

Il Caffé

September 2008



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News and Events

- The Roaster Tour and Coffee Class returns! First Saturday of every month. Call the Roaster for details and to reserve your spot.

La Prima Espresso Co.

Roaster

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

Espresso Bar

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

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info@laprima.com
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New Guatemalan Relationship Coffee Now Available

La Prima is so pleased and honored to bring to our customers our second relationship coffee of 2008. Finca Vista Hermosa from Huehuetenango, Guatemala is our latest offering and joins our Los Olivos Colombian relationship coffee. The farm is located in an

area called Agua Dulce in Huehuetenango, Guatemala. This highland area which is in the mountainous northeast region of the country is well known for producing some of the world's best coffee because of its high elevation. Three generations of the

Martinez family have been farming this land for over 50 years producing award winning coffee that has only been available in the US since 2004. We look forward to offering this coffee in October. For more details, visit our website at www.laprima.com

On Sale

Flavored Coffees (\$6.00 per pound regular, \$6.25 decaf)

Klva and Cream
Chocolate Truffle

Torani Products

Raspberry Frusia - \$25.00
Lemon syrup - \$4.25

Harney & Sons Tea

Plain iced tea (50 count, 1 oz. bags) - \$18.00

Caring For Your Espresso Machine

Taking good care of your espresso machine is the very best way to ensure it functions properly, makes delicious coffee, and is reliable. Here are three small things you can do to keep your machine running perfectly.

- **Clean it.** Backflush using your Clean Express powder

faithfully. This will keep the group head free of debris and espresso shots tasting better.

- **Change water filters regularly.** This helps keep the boiler free from scale.
- **Join our Preventative Maintenance Program.** A tech will give your machine a full check up twice a year.

Building New Hope - Coffee With a Good Cause

Over the past six years Building New Hope (BNH) has been working with a small cooperative, El Porvenir in the mountains near Leon, Nicaragua. There are 48 families who, for the past 20 years, work at El Porvenir and support of BNH goes directly to those

families. Building New Hope is able to do this because of the partnerships they've built with the farmer, us at La Prima, and those of you who purchase their delicious coffee. BNH coffee is fairly traded which ensures the farmers a livable wage and also a

sustainable way of life. If you are already a BNH customer, thank you, and if not, give it a try! It's 100% Arabica beans, done to a light-French roast, medium bodied with a crisp finish. Explore their website at buildingnewhope.com

Meet the Owner of La Prima - Sam Patti

In 1988 Sam Patti founded La Prima Espresso company with the intention of selling Italian espresso machines. He started the business on 21st Street in the Strip District, where our coffee bar still operates today, with one machine (a La Cimbali Junior) and a card table.

The business eventually grew to include drink sales and coffee roasting and now we're Western Pennsylvania's only certified fair-trade and organic roaster, providing wholesale coffee to the area's finest coffee shops, restaurants and offices.

When asked what he loves about his company Sam cites the enjoyment he gets out of providing such a comfort food to those who love coffee. He says that coffee is used to start our days in the mornings as well as properly end a wonderful meal in the evening and knowing that La Prima provides that to our customers makes him feel good about the business.

Sam also says that there's a certain amount of joy in selling a local product to local purveyors. Unfortunately that joy is sometimes mixed with

disappointment when consumers chose non-Pittsburgh based products over those that are made in their own backyards. "I feel utter disdain for stadiums and airports that would rather serve products from national franchises than showcase local products in venues that cater to visitors." says Sam, adding, "These are places that ought to be boasting about local businesses."

Sam is always in the Strip and often can be found at our roastery or our coffee bar.

Barista Training

Have new employees who need some training? Want to brush up on your own coffee-making skills? La Prima now offers comprehensive barista training.

Let us help you with making the perfect espresso, the finer points of making espresso-based drinks and learn how to impress your customers with latte art. We can train your whole staff on site or at La Prima

To schedule a session, contact Matt Gebis at 412-565-7070 or email him at mgebis@laprima.com

Torani and You

Try this recipe from Torani and let us know what your customers say!

Raspberry Twist Tea Freeze

2 cups ice

1 oz. Raspberry Frusia

1 oz. Lemon Torani

4 oz. Unsweetened chilled tea.

Combine all in a blender for 20 seconds. Yields 16 oz.

Customer Profile - Keith from 61-C Cafe

Keith, owner of 61-C Cafe in Squirrel Hill has been a long-time La Prima customer and friend. Visit him at 61-C, 1839 Murray Avenue, in Squirrel Hill. We did and here's what we found out about him.

Full name - Keith

Birthdate - September 21, 1971

Sign - Virgo

Years in the coffee business- 15 years

Favorite type of coffee - French roasted

Favorite coffee drink - Right now, anything French roasted with lost of sugar and lots of cream.

Last book you read - In 1994 I read the Bible

Hobbies - Watching TV

Who would play you in a movie about your life?

Steven Segal

Tell us something about 61-C Cafe that few people know - First, we're NOT

called 61 Cent Cafe and secondly, we do all our own baking.

Final words of wisdom to share - Get your coffee from La Prima!

'Tis the Season for Iced Coffee

Although it's September, the weather is still warm and a good way to cool off is to enjoy your favorite La Prima coffee - iced! Just follow these quick and easy steps and you and your customers will be chilled down in no time.

- Start with coarsely ground coffee. Ground for French press is best.

- Mix coffee with cold water at a 1:4 ratio (example: 2 oz. coffee with one cup water).

- Let sit covered in the fridge for at least 3 hours or overnight.

- Pour mixture through a fine sieve. The finer the better.

- Mix the resulting coffee concentrate with water or milk to your liking. YUM!

The Green Corner

The beans aren't the only green thing about La Prima! We are always trying to be more environmentally aware and do the best to sustain the land, the farmers, and our own community. The Green Corner will be our little space to toot our own horn about our efforts, current projects, and environmental good deeds. We also want

to hear about what you're doing at your shops or restaurants and put it in upcoming issues. We'll get the ball rolling:

We're proud to announce that last month we passed our annual organic certification audit from Pennsylvania Certified Organic with flying colors, thus maintaining our organic roaster status!