

ISSUE 4

Coffee Bean Magazine



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Editorial

As this is the fourth edition of Coffee Bean Magazine, I am getting quite used to writing as an editor which was all very new to me up until the start of the magazine. Anyway in this next edition there is still controversy about using animals in advertisements especially the name of Costa coffee also there is yet more proof that coffee is more good than bad for you in Coffee is good for the heart, we go further afield and talk about Australians who like coffee on the move as Starbucks start going all in your face with Facebook. Tesco step in to save the rainforest as Sidney makes a come back with PG tips new tastes especially the Strong vend.

Mcdonald's are the biggest coffee seller in the Uk that's official these are just a few of the articles sourced in this issue. See you in the next issue or of Facebook check us out at

Jay Cee

Coffee is good for the heart



A new health report published in a UK paper claims that a moderate intake of coffee is good for the heart. The research was conducted on people in the age group 65-100 and found that people who drank coffee in moderation had flexible blood vessels around the heart.

This brings out the conclusion that people who have high blood pressure should increase their coffee intake to a moderate

amount in order to make the situation better. The research was carried out by scientists at the University of Athens on 700 residents of Ikaria Island. A scan was used to measure the high blood pressure in the heart of 485 residents.

The study, says that patients who have one to two cups of coffee per day have more flexible blood vessels,

compared to those who do

not drink any coffee at all.

The people on whom the research was conducted took small cups of Greek coffee. The research did not show that an increase in the intake will further improve the situation. This might be because more levels of caffeine can act as an obstruction in the blood vessels.

Coffee Bean Research

Costa's Monkeys

The UK's largest coffee chain is under pressure to pull its first television advertising campaign amid criticism that its use of monkeys encourages people to buy them as pets.

The row threatens to become a major problem for Costa Coffee, as the Whitbread owned company as it seeks to up the ante in a marketing battle with Starbucks.

Costa's coffee is certified by the Rainforest Alliance, but the relationship between the company and the Alliance is now under strain after five animal welfare groups who where questioned whether Costa are in breach of the alliance's code of conduct. The code states that certified partners must respect wildlife. The television ad, which features a voiceover by actor Bill Nighy, shows 16 primates from five

different species breaking crockery and climbing over coffee machines. It asks the question whether an infinite amount of monkeys can ever make the perfect cup of coffee"

The relationship between the appearance of exotic animals in the media and a corresponding increase in demand for them as pets is well documented.

Jim Slater, Costa's marketing director, said: " No compromise is made regarding animal welfare standards. The monkeys were provided by a specialist company and have appeared in movies and on TV many times before."

AUSTRALIANS LIKE COFFEE ON THE MOVE!

Mr Beans Mobile Cafe in Sydney Australia say that the customer is King.

At Mr Beans Mobile Café, they are not just passionate about coffee, they are passionate about everything they do. They have earned the reputation for being the best caterers of hot espresso coffee, delicious tea, and refreshing cold drinks.

But wait! There's more... because at Mr Beans Mobile Café, they also sell scrumptious cakes. Everything from quality double choc cheesecake slices for those who love to indulge in fat and sugar, to new style gluten free muffins for the more health



conscious.

They cater for corporate events, private functions and parties. In fact, any event where people enjoy great espresso coffee and cakes, and all our other treats in

between.

So if you read Coffee Bean Online in Australia don't forget to look them up.

22 Year Old Coffee Mugger

A 22-year-old man accused of beating a teen with a broken coffee mug will be extradited to South Carolina, according to officials.

The extradition comes after Chase Lewis McClary agreed to waive extradition to South Carolina during a bond hearing in North Carolina on Thursday.

McClary was arrested on Sept. 2 in Charlotte by officers with the Charlotte-Mecklenburg Police

Department.

The 22-year-old man was charged with assault and battery of a high and aggravated nature after he was accused of beating a 16-year-old with a broken coffee mug and using racial slurs during an altercation at a Florence County apartment complex on Aug. 20.

The victim received "extensive cuts" and injuries to his face that required significant medical care.

Lavazza Coffee and its real taste

Coffee is one of the main commodities in this world. Some prefer freshly brewed coffee; some prefer those that are instant variety. Most prefer gourmet coffee. Starbucks coffee is known for its gourmet coffee on the go all over the world. However, there are brands that compete with the taste of these world-famous coffees. One of these is the definitely Lavazza coffee, from the home of great gourmet coffees, Italy. This is increasing in popularity in the world coffee arena, and is the major coffee producer in its home country. It

is what is more preferred by the people of Italy.

The company imports coffee from Brazil, Colombia, Peru, Costa Rica and other parts of the world, aside from planting in their very own lands in Italy. But the company promotes sustainable agriculture so that the lands in these areas would not deplete their soil quality. This is done so that the quality of the coffee produced from these lands would not only be of the highest quality, but also to assure that the environment and the community would be in

good condition.

Lavazza Coffees are not designed to be used in a specific type of coffee machine these can be brewed in any kind of coffee maker.

But in reality it is like any good coffee if you want to get it at its best, you need to go to their coffee shops and get a taste of the coffee offered by Lavazza and I a sure you, you will want more mmmm.

Coffee Bean research

Starbucks Tap into Facebook

Starbucks has tapped Facebook and other social network sites to help bring its brand back into the limelight. Now the coffee chain is hoping to stir up some business through Facebook. Under a new Give a Gift feature on the Starbucks Card Facebook app, people can load cash directly onto a friend's Starbucks card — anything between \$5 and \$500 — sort of a digital

stocking stuffer.

Starbucks has a large and growing fan base on Facebook —15 million and counting — and it will be interesting to see if the Give a Gift feature spurs significant sales for the coffee giant.

It's another addition to Starbucks' evolving digital strategy. The company recently

introduced free unlimited Wi-Fi in company-owned stores and is developing a digital network for customers, due to roll out sometime this fall.

Starbucks CEO Howard Schultz recently talked about how social networks are "paramount" to the company's efforts to re-engage customers.

McDonald's to target UK coffee drinkers

McDonald's is to assault on the British coffee market, as it plans to start serving espresso alongside its traditional Big Macs and chicken nuggets.

McDonald's diversification into other types of coffee will see the chain cash in on an expected £2billion growth in the market by 2012.

High Coffee Prices May Not Be Enough to Increase Production

NEW ORLEANS—Some of the world's largest coffee companies are paying farmers more for the increasingly costly beans, but don't chalk it up to corporate responsibility.

Ensuring supplies of coffee in the long term is vital, even at a higher price, executives say.

Coffee prices have surged over the past year, largely due to production shortfalls, burning companies—and consumers—with higher costs.

U.S. coffee roasters and retailers Starbucks Corp., Kraft Foods Inc. and Massimo Zanetti USA raised prices last week under pressure from climbing green-coffee costs.

Arabica coffee futures on Intercontinental Exchange have risen more than 50% over the last six months after ...

Old News PG Tips and Strong Vend

PG Tips becomes fully Rainforest Alliance Certified

PG tips Strong Vend's partner, which produces the tea supplied with Strong Vendsi hot drinks machines, has recently achieved full Rainforest Allowance Certification.

PG Tips's ethical and sustainable approach in ensuring that tea in every single PG Tips tea bag is grown using sustainable farming methods has earned the producer the status of being the first tea business to be fully Rainforest Allowance Certified.

This is great news for us at Strong Vend as we embrace the age of ethical consumerism. It means that we can feel proud that we are supporting sustainable farming and the beautiful country of Kenya, where PG Tips grows its delicious tea.

Iced teas and coffees boost soft drink sales

A GROWING taste for iced tea and coffee helped boost soft drink sales in the UK last year.

There was a 70% jump in consumption of "cold hot drinks" helped by new products such as Starbucks Discoveries and Double Shot ranges and Lipton Ice Tea. The sector has risen 93% in value.

The total value of soft drink sales for the take-home market jumped 7% to £6.6 billion according to the Britvic report.

That compared with a modest 1% rise in takings in pubs and other licenced premises.

Cola sales grew 9% to £1.5bn helped by strong growth by Pepsi.



Weighing coffee will soon go digital

The manual system of weighing coffee will soon go digital in some factories, in a bid to improve efficiency and increase farmers' earnings. Using manual scales has long been associated with mismanagement and by embracing the new technology, farmers are optimistic it will help revive the sector.

Ghost kilogrammes are common as factory recorders fiddle the system to award some farmers extra kilogrammes in exchange for extra cash.

Part of the genesis of this is that less than a kilo of the crop is not recognised in the manual system.



Tesco and it's Instant Saviour for the Amazonian Rainforest

A new coffee is now lined up for an unveiling in 600 Tesco stores across the UK, this is a new environmentally-aware instant coffee brand called Cool Earth, this coffee brand will see a proportion of its sales proceeds going to prevent deforestation in Peru.

This coffee is set to sell for a recommended retail price of £2.99 per 100g jar, and each jar sold will donate £0.20 towards a tree protection scheme in the Peruvian heart of the Amazon.

Cool Earth Coffee was debuted just over a week ago at the Le Pont de la Tour restaurant in London, with the highly-reputed fashion industry figure and Cool Earth enthusiast, Dame Vivienne Westwood, amongst the launch date attendees.

While eco-friendly coffee brands are of growing interest to consumers they still have to compete with mainstream brands who have a large slice of the market.

Scandinavians are some of the biggest coffee drinkers

Scandinavians are some of the biggest coffee drinkers in the world and this is likely to remain that way according to a report by Reuters. Norway's biggest coffee roaster explained that the younger generation are drinking more coffee than before.

Coffee company Friele has been operating in Norway for 210 years. Owner and chairman, Herman Friele, said: "Ten years ago, I felt I was working with an old-fashioned product. Today, the Starbucks trend has sort of rejuvenated coffee as a modern drink."

According to recent statistics, people in four Scandinavian countries drink an average of 9.4 kilograms of coffee on an annual basis.



New York - October 7, 2010

Green Mountain Coffee Roasters is in some hot water on Wall Street.

The Securities and Exchange Commission has launched an inquiry into the company's accounting practices.

Green Mountain Coffee says it is "cooperating fully and voluntarily... We have alerted

the SEC of our desire to move forward as fast as possible."

Inquiries by the SEC are not unusual. "A typical publicly traded company won't go through an inquiry in a year, but it's not at all uncommon,".

It may not be uncommon, but the company's stock price dropped about 20 percent

since news broke about the SEC inquiry.

Green Mountain Coffee also faces a lawsuit by shareholders claiming 12 members of the board of directors artificially inflated the company's stock price, allowing themselves to profit while other shareholders took big losses when the price plummeted.

Have a Guess who is now the biggest seller of coffee in UK

Mcdonald's has now become the biggest seller of coffee in Britain, overtaking the big boys costa and starbucks.

This is the latest news from the coffee lovers of Britain there is evidence to suggest the fast food chain has shaken off its burger bar only image and has

won over millions of consumers during the recession. McDonald's has now sold 84 million cups of coffee in Britain over the last 12 months.

Mcdonalds only started selling their freshly-ground coffee in 2007 when it offered lattes and cappuccinos for the first time ñ ten years after Starbucks and

rival coffee chains opened up shop in Britain.

MMM i am not really sure about this as it is not really my cup of tea.

Coffee Bean Research

Kenya Coffee Prices Jump as Exporters Replenish Stocks

Kenyan coffee prices have gone up by 16 percent.

The average price for all coffee sold has now climbed to \$341.22 per bag, compared with \$295.16 previously

Buyers are scrambling for the coffee as we head into the festive season, sales rose 2.3 percent to 16,127 bags worth

\$6.71 million, the exchange said. Supplies during the 2010-11 season fell 2.7 percent to 23,421 bags, it said.

Kenya's coffee exports through the Nairobi Coffee Exchange, which handles the bulk of the shipments, fell 7.2 percent in 2009-10 to 36.197 tons after production declined, the agency said on Oct. 1. The

country has yet to release an output forecast for this year, it said.

Kenya harvests the bulk of its crop from October through December, while a secondary crop is reaped from April to June. The following are details of today's auction in U.S. dollars for a 50-kilogram bag.



