

# La Prima Espresso Company



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## La Prima to be Represented at Regional Barista Competition

February will see the Pittsburgh area host the Specialty Coffee Association of America's Mid-Atlantic Regional & Northeast Regional Barista Competition.

The three-day event will be held at the Pittsburgh Marriott North in Cranberry Township from February 6 through February 8.

The SCAA's annual exposition and competition is held regionally with the winners going to the national

championship in Portland, Oregon this March.

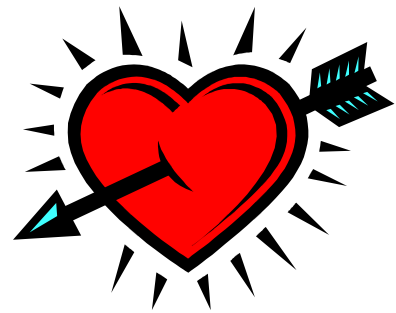
In preparation for the event, Ward Payne, owner of Simpatico Espresso, held a mock-competition and practice for would-be contenders on January 23. La Prima supplied the coffee and Azzeria, the South Hills pizza shop, supplied the wood-fired pizza and refreshments. Local baristas from around the area dreaming of national glory were grateful for the

opportunity to practice on the official espresso machine that will be used at the SCAA event, the Nuova Simonelli Aurelia two-group semi-automatic and to talk to each other about strategy, skills, shots, and styles. If you planning to attend the event, stop by La Prima's booth and visit us! We are the region's only Nuova Simonelli certified dealer and we'll be handing out espresso samples to all who attend.

## Cappuccino Love

Show your customers how much you love them by decorating their cappuccinos with latte-art hearts! First, make sure your espresso shot has a lot of crema on top. You need that to make a proper heart. Next, steam your milk properly. You want velvety smooth, foamy milk with no large bubbles. Pour the milk into the middle of the mug using a pitcher with a spout.

When your mug is nearly three-quarters full, lower the spout so it is closer to the cappuccino by just a few inches and slightly wave the spout back and forth from side to side. At the last second, just as you have filled the mug with smooth creamy milk, drag the milk stream away from you to make the bottom point of the heart. Practice makes perfect!



## Torani and You

### Almond Blossom Soda

1 tablespoon Torani cherry syrup  
1 tablespoon Torani orgeat syrup  
1 tablespoon Torani vanilla syrup  
1 cup of sparkling water or club soda

Mix all ingredients together pour over ice and into a martini glass or champagne flute. Garnish with mint leaves and share with your dearest love. Toast each other for Valentine's!

## La Prima's Doreen Walsnovich

Our Doreen has been working at La Prima's 21st Street location for 11 years and during that time she has seen a lot of action in the Strip District! She says her favorite part of the job is by far the regular customers. She has a great rapport with so many regulars and says she knows their drink orders before they even walk in the door. There have been more than a few exciting days at the coffee bar that

she can remember. From a fire in the roaster to waiting on famous customers, Doreen has seen it all. She says Steelers great Lynn Swann comes in frequently and she waited on CBS's Ghost Whisperer stars David Conrad and Jennifer Love Hewitt. When she's not at work Doreen spends time with her two daughters, Megan and Casey, loves to go to oldies dances and find bargains at flea markets.

## La Prima Espresso Company

### Roastery

20th and Smallman Streets  
Pittsburgh, PA 15222  
412-565-7070  
412-565-7050 (fax)

### Coffee Bar

205 21st Street  
Pittsburgh, PA 15222  
412-281-1922

### Crepes by Napoleon and

Josephine  
2107 Penn Avenue  
Pittsburgh, PA 15222  
412-565-7070

### WWW

www.laprima.com  
info@laprima.com





## Customer Highlight - Arefa's Coffee

Andrey and Marie Arefyev are the husband-and-wife owners of Arefa's Coffee in Squirrel Hill. In keeping with our love theme for this issue of Il Caffè we thought we'd find out about both of them. Marie reports that she and Andrey met through mutual friends and at first, they did not get along. But after a bit of time, love bloomed and the two are happily married now. To meet Andre and Marie in person, visit Arefa's Coffee at 5827 Forbes Avenue in Squirrel Hill.

Full name -- **Andrey Arefyev**  
-- **Marie Arefyev**

Birthdate -- **25 September 1971**  
-- **3 March 1979**

Astrological sign -- **Libra**  
-- **Pisces**

Favorite type of coffee -- **La Prima**  
-- **Miscela Bar Espresso**

Favorite coffee drink -- **La Prima's Miscela Bar espresso, double shot**  
-- **A double shot of espresso over ice**

Something few people know about you -- **I spent 5 years on Russia's national karate team and toured all over Europe**  
-- **I think bananas need to be in everything you eat.**

Hobbies -- **Coffee, going to the gym, going to work**  
-- **I'm a movie freak!**

Last book you read -- **Marketing and Advertizing in the Coffee Shop**  
-- **Age of Innocence** by Edith Wharton

Who would play you in a movie? -- **Robert DeNiro**  
-- **Kate Winslet**

Final words of coffee wisdom -- **Don't complain, just work. You build your own success.**  
-- **When you don't know something, learn it fast!**



## Affogato's Victoria Green is a Young Pittsburgher to watch in 2009

The Pittsburgh Post-Gazette featured La Prima customer, Victoria Green of Bellevue's Affogato as one of their Young Pittsburghers to watch in 2009.

Green, who bought Affogato from Vivo's Sam DiBattista in 2006 when she was 22, has not only brought the independent coffee business to Bellevue, but she has started a website to promote the town and showcase all

it has to offer visitors and residents alike ([www.enjoybellevue.com](http://www.enjoybellevue.com)).

With a large number of regular customers, Affogato has become the spot not only for the pre-work commuter crowd but for nightlife seekers who like Victoria's live music Fridays and BYOB Saturdays. The one-of-a-kind Sunday pancake bar is very popular with folks from all over

Pittsburgh. In a dry town, it has still become a place "where everyone knows your name."

Visit Affogato and say hello to Victoria at 613 Lincoln Avenue in Bellevue or at [www.bigreda.com](http://www.bigreda.com). Or have her cater your next event, small or large. She provides coffee, muffins, a selection of quiches, cinnamon rolls, lemonade, panini, and more.

## Green Corner - Bev's Cookies & Coffee

A hearty congratulations to Bev and David Reitsma, owners of Bev's Cookies & Coffee in New Stanton on celebrating their second anniversary in business. They opened their doors on February 2, 2007 and have been serving up sweet treats ever since and in celebration of the milestone Bev's is offering coffee at any size at 99-cents! We also congratulate Bev and David

as they currently make their cookies from scratch using organic, fruits, flours and other ingredients. They are taking sustainability to the next step! They got their start when Bev was asked to make cookies for a New Year's Eve party and 20 dozen cookies were eaten in a flash. They worked out of their home until they outgrew the space and had to expand.

Join us in wishing Bev and David many more years of green business!

