

IL CAFFÉ



LA PRIMA ESPRESSO COMPANY CELEBRATES 20 YEARS

October 1 marks La Prima Espresso Company's 20th anniversary. On that date in 1988, Sam Patti started the business with a card table and an espresso machine on 21st Street in the Strip District, where our coffee bar still operates today. Sam's original intention was to sell espresso machines and to bring authentic Italian-style espresso to Pittsburgh. Initially he offered espresso and cappuccino exclusively. In 1997 La Prima expanded to

include coffee roasting. Sam bought a San Franciscan coffee roaster with a 25 pound capacity and installed it in the back of the 21st Street location. The thinking was to bring the customers the best espresso, we had to provide them with the freshest coffee. In 2001 La Prima moved the roaster and all the office operations to Smallman Street and eventually added a second roaster in 2003. Over the past 20 years La Prima has gone from a small

family business focusing on espresso machines to a well-respected wholesale coffee roaster. La Prima supplies Pittsburgh's best coffee shops, restaurants, offices and cafes with the finest, locally produced coffee and service. On October 25 and 26, please join us at our 21st Street location for a celebration of our milestone. The cost of espresso and cappuccino will reflect 1988 prices., also biscotti, music, and La Prima merchandise available to all.

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HARNEY AND SONS FINE TEAS

La Prima is a proud distributor of Harney and Sons Fine Teas, a Salisbury, CT company that has been owned by the Harney family since 1983. John Harney, the founder, has been in the tea

business since 1970 where, according to their website, his concept has always been "to sell great tea at a price that would make it an everyday luxury". We carry a number of Harney

and Sons products including various teas in bags and sachets, tins of teas, loose tea by the pound and a variety of iced teas. For more information visit www.laprima.com.

HAPPENINGS

- November 1 is the date for our next Roaster Tour and Coffee Class. Call the roaster to request promotional posters and fliers, or to reserve your spot to attend!

WHAT IS A CAPPUCCINO DOC?

Have you ever been shopping for Italian cheese or wine and noticed a DOC designation on the product? It stands for *denominazione di origine controllata*, and is a quality assurance signifier that has been established by the Italian government to ensure that Italian products are made in specific regions of the country, are produced using precise methods, and meet certain standards. La Prima has taken this term and applied it to cappuccino.

At our espresso bar on 21st Street in the Strip District, we still offer an 8 ounce cappuccino and a 12 ounce doppio (double) cappuccino, but we have added a 6 ounce cappuccino DOC to be in keeping with drink standards in Italy and to maintain the standards of Italian-style espresso based drinks. The next time you're in the Strip District, stop by our bar and ask for a cappuccino DOC and give it a try. You will think you're in Italy.

TORANI & You

Candied Apple Cider

1/4 ounce Torani vanilla syrup

1/2 ounce Torani caramel syrup

4 ounces hot apple cider or juice

4 ounces cranberry juice
Sliced apple for garnish

Mix all ingredients together in a tall latte mug. Serve immediately with apple slices on rim. Enjoy on a chilly fall afternoon.

CONTACT US

Roastery

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Espresso Bar

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CUSTOMER PROFILE - AGH'S - DEE INZINGA

Dee Inzinga is one of La Prima's very favorite people. She manages Allegheny General Hospital's Grand Grounds, which is located on the ground floor lobby. We sat down with Dee and got to know her a little better. Here's what we found out:

Name - Dee Inzinga

Birthdate - 21 August

Astrological Sign - Leo

Years in the restaurant business - 33

Favorite type of coffee - La Prima!

Favorite coffee drink - A good cup of drip.

What is something about Grand Grounds that few people know? - Every purchase benefits the AGH scholarship grant.

Hobbies - Cooking Italian cuisine, and I'm fluent in American Sign Language.

The last book you read - Skinny Bitch by Kim Barnouin and Rory Freedman (It's a health book!)

Who would play you in the movie about your life? - Isabella Rossellini

Final words of coffee wisdom - Use a touch of espresso in your fine Italian desserts.



WHO'S THAT GUY WHO TAKES MY ORDER?

Have you ever answered the phone only to have someone say, "Hello, gorgeous!!" or "YO! What's uuuup?!" on the other end? Have you been serenaded or treated to a corny joke while giving your coffee order? If you said yes to either of these questions then you know Matt Yough.

Matt has been working at La Prima for 4 years and joined us by way of Building New Hope where he's been volunteering for the past 5 years. He was a fixture here, is very knowledgeable about coffee, and loves the business so he has been a natural fit.

A Saxonburg native, Matt is always ready to let you know about La Prima's latest and greatest

offerings, and says the customers are the best part of his job.

Outside of La Prima Matt devotes much of his time to Building New Hope where he is now the volunteer coordinator and also serves on the board of directors. Matt lived in Nicaragua during 2002 and 2003 where he worked for Bridges to Community which managed the building of houses.

They also hosted groups of American students on Alternative Spring Break.

When he finds himself with some downtime he enjoys reading and going to the theater. He says his favorite meal is a nice medium rare steak and a Guinness. He currently lives on the North Side.

PUMPKIN SPICE IS BACK!

A perennial favorite, we are happy to announce that pumpkin spice flavored coffee is again available. A seasonal bestseller, as soon as back-to-school season starts and the leaves start to change, we receive many requests for it. If you haven't tried it yet, it has a rich pumpkin flavor enhanced with an intoxicating and aromatic cornucopia of nutmeg, cinnamon, clove, and ginger spice notes. As good as Grandma's homemade pumpkin pie! Your customers will love it.

ON SALE

Flavored Coffee (\$6.00 per pound regular, \$6.25 per pound decaf)
Pumpkin Spice

Torani Syrup (\$4.50 per 25.4 ounce bottle)
Pumpkin Spice

Harney & Sons Tea (\$3.25 per 20 ct. box of teabags)
Hot Cinnamon Spice

THE GREEN CORNER

October is International Fair-Trade Month! Fair-trade means that the farmer who produces a particular crop is guaranteed a fair wage for his/her goods and labor. La Prima Espresso has been a TransFair fair-trade certified roaster since 2007. Nearly 30 percent of our overall coffee sales are fair-trade selections and we only hope to increase that number in the future. Our relationship coffees, while not fair-trade certified by

TransFair, still supply the farmers with their fair share. Building New Hope is another fairly-traded coffee that we offer. Proceeds from their Nicaragua El Porvenir go directly to those working that farm. The next time you place your order, ask Matt about a fair-trade coffee you can add to your menu. And log on to BNH's website to see their program of fair-trade events throughout October. www.buildingnewhope.com

BUILDING NEW HOPE - PROJECTS

Since 1992 Building New Hope has been grassroots development projects in Central America, primarily in El Salvador and Nicaragua. Building New Hope's project focus on three areas: Education, health and development. Educational programs include scholarships, supplying high school chemistry labs and conducting career development and skills training workshops for at-risk youth. Also, BNH operates two barrio schools and a community library.

They host delegations of medical professionals to rural communities, provided or found emergency medical care for critically ill youth, and offer nutritional meals through our educational programs. They also operate an animal clinic to help control the local stray animal population in Granada, Nicaragua, utilizing the expertise of visiting veterinarians. Look for more details about these and other Building New Hope projects in future issues of Il Caffé.