

Il Caffè

December 2008

IL CAFFÈ NEEDS YOUR INPUT!

In the new year, we are hoping to make Il Caffè a place where you, the La Prima customer, are able to announce your special

events, accomplishments, or anything else you want your fellow coffee purveyors to know about you and your business.

We are especially interested in knowing about your green initiatives to add to our Green Corner.

If you have information to share, call Jill at the roastery at 412-565-7070 and we'll include you in future issues.

PROPER EQUIPMENT CARE FOR A HEALTHY 2009

Make 2009 the year that your espresso and brewing equipment stays in perfect working order. Follow these easy tips and your machine will be in tip-top shape.

Have your water filters changed regularly - Make sure the water you use to make your coffee

is clean and pure. Water quality can change the way your coffee tastes. We recommend that filters are changed every six months for a traditional machine, and every three months for a superautomatic machine. **Regularly backflush the group head** - Make this

part of your daily routine. Clearing out the day's debris from the group head will keep your machine healthy. Using puly milk or powder is essential!

Clean the screens and dispersal plate - Make sure that the group screens are clear of scale

or coffee grinds by regularly brushing them off.

If you have any questions or problems with how to perform any of these tasks, or if you would like to schedule a maintenance visit, please call the roastery at 412-565-7070.

TORANI & YOU

Gingerbread Latte

¾ oz. ginger spice syrup
¼ oz. vanilla syrup
8 oz. milk
1 - 2 shots of espresso
Steam syrups and milk together. Add espresso to 16 oz. glass and pour flavored milk over. Dust with cinnamon or cocoa.

Roastery

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

LA PRIMA'S REYNALDO DE LA ROSA

Since 2004 Rey has been working at La Prima serving as the manager of our production area, overseeing roasting, filling of orders, and everything else that keeps us running well. Rey is originally from Cuba and came to the US in 1980 as part of the

Coffee Bar

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

Mariel Boatlift. Since then he has lived in Miami, Florida, Puerto Rico, New York City and finally Pittsburgh. When he's not working at La Prima, Rey is a successful caterer, with his specialty being, of course, Cuban food. Living in Beechview

Napoleon & Josephine's

La Prima's Crepe Shop
2107 Penn Avenue
Pittsburgh, PA 15222
412-565-7070

with his mother, Veronica, Rey likes to spend his free time cooking for his family, fishing, or out dancing with friends. He cites a traditional Cuban Christmas dinner as his favorite food - white rice, black beans, roasted pork, and yucca.

WWW

info@laprima.com
www.laprima.com

GETTING TO KNOW VINCE TAGLIERI OF FOREST HILLS & CAFE VITA

Vince Taglieri, owner of Forest Hills Coffee Company in Forest Hills and Cafe Vita in Oakmont, is a long-time friend of La Prima. He's one of our most favorite customers and he loves coffee as much as we do. Visit Vince at 2201 Ardmore Blvd. in Forest Hills or at 424 Allegheny River Blvd. in Oakmont.

Full Name Vince Taglieri

Birthdate - 25 February 1956

Astrological Sign - Pisces

Years in the coffee business - 7

Favorite type of coffee - Kenya

Favorite coffee drink - a shot of La Prima espresso

Something few know about Forest Hills/Cafe Vita - Famed artist and Pittsburgh native Burton Morris is a regular.

Hobbies - I'm a musician and play the drums.

The last book you read - Considering Genius: Writings on Jazz by Stanley Crouch

Who would play you in a movie about your life - George C. Scott

Final words of coffee wisdom - Drink only whole milk!



THE GREEN CORNER

When we do our monthly roaster tours we inevitably get the question: How is coffee decaffeinated?

There are several ways in which coffee is decaffeinated, most of which involve rinsing or washing green coffee beans with various chemicals.

More "green" methods include carbon dioxide or oxygen methods where

the beans are soaked in liquid CO2 or O2 while under pressure. La Prima sells decaffeinated coffee that has been treated with the Swiss Water Process which is another all-natural alternative.

The Swiss Water Process, which was invented in the 1930s, removes the caffeine from green coffee beans by soaking them in hot water and then

filtering the soaking water through carbon filters, eliminating caffeine. The beans are once again infused with the filtered water to replace coffee solids that were lost in the initial soak.

We currently carry a Swiss Water Processed coffee from Mexico. Give this FTO coffee a try and see if you can taste the difference!

BUILDING NEW HOPE

During this special season, the all-volunteer staff of Building New Hope would like to wish everyone the happiest of holidays and offer their most sincere thank you for the continued support of BNH's special projects, fundraisers, and programs.

They hope, with your help, to make 2009 a landmark year for the farmers!

ON SALE IN DECEMBER

In the spirit of the season, please enjoy these holiday treats with our compliments.

Holiday blend - \$6.00 per pound regular/\$6.25 decaffeinated.

Roasted chestnut - \$6.00

per pound regular/\$6.25 decaffeinated.

Torani Ginger Spice syrup - \$4.50 per bottle

Harney & Sons Winter White Earl Grey tea - \$4.50 per 20 sachet tin.



To all of our wonderful customers:

Thank you for your continued business and support. For us, like everyone else, 2008 was a crazy year that saw a lot of changes, and we're optimistic that 2009 will bring even better coffee, better customer service, and new opportunities for all.

We wish you and yours the finest holiday season and all our good wishes for a happy, healthy 2009.

The staff at La Prima Espresso Company