee aficionados in Singapore. This workshop is the latest addition to its current offerings – Coffee Journey Tours, Barista Workshops and Roast On Demand Services - to coffee lovers and barista potentials.

"This new workshop is the perfect introduction to the world of coffee roasting and will prepare participants the necessary knowledge on roasting single origin coffees from around the world", said Mr Christian W. Huber, Managing Director of Boncafé International, "Home coffee roasting not only confers a sense of accomplishment but fresh, home roasted coffee also makes great gifts!"

The Home Coffee Roasting Workshop is designed to showcase to participants the theory and genesis of the coffee bean, followed by a detailed, hands-on practicum on a home coffee roasting machine. Similar to the creation of a good wine, the roasting of coffee is an art. It is an experience which involves senses of smell, sight and hearing. Based on the roast level chosen, the beans take on various flavour characteristics. This gives coffee lovers the opportunity to discover the unique characteristics of beans and create the unique blends for their mood or occasion and the combinations that they love most.

Participants will each get a complimentary copy of "Home Coffee Roasting" by Susan Sanders and Fletcher Sandbeck and be able to purchase the home coffee machine and other accessories at special prices during the workshop.

The Home Coffee Roasting Workshop will be conducted at Êtrebon Gallery and Academy, at 208 Pandan Loop, by Master Roaster, Eric. M. Huber who has more than 15 years of coffee roasting experience.



Unveiling The Home Coffee Roasting Workshop

The Home Coffee Roasting Workshop was unveiled on 25 February 2011 at Être Bon Gallery and Academy at 208 Pandan Loop. The workshop which aims to introduce the world of coffee roasting was attended by 13 media guests from consumer food and lifestyle magazines.

The guests were introduced to the theory and genesis of the coffee bean followed by a detailed, hands-on practicum on a home coffee roasting machine.

The workshop lasted approximately 2 hours and ended at 5.00pm with light refreshments. Each of the participants received an exclusive Boncafé Coffee Plunger and 1 pack of freshly roasted Single Origin coffee.



“It’s definitely a great insight to learn to roast your own blend”

Yan Teo-Maya, Appetite

“It was a super enlightening session – roasting your own coffee – who would have thought?”

Leigh & Sheena, Food & Travel & BBC Good Food

“Freshly roasted single origin coffee beans to one’s own delight is the next “culture” coming in the new millennium. It is all about learning what it takes to roast excellent coffee right at home. It is about taking your coffee education to the next level”

Eric M. Huber, Master Roaster of Boncafé International.



Boncafé International Receives YUM STAR Award



Boncafé International was presented the 2010 KFC Achievement Award by Yum! Asia during the Product Excellence Conference in Taipei on 17 March 2011.

This award aims to recognize suppliers who in the past year have excelled in the development and manufacture of Pizza Hut and KFC brand standard raw materials, prepared foods, small wares and equipment.

Boncafé's contribution was focused primarily on KFC's Krushers program - a cold beverage offered by KFC.

"Boncafé International has been an important part of our Krushers growth layer," said YUM! Asia spokesperson. "In spite of starting from a very low base with Yum! Asia, this supply partner has been incredibly supportive by not only being pro-active in presenting new flavour ideas but also developing supply of canned fruit products. With Boncafé's strength in powdered products, they went the extra mile by quickly turning around samples of new Sauce and Fruit products of high quality."

Our thanks to our Sales and Product Development Manager – Jillian Kwang – and her team who ensured a Bon partnership between Yum! Asia and Boncafé International.

Congratulations Boncafé! Another feather in your cap!
To many more to come!

Boncafé at Tea & Coffee World Cup Asia 2011

The Tea & Coffee World Cup Asia took place from 21 to 23 March 2011 at Singapore's Suntec International Convention and Exhibition Centre.

It is a three-day comprehensive marketplace for tea and coffee products and ideas. With hundreds of exhibitors including services, supplies, machinery and equipment, roasters, packers, tea and coffee traders; restaurant, hotel and coffee bar chains; retail outlets and department stores from more than 100 countries, it was the perfect trade show for new or established businesses.

Mr Eric M. Huber, Master Roaster of Boncafé International, was one of the invited guests to give a presentation on the craft of coffee roasting during the three-day event.





Orchard Parade Hotel Serves Up Boncafé

Right at the doorway of the famed lifestyle haven of Orchard Road is Orchard Parade Hotel where a myriad of retail options promises a dream shopping spree.

A warm and casual elegance is the first thing that greets every guest when they step into the hotel. 388 beautifully and warmly-lit guest rooms complete with discreet hospitality. The ample culinary choices from Italian to modern Asian, American and Japanese cuisines will make even the most

discerning diner smile. Beyond comfort, the Orchard Parade Hotel provides every convenient amenity for the seasoned traveler.

Boncafé is proud to be one of the food and beverage partners of Orchard Parade Hotel. All guests of the hotel can now enjoy a perfect cup of Boncafé gourmet coffee at any time of the day!



A "Bon" and Successful Conference at Grand Mercure Roxy

On 19 January 2011, more than 80 General Managers and Executives of the Accor Hotels and Accor MIS from across Malaysia, Indonesia and Singapore attended the General Managers' Conference at Grand Mercure Roxy Hotel.

Boncafé was the proud gourmet tea and coffee sponsor for the two-day conference. Our baristas, Henri Koh and Romuel Ramos were there to offer their assistance throughout the event to serve up good quality coffee to the participants.



Indulge in A Cup of Single Origin Premium Coffee at Eastin Hotel

Coffee aficionados can now indulge in a cup of freshly roasted Kenya AA Single Origin coffee at Swez Brasserie, Eastin Hotel located in Petaling Jaya.

Ideally located at the main lobby of the Eastin Hotel, Swez Brasserie is an excellent venue for an all-day dining experience with a mix of sentimental and futuristic feel.

All guests of the hotels can now enjoy a perfect cup of single origin coffee – Kenya AA – which has unique taste characteristics of a sweet, fruity flavour reminiscent of the aroma from a bowl of fresh fruit. It will definitely leave them enthralled.

Boncafé Malaysia Welcomes New Coffee Consultants

Boncafé Malaysia welcomes on board Mr Chin Hoong Chang and Mr Mohammad Fairuz who joined the team in February 2011.

Mr Chin has had the experience of operating his own Italian café for about 5 years while Fairuz is a former barista with a popular cafe.

In their new role, they will be responsible for the maintenance of existing customer accounts and development of new businesses in the foodservice sector.

With the knowledge and experience that they have, Boncafé Malaysia will definitely be able to expand the current clientele base to new levels and provide unparalleled customer service!



From Beans to Cups Through Your Lens

Following the success of Bitter/Sweet Coffee Fantasy Book and Bitter/Sweet Newsletter, Boncafé Thailand kicked off another new project. This time round, consumers can be a part of it by sharing their photography talent.

A picture speaks a thousand words. With this in mind, Boncafé Thailand hopes to create a unique, intriguing and controversial coffee photo book that combines the different moods of coffee captured through different angles of a camera's lens.

With this book, Boncafé Thailand hopes to express their enthusiasm that they have for coffee at the same time dedicates to all the coffee lovers who appreciate the hip coffee culture.

Visit <http://Boncafé-expressoyourself.blogspot.com/> or <http://www.facebook.com/Boncaféexpressoyourself> for more information



Boncafé Thailand Participates in 16th Business Opportunity 2011

Boncafé Thailand participated in the 16th Business Opportunity 2011 at IMPACT Arena, Muang Thong Thani, Hall 3 from 25 to 27 February 2011.

During the three-day event, Boncafé Thailand positioned itself as Thailand's leading one-stop coffee solution provider by introducing the mobile coffee car as well as showcasing coffee machines to potential investors and business owners.

It was a very successful event as Boncafé Thailand received an overwhelming positive feedback from local and overseas media as well as business opportunity seekers.





Boncafé Thailand Made it to the Oscars... Gift Basket

On 28 February 2011, the winners of the 83rd Academy Awards, commonly known as the Oscar, were announced at the Kodak Theatre in Hollywood, Los Angeles. The Oscar Award is considered one of the world's most prominent award ceremonies in the world which aims to recognize the excellence of professionals in the film industry including directors, actors and writers.

Boncafé Thailand, the leading Thai-Swiss gourmet coffee manufacturer and exporter, also made it into the Oscars... gift basket, debuting Boncafé's Premium Blend "Cafe

Crema", a 100% fresh pure Thai Shade-Grown Arabica, well-balanced and aromatic. The gift basket was given out to countless celebrities as well as US military representatives that appeared at the "Gifting Suite" event during the Oscar Week. The "Gifting Suite", was held at Paramount Studios in Hollywood to support the wounded US Military.

Boncafé Thailand was honored to be part of the Oscars and have the opportunity to represent Thai coffee to a distinguished, international crowd.

Boncafé Middle East at GulFood 2011



Gulfood 2011 opened its doors to visitors from 27 February – 2 March 2011 at Dubai World Trade Centre. Over the 4 days' exhibition, Gulfood 2011 welcomed 55,379 visitors from over 152 countries, with 47% of the visitors being international visitors. This event is by far the most eagerly anticipated event within the food & beverage industry in Dubai.

This year Boncafé Middle East showcased a freshly designed stand for the exhibition and also relocated to a different area in the beverage and beverage equipment section. New products launched at the show which included the phenomenal new range of the new Thermoplan Black & White range, the Egro One series and the exciting Boncafé Cremesso capsule system received positive feedback from potential buyers from both the hospitality and retail market.

With such a great response from the Gulf Food show, Boncafé Middle East is now eagerly preparing for the annual 12th edition of The Hotel Show which will take place from 17 to 19 May 2011. The show which will host hundreds of regional manufacturers and exhibitors would be a good platform for Boncafé Middle East to introduce the Boncafé Cremesso capsule system - the new innovative choice for coffee and tea in room solutions, along with Thermoplan, Egro and La Marzocco. Boncafé's booth will be located Hall 3, Stand C200 in the Dubai World Trade Centre. Catch more news and pictures in the next issue of Brewed!



Boncafé Icafe Participates in GulFood 2011

Boncafé Icafe showed its presence within the Singapore National Pavilion at the recent Gulfood show in Dubai. Managed by the International Markets Department head of Boncafé International – Raphael Tham –, the show yielded many new contacts in and around the Middle East and the Indian sub-continent.

“This is a good platform for us,” said Raphael, “to showcase our brand of ready to drink coffee at Gulfood. It has yielded many new contacts and plans are already underway to develop new market entries in the Middle East.”



Boncafé Far East Participates in Fair Trade Fortnight 2011

Boncafé Far East recently participated at the Fair Trade Fortnight 2011 from 11 to 27 March 2011, held at Olympian City, the newest shopping mall in Hong Kong.

The Fair Trade Fortnight 2011 themed “Love Fairness, Support Fair Trade” was organized by Oxfam Hong Kong and The Fair Trade Hong Kong Foundation Limited with the objective of raising the awareness of Fair Trade products among consumers.

The three-day event was a very successful one as there were many positive feedback received from both customers and visitors to the booth.



What does mist, snow, caramel, and a black swan have in common? Coffee by Boncafé! Our coffee barista and trainer – Henri Koh – has concocted 4 unique concoctions which infuse Boncafé 60ml of espresso with some of our incredible flavoured syrups and sauces by Torani. Enjoy this quarter's concoctions. Please give us your feedback of our concoctions at feedback@boncafe.com

CAFFE MISTY

A sexy-mysterious espresso concoction that you want to explore. The texture of milk blends uniquely with espresso and rich caramelly sauce. An ice-cold coffee for a hot day. Try pairing Caffe Misty with Tiramisu, it melts the experience in your mouth.

INGREDIENTS

Caramel Sauce	30ml
Whipping Cream Milk	60ml
Fresh Full Cream Milk	60ml
Espresso	60ml
Ice	

PREPARATION

1. Add Caramel Sauce into a tall highball glass
2. Fill half glass of ice cubes
3. Pour 60ml Whipping Cream Milk and followed by 60ml Fresh Full Cream Milk over the ice
4. Pour freshly brewed 60ml espresso.



SNOWY WHITE

A chilled coffee cocktail that you want to impress during a special occasion. A smooth-velvety shaken espresso with white chocolate best compliment with brownies. Let's chill!

INGREDIENTS

White Chocolate Sauce	30ml
Whipping Cream Milk	60ml
Fresh Full Cream Milk	60ml
Espresso	60ml
Ice	

PREPARATION

1. Add 30ml White Chocolate Sauce into cocktail glass
2. Place 60ml Whipping Cream Milk, 60ml Fresh Full Cream Milk and 60ml Espresso into a cocktail shaker
3. Add some ice cubes and shake vigorously
4. Pour the shaken coffee over White Chocolate Sauce in a cocktail glass.



CINNAMON CARMELLO LATTE

The richness of caramel sauce with a tinge of cinnamon spice flavour creates the exotic experience. A Cinnamon Bun best paired with Cinnamon Caramelillo Latte.

INGREDIENTS

Caramel Sauce	30ml
Cinnamon Syrup	30ml
Espresso	60ml
Steamed Milk	

PREPARATION

1. Add 30ml caramel sauce into serving glass
2. Add 30ml cinnamon syrup
3. Pour steamed milk over caramel sauce and cinnamon syrup
4. Brew 2 shots (60ml) espresso over the milk
5. Garnish latte with caramel sauce and cinnamon stick.

BLACK SWAN / BLACKBERRY MOCHA

A rich creamy blend of espresso with chocolate and blackberry flavoured syrup. An espresso concoction that you want to indulge with you loved ones.

Try pairing Black Swan / Blackberry Mocha with Blueberry Cheesecake. The berry flavour and rich texture of cheesecake best compliments each other for a coffee afternoon.

INGREDIENTS

Espresso	60ml
Chocolate Sauce	30ml
Blackberry Syrup	30ml
Steamed Milk	

PREPARATION

1. Add 30ml chocolate sauce into serving cup
2. Add 30ml Blackberry syrup over chocolate sauce
3. Brew 2 shots (60ml) espresso into cup
4. Sprinkle chocolate powder
5. Pour steamed milk over till it reaches the rim of cup.

