

Brewed

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QUARTERLY
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Être Bon Gallery and Academy Introduces Fun Barista Workshop for Coffee Aficionados



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

"This new workshop is tailored for those who like to have fun engaging with their java fix and be empowered by a new skill," said Mr Christian W. Huber, Managing Director of Boncafé International, "Participants not only have fun pulling their own espresso shots and frothing and texturing the milk for the coffee, but having their own twist to latte art also brings out the artist in them!"

The Fun Barista Workshop will be conducted at Être Bon Gallery and Academy, at 208 Pandan Loop, by Senior Barista and Trainer, Henri Koh who has been brewing coffee as Boncafé International's Coffee Barista and trainer since 2006.



Boncafé Welcomes 10 SCOTTS!



The new address for good taste, luxury and relaxation. Grand Hyatt Singapore presents 10 SCOTTS, the innovative residential-style lounge incorporating a fully facilitated business centre. Designed by the renowned Super Potato, 10 SCOTTS comprises a collection of eight rooms – The Library, The Meeting Room, The Dining Room, The Living Room, The Collection Room, The Kitchen, The Veranda and The Terrace.

Located on the lobby level, 10 SCOTTS exudes an aura of elegance and relaxation with its contemporary yet classic décor complemented by a breathtaking view of the cascading waterfall.

Feel right at home in the collection of beautifully designed rooms that is sure to surprise and delight. Catch up with friends over a cup of coffee in The Dining Room or The Living Room. Admire the beauty of the five-foot waterfall in The Verandah or dine in the Collection Room, where specially selected art pieces take centre stage. If you prefer a little quiet time to do some reading, The Library with its fully facilitated business centre is the place to be. If you are looking for a great restaurant in Orchard Road for delightful afternoon tea, 10 SCOTTS is the perfect place to while away a lazy afternoon.

To top it off, guests of the hotel can now enjoy a great cup of Boncafé anytime!

Boncafé Welcomes Casa Tartufo



Inspired by the classic, homely and warm feel of restaurants typical of Milan, Turin and Florence, Casa Tartufo is an Italian restaurant located at Forum The Shopping Mall.

The authentic Italian décor creates for customers a warm, inviting feeling of being an honoured guest in an Italian home. The classic Italian chic, chandeliers, soft-style lamps and characteristics wooden chairs add a touch of distinct sophistication to the restaurant.

The cuisine and menu at Casa Tartufo reflects the philosophy and taste of the two owners, Alex and Tammy Calabro. Every dish they serve is proudly and unequivocally Italian where ingredients came from the Italian repertoire and 80% are specifically imported from Italy.

To top it off, all customers are also able to enjoy a cup of Boncafé gourmet coffee.

International Networking At Its Height

An unrivalled penthouse location in the heart of the 'new downtown' with spectacular views of the Marina Bay and the islands beyond, make Tower Club Singapore the clear choice for business meetings and entertainment. Ease of access blended with prestige and exclusivity create the perfect setting for making the best impression.

Apparent on arrival to our lavish lobby is the distinctive emphasis placed on the elements which constitute the essence of a premier, private business club – an elite membership, camaraderie, excellent facilities, and cuisine expertly prepared and served. It is here where you will be proud to entertain with success.



Tower Club brings together members who fashion, shape and direct the future of their corporations, industries and nations. With its central location, opulent facilities and the finest of service, Tower Club is recognised as 'the' unmatched setting for business and social entertainment.

What's more? Members can now enjoy a cup of Boncafé gourmet coffee in this perfect setting.





Singapore Tatler and Julius Baer Tee-Off with Boncafé

Some 140 avid golfers, guests of Singapore Tatler and Julius Baer recently teed up and off at the Tanjong Course at Sentosa Golf Club for the Singapore Tatler – Bank Julius Baer Golf Classic 2011.

It was a searingly hot afternoon but the field still enjoyed a nice round of golf on the beautifully-maintained course, ranked Singapore's number one golf club. Golfers enjoyed chilled cans of iCafe in their carts which came in handy on the hot round!

Boncafé was also the proud sponsor of gourmet coffee and tea during post-golf dinner as well as The Ascaso Dream Espresso Machine and Grinder from Spain, worth \$1,600.00 for the lucky draw.



Boncafé International Participates in Anuga 2011

Anuga 2011, the world's leading food and beverage fair for the retail trade and the food service and catering market will open its doors from 8 to 12 October 2011 in Cologne. Held every two years, this mega show attracted over 6,500 exhibitors and around 150,000 trade visitors and occupied a gross exhibition space of almost 300,000 m².

Boncafé International is proud to announce its participation in Anuga 2011 to showcase the latest ready-to-drink (RTD) beverage offerings to the world. Boncafé's booth will be located in the Beverage Hall - Hall 8.1, Stand no. E-008.

Catch more news and pictures in the next issue of Brewed!



Pictures of our booth in Anuga 2009



Boncafé Serves Gourmet Coffee at Cold Storage Jelita

What could be more pleasurable than pausing to enjoy a good cup of coffee while doing your grocery shopping?

With the recent installation of a Boncafé cabinet at Cold Storage Jelita, customer are now able to enjoy a good cup of coffee anytime while they are doing their regular grocery shopping.



Boncafé Malaysia Participates in Food & Hotel Malaysia 2011

FHM 2011 was once again a good outing for Boncafé Malaysia, which kicked off from 20 to 23 September 2011 at the Kuala Lumpur Convention Centre.

With its club lounge concept it was probably the best looking booth at the show, and was a definite crowd puller. Great work by our Baristas Henri and Kok Leong as they engaged with the visitors constructively. The booth was big, creative, contemporary and outstanding and there were many compliments received from the many trade visitors. It showed our brand identity well. The Bon Team Spirit was high and all was well managed throughout the 4-day event.

The event injected a lot of excitement and created a good deal of positive publicity for Boncafé Malaysia.



BONCAFÉ MALAYSIA WELCOMES NEW PARTNERS

Club Med, Cherating Beach

Boncafé Malaysia is now the official coffee and coffee machine supplier to Club Med, Cherating Beach.

The first Eco Nature Resort by Club Med, Cherating Beach is located on the eastern coastline of Malaysia and resembles a tropical Eden on the shores of a jade colored sea.

With its bungalows on stilts nestling among luxurious vegetation, this 197 acre Club Med Resort strives to the rhythm of the macaws, gibbons, giant lizards, rare species of birds and multicolored butterflies.

It's truly an experience in the heart of nature between jungle and the sea. To top it off, guests can now enjoy an exquisite gourmet cup of Boncafé!



7-11 Malaysia

Boncafé Malaysia is proud to be the official coffee machine supplier of the Egro Keypad Top Milk which is now installed in fifteen 7-11 outlets in and around Kuala Lumpur.

Incorporated on 4 June 1984, 7-Eleven Malaysia has made its mark in the retailing scene and have been a prominent icon for over 25 years. They are the pioneer and the largest 24-hours convenience store operator in Malaysia

The single largest convenience store chain with over 1,200 stores nationwide, 7-Eleven Malaysia serves over half a million customers daily. 7-Eleven stores can be found across bustling commercial districts to serene suburban residential compounds throughout Malaysia, from petrol stations and LRT stations to shopping malls and medical institutions.

Mister Donut

Recently department store-cum-supermarket operator Aeon Co (M) Bhd ventured into the doughnut retailing business and opened the first Mister Donut outlet in Malaysia located at Jusco Bandar Utama.

Mister Donut started its first outlet in Boston, US in 1956 and has now over 3,600 outlets in Japan, Taiwan, China, South Korea, Thailand and the Philippines. Today it is one of the largest doughnut chains in the world and a respected leader in the franchise industry with over 10,000 shops.

Boncafé Malaysia is proud to be the official coffee machine supplier with the Egro 5021 coffee machine.





ÊTRE BON GALLERY & ACADEMY – THE ART OF BEING GOOD – SINGLE ORIGIN COFFEE SERIES

INTRODUCING A NEW SERIES FROM OUR LATEST FACILITY – ÊTRE BON GALLERY AND ACADEMY – BE EMPOWERED BY OUR RANGE OF SINGLE ORIGIN COFFEES FROM AROUND THE WORLD. THIS ISSUE WE FOCUS ON THE SINGLE ORIGINS OF **LATIN AMERICA**.

Latin America

Their light body, simplicity and sharp acidity distinguish the coffees produced in this growing region. They are typically thought of as having bright flavours with a clean, crisp finish and often referred to as “mild” for their medium body and medium acidity.



● **LATIN AMERICA**

SUCCUMB TO THE EXOTIC ROASTS AND AROMAS OF THESE 4 SINGLE ORIGIN COFFEES FROM LATIN AMERICA NOW!

SIMPLY PLACE YOUR ORDER VIA WWW.ETREBON.COM OR CALL US AT **6776 2216**

Brazil Santos	Colombia Supremo	Honduras Santa Barbara	Costa Rica Tarrazu
is named after the port of Santos, the most important port in the world where coffee exportation is concerned. This coffee comes from the famed 'Minas Gerais' region where the quality has dynamic tropical and exotic aspects. The full bodied cup has a flavour personality of its own, with mild acidity and a delicate sweetness.	premium Arabica beans are grown in the highlands of the Colombian Andean range 1500 – 2000m above sea level. These are large size beans called “supremo”, well known for their calm balance and nutty overtones over a medium to full body in the cup. The coffee has a pleasant brightness with soft floral tones with notes of berry and currants to overshadow its flavour.	comes from the fertile mountains of the “Silver Hills” 1500 – 2000 m above sea level. Coffee beans from the Santa Barbara region are shade grown in lush forested habitat. The cup has a chocolaty honey sweet flavour, a distinct roasted peanut with caramel sweetness, mild tropical tangy bittersweet fruitiness not overly complex with apple-like brightness.	comes from the Tarrazu region amongst the highlands of Costa Rica. The beans come from coffee shrubs strictly high grown. It was first brought to the country by the French and has 50 years of favourable agricultural growth. The coffee from this region of Tarrazu is quite distinctive with light hints of vanilla in the aroma, fine acidity, smooth full body with a hint of caramelly fruitiness and a clean bright finish in the cup.

LOOK OUT FOR OUR NEXT ISSUE OF BREWED TO FIND OUT MORE ABOUT AFRICA & ARABIA COFFEE.



Boncafé Far East Supports Fair Trade Coffee at the Better Living Expo 2011

Boncafé Far East participated in the Better Living Expo from 22 to 24 July 2011.

The Better Living Expo featured a variety of innovative lifestyle products and services, with the themes beauty and well-being, hobbies and learning, back-to-school products, and value shopping.

During the event, Boncafé Far East focused on promoting and educating the media about Fair Trade products with the aim of creating a balanced relationship between producers and businesses that ensures a fair return for their labor.

The event generated a very positive feedback for Boncafé Far East.

Food & Hotel Thailand 2011 – Asia’s 5 Star Food & Hospitality Event

The 19th International Exhibition of Asia’s leading food & hospitality event was held from 13 to 16 September 2011 at Royal Paragon Hall, 5th Floor Siam Paragon, Bangkok.

The exhibition continued to bring together the leaders of the food & beverage industry - food service equipment providers and suppliers of Asia – in Thailand. The event featured comprehensive industry conferences and activity programs presented by the industry’s specialists, including the international wine challenge hosted by Food & Beverage Association of Thailand (FBAT), Thai Chef’s competition, Thai Hotels Association (THA) hotelier conference, the ASEAN bartender finals, and the ASEAN Coffee Federation showcase.

One of the highlights of Food & Hotel Thailand 2011 was the hosting of Thailand’s first “Coffee Culture” event with a wide range of exhibits and activities to promote and develop Thailand’s surging coffee culture. As the fastest growing market and a popular demand of coffee and tea, this highlight was created specifically for the industry of restaurants, cafes, and hotels to amplify the efficiency of their coffee and tea service operations. It was also a great opportunity for baristas to impress the customers with their artistry and flair.



Boncafé Thailand participated in FHT 2011 with a magnificent booth combined with various interactive activities to reinforce the image of a professional coffee business provider. Some of the brands showcased at the event are Saeco, Ascaso, Brasilia, Torani, Lyon Magnus, and of course Boncafé’s own blends of coffee. The newest products from the brands such as JURA, WMF, and Cremesso were also introduced at this event.

WMF for the entire world of coffee – always perfect quality

WMF is a German coffee machine brand that has provided an exclusive coffee experience with its innovative, customer-oriented, professional and fully automatic coffee machines for over 150 years.

Boncafé Thailand is proud to be one of the very few distributors of WMF machines in Thailand with 5 lines that are capable of meeting the requirements of the hotel and catering sector.

The *Prestolino!* offers a modern design, intuitive operations as well as the proven professional technology and the revolutionary cleaning concept, and exceptional customer service for which WMF is known.

The *Presto!* comes with touch-screen display, automatic cleaning program, beverage registration, hot water outlet, and grounds disposal as well as optionally with 4.5 litre water tank or continuous water connection alternatively with or without drip water drain).

The *WMF 1800 S* and *WHF 2000 S* were developed specifically to meet the market demands of self-service operation of enhanced milk-based

beverage output. This allows faster preparation time and true barista-style specialties.

Last but not least, the most sought after machine, the *Bistro!* offers even higher quality, more design, more options, and stronger power for steam and milk. This is a must-have for all hotel businesses!

For more information regarding the brand and the products, please visit the official WMF website at www.wmf.com.

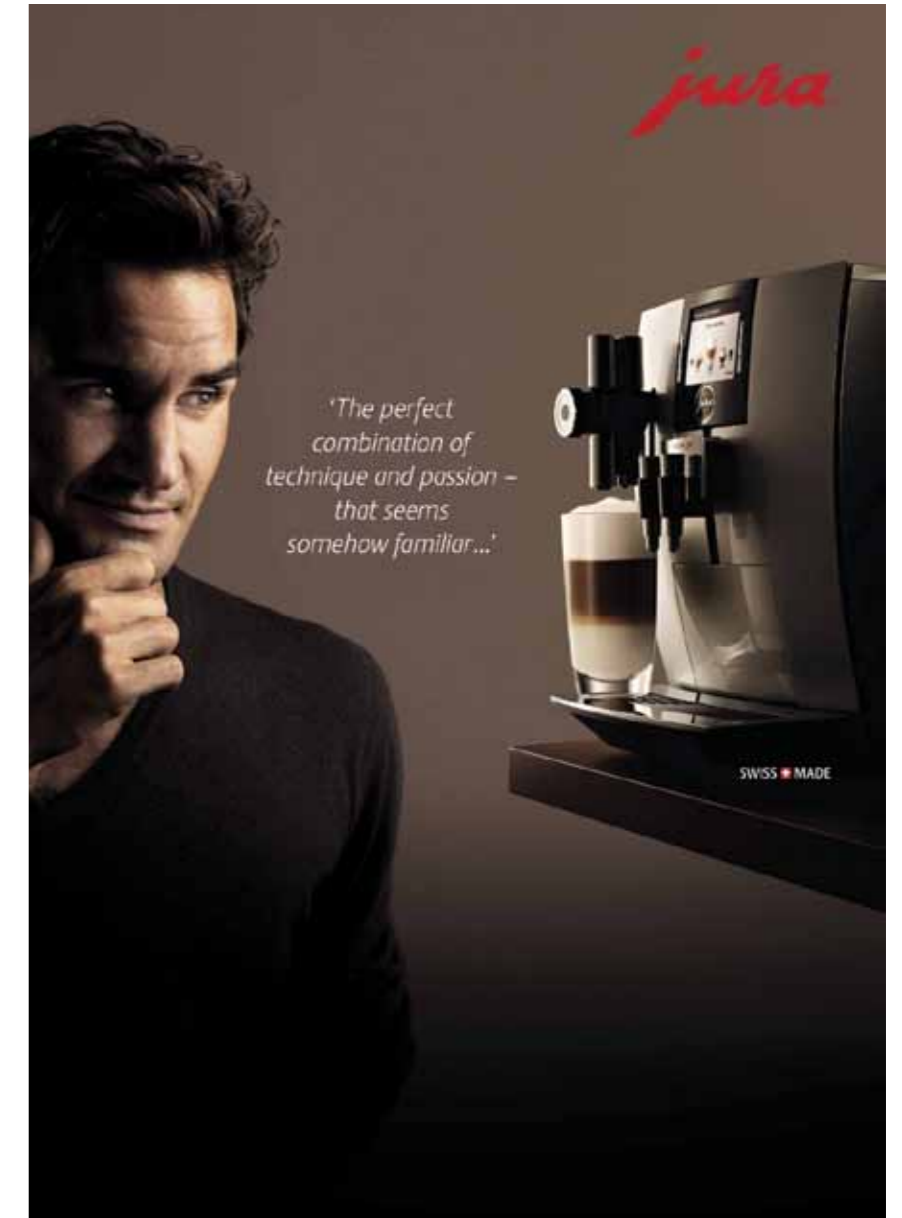


From Ristretto to Latte Macchiato – The Perfect Cup of Coffee at the Touch of A Button

Since 1931, the Swiss company JURA has been a pioneer in the field of automatic espresso coffee machines and the development of innovative, high-end household appliances. The company uses its experience and know-how for the development of semi-professional appliances for the office and food service sector.

JURA, the world-class premium coffee maker brand, boost techniques and passion that will bring your coffee to a new level. With the ability to customize drinks and optimize maintenance at the touch of a button, JURA fully automatic coffee machines are designed to create the perfect coffee experience at any time. Better yet, these machines are equipped with energy saving modes.

Boncafé Thailand is currently introducing ENA 3 and ENA 9, the world's slimmest fully automatic



domestic use machines, IMPRESSA F50 with a professional cappuccino frother, IMPRESSA J9.3 ONE TOUCH that comes with a touch screen panel, and IMPRESSA XF50, IMPRESSA XS90 (Touch Screen) or IMPRESSA X9 Aluminum for commercial uses.

Since 2006, JURA has been working with Roger Federer as its brand ambassador. Both share common values including Swiss origin, hard work, precision, elegance and the pursuit of perfection.

For more information about this energy efficient & eco-friendly coffee machine visit www.boncafe.co.th

New Partners Serves Up Boncafé Gourmet Coffee

Al Maha Desert Resort & Spa

Boncafé Middle East recently commenced into a new agreement with the luxurious Al Maha Desert Resort & Spa in Dubai. A part of the Luxury Collection Hotels and among the world's finest hotels and resorts in more than 30 countries, the Al Maha Resort & Spa stands out with its unique traditional Bedouin encampment style. Surrounded by the Hajar Mountains on a vast stretch of land in the desert reserve conservation, this resort gives a firsthand experience to discover nature still unblemished by human impact which swiftly takes visitors back to the times when Arabs used to live in the same lavishness.



Ramada Jumeirah Hotel

The Ramada Jumeirah Hotel, which is centrally located in the heart of Dubai's downtown commercial and financial district features 135 foot high stained glass mural which is the largest in the world. The stunning piece of art can be viewed from the panoramic elevator leading to the hotels guest rooms and suits. The hotel offers 172 newly refurbished rooms in the premium, business, deluxe and executive suite categories. Food and beverage facilities include 7 restaurants, bars & lounges, offering Italian, Mediterranean, Japanese, Chinese, and International cuisine as well as Pastry Boutique and Nightclub all serving Boncafé coffee blends.

The New Thermoplan Black & White ONE

Boncafé Middle East introduces the Black & White ONE, another innovation from Thermoplan which marks a new era of compact fully automatic coffee machines with its futuristic technology.

All work steps, such as filling the beans, emptying the grounds drawer or starting the automatic cleaning process are easy to operate. The large, colorful touch screen flexibly supports all products and can be adapted to your special requirements with great product variety, quality and modern cold milk solution. The flap mechanism makes it possible for the Black & White ONE to work with all coffee pods, caffeine free or special blend to satisfy every wish!

For more information please visit the www.boncafeme.ae website.



ASK THE BARISTA

We are introducing a new page on Brewed to have all your coffee or barista questions answered by our Senior Coffee Barista and Trainer, Henri Koh.

Send in your questions to enquiries@etrebon.com and they will be answered as soon as possible. Interesting questions will be featured in the next issue of Brewed.

In this issue, Henri shares his advice on how to properly taste coffee.



Q. HOW TO TASTE COFFEE PROPERLY?

Start with black, perfectly brewed coffee, at a temperature around 93°C. Then follow these basic coffee-tasting steps.

Smell it.

Cover the cup of coffee hand to capture the aromas before they escape into thin air and observe what you smell. Are you getting any tinge of citrus, bouquet of flower or maybe chocolate?

Slurp it.

Take a loud slurp and allow the coffee to splash around your tongue. This allows the coffee to cool slightly and helps to aerate all the flavours on your palette.

Locate where the coffee hits on your tongue.

Is it the middle back of the tongue or the sides of the tongue? The acidity will more likely hit the sides of your tongue.

Talk about it.

Discuss what flavours you're getting with other tasters. Is the coffee light and bright, or dark and

aggressive? Is the finish nutty? Do you detect baking spices like clove and cinnamon? When you put all discovery together, that is how you describe the coffee you just tasted.

REMEMBER, THERE ARE NO WRONG ANSWERS! COFFEE IS PERSONAL!



SIGNATURE CONCOCTIONS

HALLOWEEN, IT'S ALL ABOUT TREATS!

TRICK OR TREAT? IT'S A TREAT WITH PUMPKIN PIE...

Halloween, celebrated each year on October 31, is a time of celebration and superstition. Why not stir up some wicked Halloween concoctions for your upcoming Halloween party?



"HOT-STUFF"
PUMPKIN PIE
LATTE

"THRILL-CHILL"
PUMPKIN PIE
LATTE



"SPOOKY"
PUMPKIN PIE
FRAPPE



MINTY-MINT
WHITE
MOCHA

CHRISTMAS SNOWY



BERRY CHRISTMAS LATTE



FESTIVE CONCOCTIONS

**TIME PASSES QUICKLY.
IT'S THE TIME OF
THE YEAR AGAIN!**

This Christmas holiday season, consider adding some shots to the fun. Here are some joyous and delightful concoctions that will definitely add more cheer to the upcoming parties!

LEARN MORE ABOUT
HOW TO MAKE THEM
BY VISITING
WWW.BONCAFE.COM