

# HOTTOPICS 07

## BEST IN SHOW

Marco's New Filtro Shuttle bulk brewer launched at Catex

We're probably biased, but to our minds, the new Filtro Shuttle which we launched at Catex was the best new product at the Show. Our latest release in the Filtro brewer range, Filtro Shuttle features a removable, insulated urn. You can read about it in more detail inside.

Officially the most successful Catex ever, the exhibition was a great opportunity to catch up with our Irish customer base and to meet new customers. We appreciate your ongoing support of Marco, which is key to our business. Congratulations to Managing Director, Drewry Pearson; as current CEA Chairman, he bore overall responsibility for the success of Catex



### > in this issue

- > Best in Show
- > National Barista Championship
- > Lensbury, problem solved
- > Join us at Caffè Culture
- > The new Filtro Shuttle
- > Welcome to David Locker
- > Marco 2007 Brochure
- > Filtro Flask Auto fill
- > SCAE Education programme
- > Gold Cup certification
- > WEEE update
- > SCAE Coffee Fiesta

## Irish Barista Championships 07

Catex also hosted the finals of the Irish National Barista Competition. Marco Ireland and European Sales Manager Joseph Smith, National co-ordinator for SCAE Ireland, oversaw the finals of the Irish Barista Championships while Operations Director Paul Stack, compered the event. The National title went to Andrius Valiauga, pictured here, centre, being presented with his



trophy by Paul and Joe. Niamh Flynn, left came second and third was Bela Zudor far right.

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# More news...

## Lensbury: Problem solving with Marco brewers

Lensbury at Teddington Lock is one of the most prestigious clubs in the country. With a membership of nearly 10,000 members it boasts a large dedicated conference centre and 160-bedroom accommodation in addition to magnificent health, fitness and sports facilities. Set in 25 acres of beautiful grounds on the banks of the river Thames, it even has a boathouse providing water sports activities.

With several different restaurants on site and serving up to a thousand covers each day, Hotel Manager, Ivor Turner, has his work cut out to ensure the catering facilities work well for all the different visitors. For a time last year, the coffee service was causing him real problems. With a 300-seat conference centre on site, considerable volumes of coffee need to be available hot, fresh and to a consistent quality at precisely



timed intervals. He asked several companies to look at the problem and one of our distributors, The Drury Tea & Coffee Company, presented the most imaginative and practical solution, which won them the contract.



We were delighted when they specified our brewers for the contract, which involved us providing Drury with a MaxiBrew boiler brewer for the conference area and a QwikBrew Twin for the main kitchen. Together these satisfy all the Lensbury's requirements for filter coffee in bulk, whilst providing sufficient hot water to make tea. In addition, Drury itself has installed two Rancilio espresso machines, one in the bar area and one in The Terrace coffee lounge.

Reviewing his coffee service nine months on, Ivor expressed his satisfaction with the

installation: "The reason we invited Drury to become our coffee supplier was because of the inconsistencies in coffee strength and quality we were experiencing. The detailed and comprehensive proposals Drury put forward worked well and we are now totally satisfied with our coffee service, the key being the two Marco bulk brewers. They have worked like clockwork and cope admirably with the vast amounts of coffee we require – sometimes running into thousands of cups a day when we are hosting large conferences."

## Join us at Caffè Culture



The second annual Caffè Culture exhibition takes place at London's Olympia on May 23rd & 24th. We will be exhibiting there on stand C34, so please do drop in and see us if you can. Star of the show will naturally be the new Filtro Shuttle, but a selection of our other equipment will be there including Filtro

pour over and flask models, QwikBrew boiler brewer, Aquarius and Libra water boilers.

The SCAE will have a powerful presence at the Show, putting on a programme of public lectures and workshops on a variety of relevant and topical subjects. Marco's Operations Director, Paul Stack, will present a hands-on workshop on advanced filter brewing as part of the SCAE UK's Advanced Skills Workshops. This session will run on both days at 10:30 a.m. The seminar lasts 1½ hours and covers the exacting science of how to technically extract the best brew from your equipment.

Paul is also a guest lecturer in the SCAE Lecture Theatre at 12:10 p.m. on 23rd May. He will be addressing the subject of the ongoing battle between Americano and Filter coffee varieties, which are vying to win the hearts of UK coffee drinkers. Social, technical and market forces will be dissected to establish how we came to this impasse. The lecture will finish with a tasting session where delegates can make up their own minds.

You can pre-register for the show. Simply log on to [www.caffeculture.com](http://www.caffeculture.com) and follow the links to the visitor registration page.

## The new Filtro Shuttle

The Filtro Shuttle is specifically designed and manufactured to meet the European Coffee Brewing Centre's standards and to deliver coffee in line with the SCAE's Gold Cup certification standard. Its introduction follows many years of research by Marco into the correct way of extracting the coffee solids into the coffee liquor to achieve the

optimal strength and extraction balance for the best taste.

It is a compact bulk brewer – less than 12 inches in width - that brews filter coffee at the touch of a button directly into a 6-litre insulated and removable urn. When the brew cycle is complete, the full urn of coffee may be transported to a remote location for dispense. Being insulated, the urn will keep coffee hot with minimal deterioration for over one hour. It is ideal for venues with a medium to high volume requirement for coffee, such as hotels and restaurants, where coffee needs to be prepared in advance and for self-service applications, such as conference centres, workplace meeting rooms and staff restaurants.

The Filtro Shuttle is attractively designed and constructed from high grade stainless steel. It is a plumbed machine which offers full or half brew options and it features a basket safety lock so that the brew basket cannot be removed during the brew cycle. A separate hot water tap provides endless quantities of hot water for tea making and other purposes. As the recovery rate is faster than the draw-off, the Filtro shuttle will never run cold.

Full product codes and details are available on [www.marco.ie](http://www.marco.ie) and [www.marco-bev.co.uk](http://www.marco-bev.co.uk) where the pdf of the specification sheet can be downloaded. Alternatively, please contact Marco Customer Service staff in our Dublin or UK offices for the price structure. Buyers should note the brewer and urn can be purchased separately as some caterers' existing urns may be suitable for use with the Filtro Shuttle.



## Welcome to David

We are delighted to announce that David Locker has joined our UK sales team in the capacity of National Accounts Manager.

David is a graduate of Lewis University in Chicago, where he gained a degree in Marketing. Having experienced over five successful years in the roast and ground coffee market, David has the pedigree and passion to "hit the ground running".



## Marco 2007 Brochure and Price List

Marco's current 2007 Brochure is now available for download on both our web-sites. The 2007 price list is available by contacting [sales@marco.ie](mailto:sales@marco.ie).



## Filtro Flask Auto fill

Now available ex-stock is the automatic version of the successful Filtro flask pour over filter coffee machine. The machine produces high quality coffee which is brewed into thermal airpots. The flask model is ideal in conference and business locations, coffee shops and canteens where the coffee can be pre-prepared, the airpot then located where desired for hot coffee delivery.



## WEEE

Legislation rolls out throughout Europe.

The WEEE Directive is now a reality for the catering industry in Europe.

The three significant factors about WEEE are that

1. It impacts on Marco and all its clients.
2. It is implemented differently in every country in Europe.
3. It will lead to increased prices.

In the UK, Marco and other "producers" have joined an approved scheme recommended by CESA, named "BtoB Compliance". This makes implementation costly but relatively painless for all concerned.

In Ireland the Department of the Environment has refused to license any business to business schemes and inflicted the full rigours of individual "producer" compliance upon the catering industry. This will cause both pain and significant cost. Marco is working with the CEA to develop an agreed industry "template" to meet the requirements of the WEEE Register. This will be completed in the next months and the "results" communicated to all effected parties. Watch this space.

## Spare Parts

Please note that the recommended spare parts list for the Filtro Shuttle and Filtro Autofill Pour over machines are now available to download from our websites.

### Direct Lines now available for our Irish Office:

Service 00353-1-2974090

Spares 00353-1-2974091

Credit Control 00353-1-2974094

For all other queries contact  
00353-1-2952674

## SCAE Gold Cup Certification

During May's Coffee Fiesta, the SCAE will launch its Gold Cup Certification Program. The Gold Cup standard is an industry drive to improve the quality of filter coffee in the marketplace, which is proven to result in greater coffee sales. The new scheme will result in participants being certified SCAE Brewmasters, allowing them to audit and certify coffee to the Gold Cup standard.

Marco is proud to have contributed significantly to the design of the Gold Cup

## SCAE & MARCO



## SCAE Coffee Fiesta

Marco is exhibiting at the SCAE Coffee Fiesta in Antwerp from May 18-20, 2007. The Fiesta is a new type of event for the SCAE which represents a Celebration of Quality Coffee – with competitions, workshops, educational seminars and tabletop displays. Events during the Fiesta are the World Championship finals of Cup Tasters, Latte Art and Coffee in Good Spirits. In addition there will be skill-building workshops, presentations and the SCAE Awards for Excellence.

## SCAE Education programme

Marco continues to run SCAE Ireland's education program for 2007. After a break in February to accommodate the Irish Barista Championships, we



continued in March with the first of a two part SCAE Barista Certification programme. The second part of the Certification programme runs at Dublin's Institute of Technology on April 17th. The programme notes, compiled by Marco for SCAE Ireland are available for download on [www.scae.ie](http://www.scae.ie) and on [www.marco.ie](http://www.marco.ie)

programme. Marco's new Filtro Shuttle bulk brewer will be used at the programme launch, which will be jointly presented by Marco and other key contributing coffee equipment companies.

