

Blandi Coffee Podcast

All Coffee No Sugar

with Patrizio Blandi



Episode 2: How to make a consistent coffee even if you're a novice

Part 1 Coffee Beans

Patrizio Blandi: All we can do is understand the variables and then we have to try to correct them, minimise them, get rid of them, and not introduce new ones.

Welcome to the Blandi Coffee Podcast, all coffee no sugar. The original podcast dedicated to stop away the bus, marketing spin and the height by getting under the hood and giving you all coffee no sugar. The only coffee podcast show motivating you to take action and accelerate your results with your coffee and your business by sharing tools, resources, ideas, reviews, and interviews which work on giving you the biggest results by concentrating on the important small things. Now here's your host Patrizio Blandi.

Patrizio Blandi: Welcome to episode two of the Blandi Coffee podcast, All Coffee No Sugar.

Thank you for joining me on my second episode of the Blandi Coffee podcast, I'm your host Patrizio Blandi from blandicoffee.com.

I have a really exciting topic to cover, now this topic is going to be covered in a five part series of episodes, it's how to make a consistent coffee even if you're a novice. You heard me right, you can make a consistent coffee regardless of your skill. The skill here is not what we're focusing on and it's not the important bit, the important bit is the concept behind what makes a consistent coffee.

To make a consistent coffee, we have to eliminate variables. Ideally in an ideal world, we're going to have zero variables that means we're going to have the same coffee every time. Variables are everywhere. There's nothing we can do about that. All we can do is understand the variables and then we have to try to correct them minimise them and get rid of them and not introduce new ones. If we do that then we're on a path to consistency.

In an ideal world we can get a hundred percent. In the real world we're not going to get no way near a hundred percent, we're going to aim for eighty percent. If we can get eighty percent that means we're going to rock the socks of people. If you could do that every time it will be amazing.

No one out there can do it eighty percent of the time. I would say a very small percentage of people that can do that every time. If you can master this then you'll be able to make a consistent coffee that rocks the socks of everyone.



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Why is it important for us to make a consistent coffee? If we can make a consistent coffee then you can enjoy a good cup of coffee. If you're in a business your customers are going to enjoy the coffee and not only that they can enjoy it anytime because it doesn't matter who makes it, when, where, you'd be able to make coffee consistently the same every time, that's what's important. So they can have the same experience every time.

It can get frustrating because if you don't know what these variables are or if you don't understand the concepts it's going to make your job harder to try to do it. Sometimes you're going to be chasing your tail, you can start losing your passion about coffee. We don't want that. We're going to learn the concepts so we can find out what's putting us off course then we can quickly get back on to the course. We're going to understand the variables of each part of the coffee making process so that we can repeat it every time.

If we can do this you're going to be ahead of your competition, your progress is going to be fast tracked because instead of experimenting you now know what works and you're learning curve is going to just dramatically increase. You won't be spending money on the wrong equipment, you're going to buy equipment that focuses on features that's going to help you on the consistency path.

We don't need to spend money on the best equipment, sometimes the best equipment we don't need to have we can have equipment that has features that's going to stop those variables or minimise them or not introduce new variables. So it's important to know what those variables are.

If you understand how you can reduce the variables you will know how to limit the variables and you are going to avoid introducing new ones.

Over the next five episodes I'm going to cover one topic in each episode. Today's topic is coffee, and this is part one. I made coffee the first topic because it is the most important. If you don't get this right, the next four parts are going to be irrelevant. You are going to be chasing your tail because if you don't have a consistent coffee then the rest of parts cannot be consistent.

What makes it harder for us to be consistent? You must have a concrete base, if you have this concrete base then you can build on top of it. The second part is the coffee grinder, the coffee grinder I am going to show you about the equipment the features that you need to concentrate on. What's going to introduce new variables and what's going to eliminate variables, things that you're not going to introduce variables into the coffee.



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Part three is the brew equipment, we're going to concentrate on equipment that's going to give us great results and the features on those machines that's going to provide consistency. After we do these, part four is milk.

You can have a consistent brew of coffee but if we don't make the milk part of it consistent then we're going to ruin the coffee. If you don't know what the variables are in the milk then we're going to be introducing variables into our drink and that's going to make our drink inconsistent.

Then part five is the skills and the systems, to put all this into place. Those five parts is going to be concentrating on the espresso's style brew method. If you understand the concept behind what I'm explaining in this episode, this can be implemented into any brew method you want to use. You just have to change a few things, but then, it can be implemented in any particular brew method, that's what the great thing about this. It's very, very important to know variables the concepts behind variables.

How are we going to do this? I'm going to go under the hood of each topic getting the raw important facts out of it which is going to give you the all coffee no sugar principle.

If you understand the concept, this can be implemented across all methods of coffee brewing. The key to this is understanding the principle, so that you can implement it to anything. And once you know that then you can make that consistency.

In each topic, I'm going to get into the detail about what the variables are, how you can correct them, how you can eliminate them, how you try not to introduce new ones and get a system in place to minimise all these.

We're going to be concentrating on the small thing that's going to give us the biggest results, that's the main principle.

If you can do this, it going to cost you less money, less work that's going to give you great results that's what we're aiming for. We're going to get to eighty percent we won't get it to a hundred percent there's no way we can get it to a hundred percent.

We can get it close to a hundred percent, those small increments to get it to a hundred percent it's going to take us more money and more effort.



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You can work on those things later that's not important, if we can get it to eighty percent and keep it there that's important. That's the aim of these podcast series.

You don't need to be professional. All you need to know is how to use the machine, just the basic on and off, how to turn the water on, how to put the group handle on, how to use the grinder, how to froth milk.

I'm not here to teach you how to use the equipment or how to froth milk. I'm here to teach you the variables behind each part of this equipment.

If you've done a barista course in the past your standards were up to date at that time you did the barista course. If you have done the barista course five years ago, so much has changed over that time this is like a good brush up skills on today's technology and today's knowledge of where coffee is and where equipment are today.

If you're going to do a barista course in the future that's good because if you've done one recently because you've done the basics on how to use a machine. It's about understanding the concepts that's a good thing to know.

Is it going to be expensive? It won't be expensive. Most of the stuff here is not going to cost you money.

Some of the equipment you might already have some equipment you might not have or you might need to upgrade that's where it's going to cost you a bit of money. If you invest this money into this equipment it does not have to be expensive it just needs to have the correct features. If you implement these concepts into your business you weren't lose business because you're going to improve your coffee. If you're going to take today's topic of coffee just that alone is going to improve your coffee drink. You're not going to lose customers because it's going to improve your customer's coffee and experience.

Time factor, you should make time it's your business.

People out there pay money to do courses. You need to take some time to implement these tips, and that's why I'm going to talk to you about that in the next part is about the action steps.

So the action steps – the best way to think about taking action if we take action things are going to happen. If we don't take action things wouldn't happen.



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We need to implement this the same way as a laser guided missile hits its target. Why is it laser guided missile so accurate and so powerful? No I don't mean powerful that it's blowing up things I mean powerful that it hits its target every time and nothing in its path can stop it.

A laser beam points onto a target. Now our target is making a consistent coffee now once that missile is released there's nothing stopping that missile hitting its target in its path.

In an ideal world, it's going straight down the beam and hit it's target. We don't live in an ideal world. It's going to encounter variables, the variables are wind resistance, chance of wind direction it's going to blow it off target. So what does a missile do? It knows it's off target the same way we're going to know we're off making a consistent coffee so once it's off target it knows it has to adjust to go back onto the laser beam so it can go and hit the target. At no time is the missile giving up? The missile is not saying "Oh this is too hard, this is too hard I'm going to stop now." No. What it does it keeps moving forward while it's correcting its path on to the target.

Now that's the way we need to do. As long as we move forward we'll be able to get on target of making a consistent coffee. It's going to take some time and take some effort, it's not easy all we need to do is that momentum of moving forward to hit that target. If we do that, bang we're going to be as accurate and as powerful as a laser guided missile.

All I can say is please take action that's the main thing here is if you want to get that consistency happening it is to implement these steps.

I really want to focus on this first part which is the coffee bean.

This is the most important part of the coffee brewing process. I made this number one for that purpose. If we don't get this right from the start then everything else that follows in the brewing process which is only going to amplify what we have. So if you have crap coffee, you're going to amplify crap coffee. If you have beautiful coffee when you go down that brewing process it's going to amplify a coffee experience that is unbelievable.

It's very important for you to have a great coffee. If you don't get this right then your consistency will be very hard. In my personal opinion, there are three types of variables in coffee. There is a direct variable that means variables that we can directly reduce by knowing what they are and finding ways to reduce them, then there is indirect variables. Indirect variables are variables that comes from other sources that we have no control of, for example from the actual harvesting from the way it's being processed the way it's grown and the way the coffee roaster roasts. All that we have



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no control off. It's indirectly, but if we can help minimise them we can still reduce them if we have a good relationship with our roaster or coffee supplier.

Something we can control, we can minimise it by making sure that the people behind those each stages of the coffee process have taken their steps to minimise the variables. So that's very important, and then there's the third one which is introducing new variables, this is from you. You can introduce new variables to coffee that's the way you handle a coffee. How you look after the coffee can hugely impact on the coffee and change in the coffee's structure and everything.

You know that you can directly impact on the actual coffee, exposure to the air. How long will you leave it out in the air for, exposure to sun and the storage of the remaining coffee? So all these things here can introduce new variables to the coffee and then we're making it harder for our lives to make a consistent coffee.

How we can reduce these three different types of variables? There are six steps you can take to make a more consistent coffee.

The first step is buying freshly roasted coffee beans. The second step is to have a coffee ordering system. The third step is buy from a local boutique roaster. The fourth step is the roast level of the coffee bean. The fifth step is the coffee storage and handling, and then the sixth step which you might find a bit odd is owning your own equipment.

Now I'll go through in more detail with them a bit later on but just to give you a quick rundown.

Buying freshly roasted coffee

Buying freshly roasted coffee you're going to have strong pleasant aroma. You're going to have a long lasting crème[®] thick golden crème. So it's very important to have fresh coffee.

Having a coffee ordering system

If we have a system in place when you order your coffee you're going to have a consistent coffee every week or if you're at home making your own coffee. If you order enough coffee for one or two weeks then you're going to have the same type of coffee all the time.



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Buying from a local boutique roaster

They're more flexible. They can roast smaller amounts for you more regularly and they're probably a good place to find high quality and high grade coffee that's a good place to go to buy your coffee. And you can have the great relationship with a coffee roaster because he's local to you.

The roast level of the coffee bean

There's nothing wrong with dark roasted coffee, but as you go further down the roasting profile to a dark roast the bandwidth for accuracy is greatly reduced, the darker we go the bandwidth reduces so we have to be very accurate with when we dump the coffee, the time that we need to take the coffee a second or two seconds longer or shorter can dramatically change the coffee's taste and structure.

As we go to the darker stage of the coffee roasting profile it's very hard to maintain that consistency and also you're changing the structure of the coffee affecting the coffee's taste the original coffee taste from its origin.

If we look for something that's light to medium we have a greater bandwidth. A one or two seconds difference in our roasting profile would not dramatically change in the coffee's output and we actually gain the original coffee flavours, we're not impacting on those flavours so it's very important to find the roasting level.

The fifth step of storage and handling.

That's the variables that we introduce. How we look after the coffee is very important and the storage can impact on the life of the coffee.

Owning your equipment

owning your own equipment as funny as that might sound, it's very important if you own your own equipment you're not restricted so you can move to any coffee supply you want at any time finding the coffee you want. If you don't own your own equipment moving on to a different coffee supplier it's going to be very hard for you because to start buy new equipment it's going to be much harder and it's going to take longer for you to look for coffee, much longer process for you to buy your equipment and then start looking for coffee. So if you have your own equipment from the time you start, it's ideal if you don't then start looking to own your own equipment – very important for you to have



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the freedom to move around to anyone you want, you're not restricted to any one bound to any contracts or anything like that, very important. If you're going to take control of your business.

How do we do this? This is the most - it's very easy it's not very hard to do, I'm going to take you for the steps and show you how you can reduce the variables in each step.

Now step one was buying freshly roasted coffee beans. Now how do we buy freshly coffee beans? It's very easy, and how do you do that? How do you know where to buy fresh coffee and how do you know it is fresh coffee?

It's very easy there's one label on the bag to say roasting date and that's going to tell you when the coffee was roasted, that's it. That's all you need to know when you look at the bag. I'm not talking about an expiry date or best before date that is something in Australia we need to have that will indicate when the coffee or when something expires or when something is best then after that date you can still use it but you don't know when you are getting it's full peak.

In coffee it would not be an expiry date because even if it goes past that date you can still use it but it's not going to be as good. Mainly for coffee, you will have a best before date on it and there's no indication or formula to work out when the coffee's being roasted, there's no rule of thumb, three weeks, four weeks a month, two months a year you don't know. It's just saying that you can still drink this coffee up to this date and then after that you can still drink it by it's best to drink it before this date.

There's really nothing else to look for, it's just looking for a roasting day. Now if you have to hire a private investigator to find out when the coffee was roasted, if it's not clearly marked they're trying to hide something from you. You should be able to clearly see when the coffee was roasted. On my coffee bags it's on the back of the bag it says two things that are right there, it's the roasting date when I roast it and then a batch number that batch number matches[®] up to my roasting profile and it tells me if there's ever a problem I can always go back and have a look at what's happened.

If someone says "Ah it doesn't taste the same", I can compare it to the coffee's before and look at the roasting profile and make sure that if there's a variation then I can pick it up and go "Okay that's the problem." That's from our side the batch number but on your side it's more for the roasting date so you know exactly when I roasted that coffee.



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I'm not trying to hide it; I'm trying to actually tell you when I roasted the coffee. Ideally coffee should be used within three weeks so there's no point buying coffee that's more than one or two weeks old. You got to take in to account your usage time so if it takes you one week to use the coffee you're trying to get the coffee within the first week or the second week. So by the time you finish using it it's in that peak period of three weeks. If it takes you two weeks you're going to try to get that within the day or two after roasting. You must take in to account the time it takes you to use the coffee, you must use it within that three weeks.

Step two was having coffee ordering system, a coffee ordering system is to maintain a freshness and consistency of your coffee. When you have this system in place, it's like I said to you you're going to use it within that three weeks. All right to give you an example, if you're a cafe and you're doing ten kilos of coffee per week, you want to receive your coffee in the middle of your coffee usage so when you're at five kilo range so there will be on a Wednesday or Thursday you're going to receive your coffee. On Wednesday you have five kilos of coffee left, you want to receive that coffee that's one or two days old. At that time you receive the coffee you're going to have at least five kilos of your existing coffee and then ten kilos of your new coffee, as you go through to the end of the week you're going to go through your existing coffee. So that's going to take you another four days to go through and that means when you start going on to the new coffee, you're on the first week that means you've going to fall between week one to week two of your new coffee so you're in the middle range that's an ideal situation to have. And I know it's very hard to get it accurately, I'm not suggesting you get it hundred percent.

For example on a Wednesday you're going to have at least five kilos you might have four kilos you might have six kilos the point - what I'm trying to say is try to order on that particular date that falls within the middle range.

If it's off a couple of kilos it doesn't matter, it's about having that consistency if you can keep doing that then you got to maintain the system. It's about having a consistent system in place.

And now step three was buying from your local boutique roaster. Look, this is a no brainer. This is the most important thing to have. You're going to establish a relationship with your roaster if you're buying from your local roaster go and see them, you can talk to them, you can visit the factory that's going to impact on the way you sale your coffee or the way you make your coffee. If the customer ask you, "Oh what's this coffee?" you can say "It's from this local roaster down the road that's roasting our coffee. I went to the factory, it's amazing." you got a story to tell you got something to verify what you have and that's going to come out in your voice when you tell that story. If you're buying from a large manufacturer, what can you say about them? If you're talking about a boutique roaster that's roasting down the



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road and only roasts a specific amount of coffee every week. Its hand roasted he looks after it. He's uses high quality coffee beans that's very powerful.

Having a relationship with the coffee roasters is very important. It's a bit off track what I am trying to do here is eliminate variables but if you order from a local boutique roaster he's going to have the indirect variables taken cared of. He's going to make sure when he orders his coffee beans, it's coming from a coffee supplier or coffee broker, a green coffee broker that's actually maintaining a consistency in a harvesting in the actual coffee processing side, bagging and the shipping of them. They're looking after that that's he's job that's my job as a coffee roaster, I have to look at my coffee suppliers to make sure that they have a system in place that I can have a consistent coffee every time for my customers. So I make sure that I buy high grade coffee, I buy a high grade coffee because a high grade coffee – I pay more for it's for the reason because it's harvested at a particular maturity. So it's at a ripe stage. They don't go there with a machine and just take everything off the tree ripened and unripened over ripe that mixture of different maturity in the stage of actual cherry it's going to give you different taste. So it's something that's under ripened to something that's matured and a matured state to an over ripe state is different. And the roasting is different. So if you have all these different mixtures in the coffee supply you're going to get different consistencies in the coffee.

A high grade coffee means that you're getting a coffee that's being harvested at the same time. It's being picked so they only pick the ripe cherries then they're going to process it straight away. Then a couple of days later or a week later they're going to harvest the tree again for the ripe cherries again. They'll leave the unripe ones and the over ripe ones they put it in a different batch so you're getting the consistency and then not only the way it's been picked, the way it's sorted you're going to get a consistent coffee bean size so when you roast the coffee the roast is very similar to each other that's very important.

My job is to maintain and look after those variables, that's how you can control the uncontrollable so you make sure you speaking to roaster and you have that relationship. You can see that they're using a consistent high grade coffee and they take care of those variables.

The other thing is, my job to do is to make sure that my roasting profile is consistent so when I roast I compare it to an existing profile or a master profile. So that's a profile that I think is very good and I roast it exactly the same.



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Now it's not going to be exactly the same. It's going to be as close as I can get in. Now it's out of my control because it's the temperature of the day, it's the weather. Is it hot or cold, humidity – there's a lot of variations but what I try to do is maintain it within a specific tolerance and that's the best I can do. And to get it a hundred percent is no way. As long as I keep it that at eighty percent then you're getting a consistent coffee and that's why I manually roast the coffee so I can have three more senses that a computer doesn't have and that's smell, sight and my hearing. That's very important to have that's something to look out for as well.

So that's how you can eliminate some of those variables that you can't, they are indirect. So another thing to look at is step four which is the roasting level of the coffee bean. We try to look for a coffee bean that has a light to medium roast.

There's nothing wrong with a roast that's darker, darker coffee there's nothing wrong with it. You know you can enjoy some good coffee's in a dark range but what I'm trying to say is when you go to a darker range the bandwidth for consistency is dramatically reduced so any minute changes in the roasting profile, I'm talking about seconds here you know if you're taking out the roast one or two seconds later or one or two seconds before a specific time it can dramatically impact on the coffee's result. It's going to be different. The consistency is going to be different. So we can reduce the variable, if we take it at a level that's light to medium that bandwidth of consistency increases because we have greater bandwidth. If we take the roast out one or two seconds later it's not going to impact on the coffee as much. It's a greater way to get consistency in your coffee also at a light roast level you're not burning off any more compounds there in coffee.

There's over eight hundred compounds in coffee so we want to keep as much of them intact that the aroma compound, it's the flavour compounds from the origin so all the most important things in coffee are still there. ®

As we go further down the roast we can take away more compounds and more compounds even at the light into medium roast, we're still taking a few of those compounds away so light to medium roast is what I think is an ideal roast level to buy your coffee for and that's another direct variable that we can look after.

Now step five is the storage and handling, this is the new variable that we can introduce into coffee so it's a very important for us to reduce and make sure with don't introduce any these variables so a very simple rule to remember is the triple three rule.



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It must be used within three weeks from the roast date. It must not be exposed to air for more than three hours and you must use the coffee within three minutes after you grind it. Triple three. If you don't follow these three rules you're introducing variables. So that's very important to understand.

Only use enough coffee beans in your hopper, that is required that you're going to use within that three hours. That's where that three hour rule is, air actually destroys coffee so the longer you leave the roasted coffee bean exposed to air it's going to impact on the coffee bean so keeping it in airtight container if you're not using the coffee so in your remaining coffee put it in an airtight container. Do not freeze it, do not put it in the fridge. I've seen a coffee shops that have coffee bags in a cold food display. I cannot believe that, I have actually seen that happen. I have seen it in Sydney and I'm not going to say where but I've seen it and it was really - it really broke my heart to see someone do that to that coffee. Anyway, so that's another thing to store your coffee don't freeze it. Don't put it in a fridge. You're introducing new variables by doing that. So any leftover coffee as I said put it into an airtight container and put it in a dark place. Now I see people put coffee bags on display in their shop that's fine if it's in a cool environment away from the sunlight but I've seen some coffee shops that are directly impacted by sunlight and they have all these coffee bags in there on top of it on display. They might have fifteen to thirty bags there and what they're doing is actually destroying the coffee by doing that. You're making the coffee sweat and you're bringing out the oils and you're changing the actual structure of the bean. And that's introducing new variables.

Don't have that much coffee on display I know you're proud of the coffee that you sell or you're using and you want to show your customers that's fine. If you want to display your coffee have some coffee that is old and that you're not going to use have it on display. Couple of bags people get the point you know so if it's very important to make sure you're not introducing any new variables by you doing it unaware of.

Step six is owning your own equipment. Now this is the most important step if you don't have your own equipment it's very hard for you to do any of this because for you to move to a different coffee company if you're coffee company's giving you equipment to sell coffee then it's going to be hard for you to move on. Because you need to move on to someone that's going to give you new coffee equipment and then the coffee equipment they give you, you have really have no much choice whatever agreement they have with their coffee equipment supplier that's all you're going to get. And that's going to impact on your variations, if you're getting coffee equipment that's going to give you variations. That's what I'm going to talk in the following parts of the series that's part two and part three which is part two is the coffee grinder and part three is the coffee machine.



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If you don't have your own coffee equipment you're going to get what they give you. And you can't move on to new coffee supply, very hard and if you want to start owning your own equipment it's going to be a hardest step for you to do. It's not impossible but I encourage if you're opening up a new shop buy your own equipment. If you have equipment that's from a coffee supplier start looking to have your own equipment. Buying coffee from local boutique roaster I'm pretty sure you're going to get the coffee much cheaper than you would have it with equipment. And the money you saved on that you can use it towards your own equipment.

If you buy a coffee and they've given you equipment that money is coming from somewhere it's not like they've given you the coffee for free or the coffee machine for free, they still have to pay for that. The business model with that is they have a very cheap coffee to give you, the mark up is so high that they use that mark up to make a profit and to give you an equipment. So you can imagine what-- how much mark up there is for that to happen. Now boutique roasted cannot afford to give you a coffee machine because they're investing their money in the coffee so the mark up there is not as great that's why it's better to go through a boutique roaster. Why? Because instead of investing the money into equipment they're investing the money in to the coffee for you to go and buy for a high grade coffee is much more expensive than a low grade coffee, that's just a quick rundown in owning your own equipment.

You're probably saying I'm not coffee connoisseur or I don't have time. I'm happy with my supplier you know I can't afford to purchase my equipment.

If you want to move forward in your business you need to look, you need to take action. You know as I said earlier before, you got to be like that laser guided missile have the target in place and then go for it.

If you're going down the path and you can't afford your equipment you're going away from your target quickly adjust and head back on to that target, go and buy your equipment find a way. There's always a way to stuff.

You don't need to be a coffee connoisseur to understand this all you need to know is the basic principles as I explained. Everything I explained is not rocket science, it's very easy so there's really no excuse there. You got no time, yeah every ones got no time but we can make time if we need to go and look for a new supplier it's going to take us an hour or two hours so you got to look for someone. We have to make time. You can find an hour of your time that instead of you working to free for an hour, go and got to look for a roaster for an hour something like that just find some time something that-- it's not going to increase your business.



Blandi Coffee

Master The Way You Make Coffee

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Blandi Coffee Podcast

All Coffee No Sugar

with Patrizio Blandi



Episode 2: How to make a consistent coffee even if you're a novice

Part 1 Coffee Beans

If there's something that's not going to grow your business or it's not going to give you a great improvement in your lifestyle then take that away from making you grow your business further. If you're happy with your supplier, that's great, because that means you've getting what I've just outlined. What I've just spoken about your looking at this thinking, this is perfect this is exactly what my supplier is doing. So that's great to hear.

Some actions steps to take is go and look at your coffee bags. Go to where you hold your coffee and just go and have look at the roasting date, is there a roasting date on your bag? It's a very quick thing to do go and have a look and it's a curiosity and it's something I really wanted to discuss. You can discuss it on my episode at my website, have a discussion I don't want you to mention any brands or manufacturers. I'm not here to bag any one out. I'm just doing this purely as a curiosity to find out if people are looking at that. If their existing coffee supplier has that on their coffee bags and that's something to talk about. Have you got it or was it hard to find? You really have this, the other thing to do is taste the coffee. Taste your coffee that's the most important thing, go and taste your coffee do you like it? If you like it your customers will like it.

if you like it you're going to portrait that when you make your coffee. So it's very, very important for you to taste the coffee and taste it all the time. Has your coffee got a strong aroma? You know when you open up the bag, does it hit you in the face, and wow this is nice. When you grind the coffee does it impact the room? Look at your coffee creamer when you put it through the machine, is it thick and golden?

Fresh coffees can have a very thick crema and is can be long lasting, as the age of the coffee increases it's going to last much shorter maybe it's going to disappear very quickly. Now if you don't your own equipment if you don't start looking around and listen to the next couple of episodes, they're very interesting for you. Look at machinery and you don't have to spend a lot of money you just need to find an equipment that's going to give you great results. So listen in to that and find ways to own your equipment that's it. I think that's covered a lot today and a lot for you to absorb so I hope you enjoy all of that and please stay tuned for the next couple of episodes, it's really important thing to continue on with your consistency and I think if you take all these on board today and you do find freshly roasted coffee that's of premium quality you're going to completely see a change of your results. And you greatly going to enjoy that experience and I hope you do.



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[End of Recording]



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